

Product Line Overview





FARM & SHOP™ OIL RESISTANT EXTENSION CORDS

PRIME® Farm and Shop® cords are designed for the rigors of an agricultural or professional workshop environment. Given all the chemicals used in fertilizing or in an environment such as an automotive shop, these are the professional quality cords required to ensure that the job is powered right every time. The SJTOW jacketing is oil, water, weather and abrasion resistant, flame retardant and maintains flexibility in extreme temperatures from -58°F up to 221°F.

Farm & Shop™ cords are available in 14/3 SJTOW 25ft, 50ft & 100ft lengths



NO OVERLOAD® CIRCUIT BREAKER PROTECTED TRIPLE-TAP EXTENSION CORDS

PRIME® No Overload® extension cords have a built-in resettable circuit breaker in the plug that's designed to trip prior to the main circuit breaker or fuse in the electrical panel. This saves time and also helps the user to safely identify exactly where an overload occurred.

With a high-visibility red jacket, these cords are ideal for use on a job site, workshop, or a lawn & garden environment where multiple tools are plugged into one cord. Like all of Prime's standard vinyl outdoor extension cords, they are water, weather & UV resistant, flame retardant and flexible in temperatures from -40°F up to 140°F.

No Overload® triple-tap cords are available in 14/3 SJTOW 25ft, 50ft, & 100ft in lengths. These cords are also ideal candidates for our custom printing program.



GLACIER FLEX® COLD-WEATHER EXTENSION CORDS

GLACIER FLEX® Cold weather vinyl extension cords provide outstanding performance in extreme climate conditions at temperatures from -58°F up to 140°F. GLACIER FLEX® cords provide superior resistance to moisture, ozone, cracking, and are outstanding in resistance to abuse, rough handling and wear. The PRIMELIGHT® connector allows you to see when the power is on.

Available in 16/3, 14/3, 12/3 SJTOW with lighted single tap or lighted triple tap. These cords are also ideal candidates for our custom printing program.



LAWN & GARDEN LANDSCAPE EXTENSION CORDS

These 16/3 SJTOW cords are designed to work in a residential lawn & garden/outdoor living environment. Beige, green and white cords are ideal in situations where the cord is not the focal point, powering bug zappers, holiday lighting, landscape lighting, etc. There are also safety orange 16/2 SJTOW cords designed for use with lawn & garden power tools. Additional accessories include stake lights and multi-outlet power stakes.

All PRIME® Lawn & Garden extension cords are made with the same high quality components as our other outdoor extension cords. They are water, weather & UV resistant, flame retardant and flexible in temperatures from -40°F up to 140°F.



OUTDOOR EXTENSION CORDS

PRIME® outdoor extension cords are designed for use by contractors and industrial personnel. Prime's specially formulated jacketing protects against rough use, moisture, ozone and gives added flexibility at below freezing temperatures. Molded-on and bonded vinyl plugs and connectors resist breaking or pulling off cord.

Available in 16/3, 14/3, 12/3, & 10/3 SJTOW. With single tap or triple tap. 12/3 & 10/3 are also available in double-thick STW jackets. We also have 12/3 SJTOW Twist-to-lock cords.

Color-coded Cords & Packaging make for easy identification at point-of-sale and on the job.



For Fast Service Call (800) 962-2738

www.primewirecable.com



ARCTIC BLUE™ ALL-WEATHER TPE-RUBBER OUTDOOR EXTENSION CORDS

ARCTIC BLUE™ all-weather TPE-rubber cords are designed for use in extreme conditions and are packed with features. TPE-rubber jacketing is 30% lighter than standard rubber and is oil and water resistant, flame retardant, extra flexible and abrasion resistant as well. Arctic Blue™ cords come standard with our **PRIMELIGHT®** power indicator light in the end connector, and also have our exclusive **PRIMELOK®** locking device built into the connector in order to prevent unplanned/unwanted disconnects from power tools. Arctic Blue™ cords provide superior resistance to sunlight, ozone, cracking and stay flexible from -58°F up to 221°F.

