

# DIRECT

WIRE and CABLE, INC.

## Welding cable is NOT ALL THE SAME!

Direct guarantees that all of their cable is made in the USA with the finest bare copper. In addition, Direct uses a Mylar separator to prevent the insulation from sticking to the copper.

### Check these features:

- Self-extinguishing to flame
- Oil resistant
- Excellent abrasive and tear resistance
- Excellent flexibility

CABLE		
Properties	FLEX-A-PRENE®	VERI-FLEX
Voltage	600	600
Low Temp	-50° C	-40° C
High Temp	+90° C	+90° C
Durability	Heavy Duty	All Purpose

## VERI-FLEX

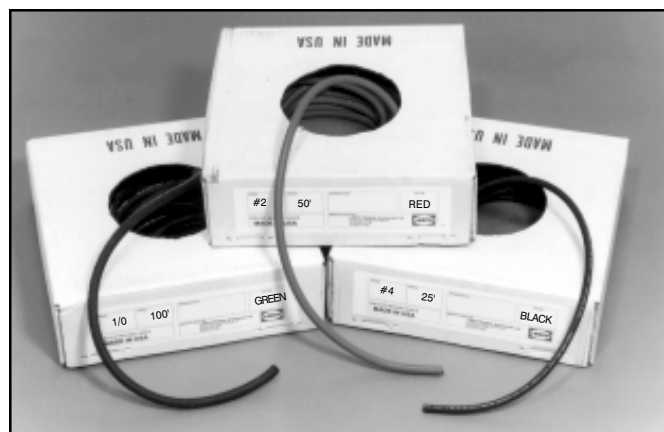
When you want an extremely flexible, all purpose, American made cable at an affordable price, you want VERI-FLEX with PVC-based insulation.

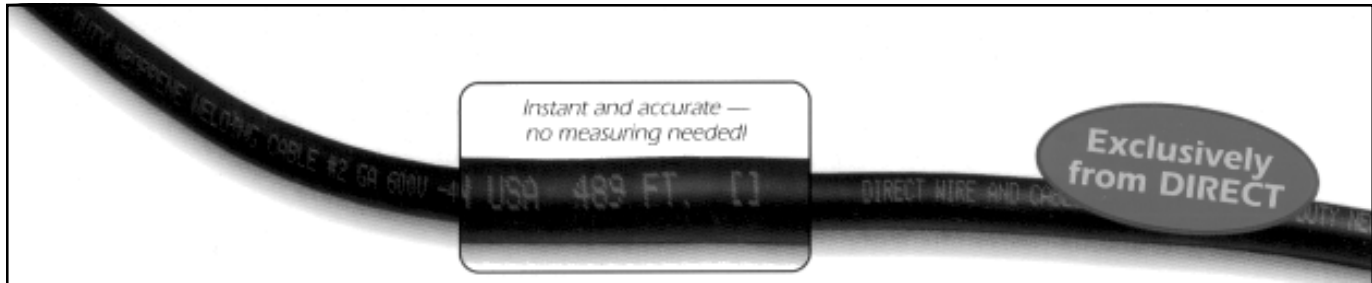
## FLEX-A-PRENE®

Proven to be the standard in the industry, our FLEX-A-PRENE® cable features a neoprene insulation which meets or exceeds all industry specifications, so it is a smart choice for every purpose plus it is competitively priced and available in a variety of colours.

## CUT & BOXED CABLE

- Perforated punch hole allows easy access to the cable ends and makes application of whip or lug ends a snap
- Eliminates cable waste
- Perfect for retail shelf space
- Available in 25', 50', 100' or custom lengths
- Coloured boxed cable is also available
- Boxes are clearly marked with colour, length and cable size





## SEQUENTIALLY MARKED CABLE

- Measurements are printed directly on the cable for accuracy every time!
- Makes it fast and easy to cut the right length - without measuring.
- Indicates the exact amount of footage remaining on each reel.
- Ends guesswork during inventory counts.
- Available in convenient 500' reels.

## COLOURED AND CUSTOM-IMPRINTED CABLE

To make cable identification easier on job sites with multiple contractors, or to individualize your rental cable, DIRECT offers a variety of coloured cables, as well as custom imprints.

### COLOURED CABLE

- Four stock colours available at no extra cost (Red, Blue, Yellow, Green)
- Custom colours available to match company logos
- Provides higher visibility for safety on the job

### CUSTOM IMPRINTS

- Company name and phone number imprints deter theft
- Keeps company name in clear view - to help generate more business!
- Locks in customers
- Indent print also available

### SPECIAL-PURPOSE CABLES

- Class M Cable
- Double-Jacketed Cable
- Shipyard Cable
- Plus More - Just Ask!

### SPECIAL ORDERS WELCOME!

Count on LENCO to fill all your special cable needs - including volume lengths. Reserved capacity means we can respond to special orders with a very short lead time, often the deciding factor for a sale. Custom colours, imprints and constructions can be manufactured and delivered in just a few weeks! Tell us exactly what you want, and we'll make it!

