



TECH TRENDS



By Peter Sheehan, Chief Executive Officer, Cobra Wire & Cable Inc.

Industry Trend & Challenge:

At Cobra we are committed to providing solutions to your industry's challenges.

What are these challenges?

You need flexibility. You require a FLEXIBLE power cable that can easily be installed in smaller, tighter environments without putting a strain on mission critical connection points, or your installation costs. FLEXIBILITY COUNTS!

You want a cable that does not leave a heat signature when operating correctly.

You, and our planet, need a cable that is ENVIRONMENTALLY FRIENDLY, "green" and is entirely recyclable.

Cobra Wire & Cable has met these challenges!

Solution:

Cobra has designed and tested cables to meet this industry's exacting criteria.

Cobra Data Center Power Cable, newly introduced at a recent Data Center Trade Show, is the only UL and CSA approved flexible power cable on the market today. This flexible product is easier to install, saves space and is less likely to strain or break mission critical connections.

Cobra Telecom Cables have all the same qualities of our Data Center Cables plus the added benefits of a low smoke, zero halogen cable. Cobra's Telecom Cables are manufactured to the high standards required to pass the stringent testing of Telcordia Technologies, and DOES NOT require a cloth braid. This characteristic makes the installation and handling much easier for installers and eliminates the use of fish paper in the installation process. Cobra Telecom Cables are rated FT4, UL Listed and CSA Certified.

Contact us for a sample of our cable, check its flexibility!

Visit us online www.cobrawire.com

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Product:

Cobra Data Center Cable, the only UL and CSA approved flexible power cable on the market today, is being well received and quickly becoming an industry standard. This product replaces THHN and/or DLO cable because it is much easier to install and saves valuable space. In addition, this flexible product is less likely to strain or break mission critical connections. Cobra Wire & Cable is stocking this flexible power cable in sizes 1/0 through 500MCM, in multiple locations throughout the United States. It is available for immediate shipment at extremely competitive pricing.

Cobra Telecom Cables have passed Telcordia Technologies testing! THIS PRODUCT REQUIRES NO CLOTH BRAID. Installation is easier and less expensive. The challenges of installing a cloth braided product are eliminated, fish paper is not required. Installers can get the job done quicker. Cobra has a full line of inventory in red, blue, green, black and gray, with or without tracers, in sizes 14 gauge to 750MCM. We can ship "same day" in the lengths you require.

In addition Cobra inventories a full line of Lugs, Ferrules, H-Taps, Reducers and Crimp Tools – all at competitive pricing!

Benefit:

Cobra Wire & Cable products carry the power that ensures your signals are always sent on time, all the time, without disruption. Our team has the experience and knowledge to provide complete and total customer satisfaction.

Do you have a low voltage power cable requirement or problem to solve? THINK COBRA. We have been supplying the UPS, Load Bank, Inverter, Battery and Battery Charger industries for 20 years. Look at this equipment in your own facility. You will see Cobra Cable installed on it, both internally and externally.

Cobra has strategically located warehouses throughout the United States. Special cuts, special requirements and same day shipments – whatever you need, when you need it. Cobra Wire & Cable, Inc. – Powering your business.