Arctic Blue™ cords are available in 14/3, 12/3 and 10/3 SJEOW with our lighted, locking end connector and in 12/3 SJEOW with a lighted triple-tap connector.

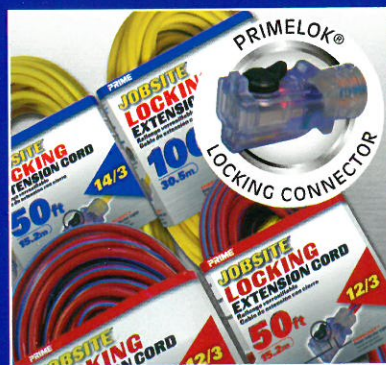
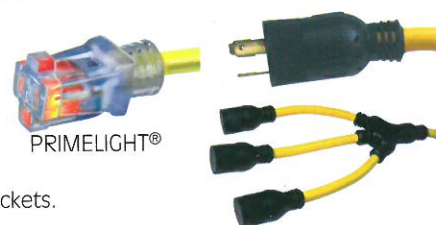


BULLDOG TOUGH® CONTRACTOR QUALITY CORDS

PRIME® Bulldog Tough® extension cords are designed for professional use. The high-visibility yellow jacket is oil and water resistant, flame retardant, extra flexible and abrasion resistant – just what's needed on the job site. All Bulldog Tough® cords come with our **PRIMELIGHT®** power indicator light in the end connector to let you know when there is power in the cord. Bulldog Tough® cords are guaranteed to last a lifetime under normal use and remain flexible in extreme conditions from -58°F up to 221°F.

Available in 14/3, 12/3, & 10/3 SJTOW with lighted single tap or lighted triple tap in a variety of lengths.

Ask about our full line of twist-to-lock and U-ground adapters in double-thick STOW jackets.



JOBSITE® OUTDOOR EXTENSION CORDS WITH PRIMELOK® LOCKING CONNECTOR

PRIME® Jobsite® cords combine all the features of our standard vinyl outdoor extension cords with high-visibility colors and contrasting stripes molded into the jacket. The key features that set this cord apart from standard outdoor cords are our exclusive **PRIMELOK®** locking connector and **PRIMELIGHT®** power indicator light.

Available in U-Ground 14/3 high-visibility yellow and 12/3 blue with red stripe, and 12/3 SJTW Twist-To-Lock with **PRIMELIGHT®** indicator, these cords are water and weather resistant, flame retardant and maintain flexibility from -40°F up to 140°F.

NEON FLEX® HIGH VISIBILITY OUTDOOR EXTENSION CORDS

Another PRIME® Innovation. We developed the first true neon colored high-visibility extension cords in our Southern California factory years ago. Combining all the high quality features contractors have come to expect from PRIME®, these cords are designed for all-day use with our standard water, weather & ultra-violet light resistant and flame retardant jacket that ensures these cords will shine brightly on the job for many years. Neon Flex® cords come equipped with our **PRIMELIGHT®** power indicator light and are flexible in temperatures from -40°F up to 140°F.

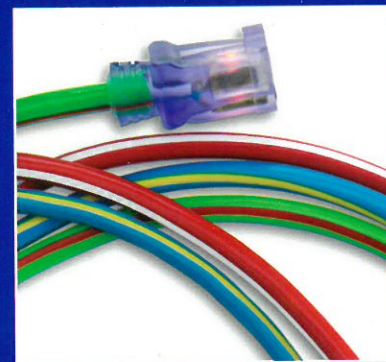
Available in 12/3 SJTW in Neon Green, Neon Pink, Neon Blue and Neon Red.



