DIRECT WIRE

POWER

CABLES | ASSEMBLIES | CONNECTORS

The Direct Difference

Direct Wire is a multi-generation family business specializing in the manufacture of high-performance, industrial-grade wire and cable products for electrical transmission and power distribution applications. Every day, we set out to exceed our customers' expectations through superior service and customer focus, state-of-the-art technology and manufacturing capabilities, and our employees' commitment to embrace the values and vision of our company.

1977	125+	Multi	40+
ESTABLISHED IN DENVER, PA	EMPLOYEES NATIONWIDE	GENERATION FAMILY-OWNED	YEARS OF EXPERIENCE

Service Above All

With millions of wire and cable footage manufactured annually for a wide variety of industries, we rigorously monitor and test all products to ensure they meet the highest quality standards, leverage functional partnerships to create meaningful solutions, respond and adapt to our customers' evolving needs, and strive to deliver a positive experience every time.

Technology That Performs

Advanced equipment and an agile, scalable infrastructure provide us with in-house capabilities to manufacture products with construction quality that is unmatched in the marketplace, including higher copper stranding and tighter outside diameters, exceptional durability and resistance characteristics, and superior electrical conductivity and flexibility.

People Who Care

We understand that our people are the face of Direct Wire and recognize the value of their individual and collective contributions. That is why we remain committed to hiring, training, and rewarding the best and brightest. Working hard, sharing knowledge, offering support, and caring for each other—that is how Direct Wire is building a great American company.

A History of INNOVATION

Growing demand for Direct's Flex-A-Prene product sees the company add standard and custom color options to the popular welding cable. Customers were now able to quickly identify owned cables on the job site, bring branding elements into their operation, and assign colors for specific functions or safety.

1998

The first version of Ultra-Flex® launches with its signature orange jacketing and industry-best flexibility characteristics. The new product is an immediate success within high-flex applications, including pipeliners, robotics, and constrained spaces.

1999

To answer customer demand for ready-to-use products, Direct develops a seamless process to offer precision-cut cable lengths that eliminate in-the-field, inaccurate, and messy cuts while saving time and labor costs.

2003

Direct becomes the first manufacturer to incorporate SAE J1127 requirements into its welding cable, requiring minimum copper amounts per gauge, appropriate sizing for specific applications, and testing for mechanical and performance characteristics.

2010

At Direct Wire, we have a proud tradition of innovation and pioneering spirit that keeps us at the forefront of product development, service excellence, and continuous improvement. From humble beginnings — mailing cable samples from the garage of owner, Richard Witwer — to the commissioning of our newest, state-of-the-art continuous vulcanization line, Direct Wire remains committed to pushing toward the future.

We're proud of Direct Wire's history of success and the creativity and ingenuity of our employees who have made it possible. Below is more recent proof of how our team of visionaries and trailblazers has redefined innovation within the wire and cable industry.

Adhering to ethical and sustainable operations, Direct introduces its unique Copper Recycling Program to provide a competitive scrap return solution for customers. The convenient process offers simple and consistent credit rates based on COMEX marketing pricing.

2012

Direct integrates Quick Print® capabilities into its long- and short-run manufacturing processes allowing customizable ink printing along the outer cable jacketing to help company branding, identify cable types, and deter theft.

2013

Cable customization takes another step forward as Direct begins offering the application of extruded color striping on its rubber compound products. The striping process has since been made available on all plastic compound products as well.

2014

Direct becomes the first wire and cable manufacturer in the US to integrate Super Steam curing processes into its CV lines. The cutting-edge technology utilizes reduced pressure and optimal heat levels to manufacture superior-quality dual pass and multi-conductor cables.

2020

DURAFLEX®
TYPE W POWER ASSEMBLIES

Direct's DURAFLEX® Type W assemblies are industrial grade, portable power cable systems used within environments requiring permanent or temporary power supply. Durable and versatile, these assemblies are also commonly deployed for heavy-use applications, including rental, mining, A/C systems, and motor battery leads. DURAFLEX Type W is UL listed and manufactured in the USA.