KALEIDOSCOPE OF COLORS® STRIPED OUTDOOR EXTENSION CORDS

Prime's reputation as an innovator started years ago when we were the first wire company to include 2 extruded color stripes on our Kaleidoscope cords. Other companies extruders could only do one stripe, so Prime's colors stood out better on the job site where identifying one's own cords is so important. The added value of the **PRIMELIGHT®** power indicator light in the end connector and Prime's oversized plugs & strain reliefs keeps these cords on job sites all over the country today.

Kaleidoscope of Colors® cords are available in 14/3 & 12/3 SJTW in dynamic color combinations including red/white, green/red and blue/yellow.



Ask About Custom Printing-Contact Us at
www.primewirecable.com



APPLIANCE & POWER SUPPLY CORDS

PRIME® appliance and power supply cords are offered in a variety of lengths and gauges for use with air conditioners, range and dryers, power tools and small appliances.

We also offer a comprehensive line of household, office and utility cords including our Snug Plug® low profile extension cords.

Please visit our web site at www.primewirecable.com or contact your PRIME® salesperson for more detailed information.



CORD STORAGE

PRIME® offers a variety of cord management solutions including retractable cord reels, portable cordwinders, cord reels & power stations. All are made with the finest materials, built to last and for those with cords included, are made to the most up-to-date UL safety & performance standards. Whether for commercial or residential use, these devices work.

Ask your PRIME® salesperson about customized promotions that bundle an extension cord with a cord storage device, or a custom length cord on a power station.



LIGHTING PRODUCTS

PRIME® offers a comprehensive assortment of lighting products including reflector clamp lamps, incandescent and fluorescent worklights and outdoor temporary light strings.

All are manufactured and listed to UL's latest safety and performance standards.

Dipped Metal Replacement Cages also available.



COMMERCIAL & INDUSTRIAL GRADE WIRING DEVICES

Commercial and Industrial grade plugs and connectors provide long lasting, rugged and abuse resistant service. Molded of materials engineered to resist cracking and breaking, they are quick and easy to assemble to any cord.

Available in the following NEMA configurations:



5-15R



5-15P

15 Amp U-Ground



L5-20R



L5-20P

20 Amp Twist-To Lock

Ask your PRIME® salesperson about other available configurations to fit your special needs.

For Fast Service Call (800) 962-2738

www.primewirecable.com



RV & MARINE POWER CORDS & ADAPTERS

Prime's program emphasis is on getting the right products to consumers. Our product offering contains only the A+ volume movers, packaged and merchandised as a cohesive program, creating cross-merchandising and end-cap impact opportunities for these products. All of our RV cords & corded adapters have a unique EZ-Grip handle and our PRIMELIGHT® power indicator light in the end connector. These cords & adapters are made with highly ozone, UV, water, weather & abrasion resistant and flame retardant jacketing and our marine cords have water proof seals on the plug & connector.



GENERATOR CORDS & ADAPTERS

Emergency situations happen year-round. Tornadoes, hurricanes, winter storms – all require increased use of generators. Additionally, generators are found on job-sites and campgrounds year-round. Prime's products are packed with features that make them both compatible with and beneficial to use with most generators sold today. Start with our premium STOW wire that's oil, water, weather, UV and extra-abrasion resistant, and flame retardant. It also maintains flexibility in extreme temperatures from -58°F up to 221°F. We have more 20Amp T-Blade plugs (that fit outlets on nearly 100% of all generators on the market) and T-slot connectors – including our exclusive T-slot lighted triple-tap connector – than any other generator program, giving the end user the most flexibility out of any generator cord program on the market today. Most products also have our PRIMELIGHT® power indicator light in the end connector.



SHOCK SAFE® (G.F.C.I.) GROUND FAULT CIRCUIT INTERRUPTERS

PRIME® G.F.C.I. adapters provide added safety wherever electrical tools or appliances are used. GFCI's sense whenever there is a deviation in the standard flow of electricity and automatically shut off the power to prevent any shocks to the user. They are OSHA required on job sites, in kitchens, bathrooms, closets, garages and outdoor applications. Having a portable G.F.C.I. adapter ensures user safety – especially when working around water or in an older building that may not be up to code.

Available in junction box, in-line triple-tap adapter and adapters with the G.F.C.I. built into the plug, all of Prime's GFCI products satisfy OSHA requirements.

SURGE PROTECTION PROGRAM

PRIME® offers a complete line of surge protectors, power strips, taps and adapters to meet most needs from economical to home theater/home office applications. Packaging and P.O.P. signage coordinate to call out application-specific features as well as a "good," "better," "best" merchandising approach. We've simplified the category to eliminate SKU redundancies and to make it easier for consumers to find the right product for each specific application. All items in the program meet the latest UL safety and performance specifications and have the key features needed for today's environment like low-profile plugs, wide spaced outlets for oversized transformer plugs, outlet safety covers and more. The program is divided into 4 easy-to-shop categories:

- Home & Workshop Power Strips & Taps (Yellow packages)
- General Purpose Household Surge Protectors (blue packages)
- Multimedia (Home Theater & Home Office) Surge Protectors (red packages)
- Energy Saver Surge Protectors which help consumers save up to \$50 per year! (green packages)

See Our Complete Program at:
www.primewirecable.com



Prime Wire & Cable

Industry Leader in Extension Cords, Surge Protectors & Power Strips Electrical Accessories

Since 1986 PRIME® has been a manufacturer of premium wire and cable products, including extension cords, surge protectors, power strips and adapters. During this time we have built a reputation for quality products and for meeting our customers' needs. We are very proud of the long term relationships we have established with our customers. These partnerships have enabled us to grow from supplying primarily jobsite extension cords to a leading, full-line supplier of extension cords, surge protectors, power strips, work-lights, power adapters, generator cords, marine and RV extension cords and adapters, cord storage, spooled wire and related accessories.

PRIME® is a wholly owned subsidiary of YFC-BonEagle, a publicly traded company on the Taiwan Stock Exchange. This strengthens our position as an industry leader, as YFC has two ISO & RoHS compliant factories in China in which we produce our products. This flexibility enables us to serve our customers even better with:

- More capacity
- Flexible distribution points-both from our domestic distribution center in Southern California and from Yantian & Shanghai, two key shipping points in China
- Around the clock service

INNOVATION

Recognized for product innovation and dynamic packaging, PRIME® has grown from humble beginnings into an industry leader. From our industry-first Neon Flex® hi-visibility extension cords to our premium Bulldog Tough® job-site extension cord program, PRIME® has developed a knack for introducing the "next big thing" to the marketplace. Our consumer-friendly packaging and merchandising programs make it easy for retailers to display our products and for consumers to find exactly what they need.

QUALITY

PRIME® takes great pride in every product that bears our brand. Therefore, each product must be right. Quality is designed into the product at every stage - from our over-sized plugs with extra heavy duty strain reliefs to imposing rigorous testing procedures. There are over 70 different tests and inspection points on every item that our products must pass at every step of manufacturing (and once again before it leaves our distribution center). We produce our wire & cable products in our two ISO & RoHS compliant factories. This assures our customers that each product will perform as expected, whether on the job site or in the home. All our products are built to perform, and built to last.

PERFORMANCE

Both our products and our people not only meet, but exceed expectations. Our commitment to customer service is exemplary. All of our products - from our indoor, appliance, outdoor and specialty cords to our power strips, adapters, and surge protectors, are made to last for years. Our dedication to the industry is unmatched in today's marketplace.

PRIME® brings you the premium quality products you demand today as well as the most exciting ideas for the marketplace of tomorrow.

PRIME® 900,000 sq. ft. Manufacturing Facility



PRIME® 600,000 sq. ft. Manufacturing Facility



Prime Wire & Cable Inc. • 280 Machlin Court • City of Industry, CA 91789 • www.primewirecable.com

Industrial Products Division (800) 962-2738 • Fax (800) 797-2226

Retail Products Division (888) 445-9955 • Fax (909) 859-2926

rev. 03202012