- INDUSTRIAL
- OIL DRILLING
- MINING
- ENTERTAINMENT
- GENERATORS
- MOTOR LEADS
- BATTERY LEADS

DURAFLEX | TYPE W POWER CABLE SPECS

AWG SIZE	STRANDING	INSULATION THICKNESS (NOM)		OUTSIDE DIAMETER (NOM)		AMPACITY[1]	APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM		
#6	273 / 30	.095	2.41	.503	12.78	105 A	188
#4	429 / 30	.095	2.41	.549	13.94	140 A	253
#2	676 / 30	.095	2.41	.620	15.75	190 A	350
#1	845 / 30	.095	2.41	.688	17.48	220 A	436
1 / 0	1,066 / 30	.095	2.41	.740	18.80	260 A	523
2 / 0	1,339 / 30	.095	2.41	.794	20.17	300 A	631
3 / 0	1,677 / 30	.095	2.41	.830	21.08	350 A	740
4 / 0	2,109 / 30	.095	2.41	.906	23.01	405 A	908

[1]Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

c UL us RoHS MADE IN USA

DURAFLEX® TYPE W POWER ASSEMBLIES

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V; 2,000 V
Insulation & Jacket	• Separators: paper and mesh • Insulated with low-smoke, halogen-free EPDM • Jacketed with proprietary CPE • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, UV, and water • UL tested 60°C (140°F) oil resistant rating • UL tested 720 hours sunlight resistance rating
Temperature Range	• -40°C (-40°F) to 90°C (194°F) Dry; 90°C (194°F) Wet

Features

High Flexibility	• Finer stranding and greater strand count allow products to bend more easily and increase lifespan
Enhanced Safety	• Jacketed with vulcanized CPE rubber compound for superior heat resistance, providing safer handling and cable management in the field
Extra Durable	• Heavy-duty CPE jacket compound provides long-term durability and protects against hard usage and harsh industrial environments

Stock & Customization

Jacket Colors	• ● Black (standard) • Custom colors available upon request
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking
Assembly Types	• Type W, Pin and Sleeve, Spider Box / California Standard Cord, Edison Extension, Pigtail / Tie-in
Assembly Lengths	• 25', 50', and 100' • 3' and 5' available bare and lug • Custom assembly lengths available upon request

Assembly Specifications

- UL listed and CSA certified
- NEMA rated
- UV resistant Santoprene™
- High-conduction brass contacts
- -40°C to 105°C; up to 600 V

VERI-FLEX®

STAGE CABLE ASSEMBLIES

Direct's Veri-Flex® single-pass stage, sound, and lighting cable is an industrial-grade flexible and heavy-duty power cable used within the entertainment industry, including live events, movie and television, and theatre lighting. Veri-Flex® has been designed to achieve the optimal balance of flexibility and durability, with unparalleled customization. The cable is also deployed for rental and temporary power applications. Veri-Flex® is UL listed, RoHS compliant, and manufactured in the USA.

- ENTERTAINMENT
- MOTION PICTURE
- THEATRE & STAGE
- CONCERTS
- LIVE EVENTS

VERI-FLEX TYPE SPSC | STAGE CABLE							
AWG SIZE	STRANDING	INSULATION THICKNESS		OUTSIDE DIAMETER		AMPACITY[1]	LBS PER 1K'
	/ DIAM (OR) GA	IN	MM	IN	MM	amps	
#8	182 / 30	.090	2.29	.357	9.07	80	101
#6	273 / 30	.097	2.46	.417	10.60	105	147
#4	429 / 30	.097	2.46	.452	11.49	140	203
#2	676 / 30	.097	2.46	.521	13.24	190	293
#1	845 / 30	.115	2.92	.592	15.04	220	376
1 / 0	1,066 / 30	.115	2.92	.632	16.05	260	451
2 / 0	1,339 / 30	.115	2.92	.681	17.30	300	549
3 / 0	1,677 / 30	.115	2.92	.734	18.64	350	667
4 / 0	2,109 / 30	.115	2.92	.797	20.24	405	813
250 kcmil	2,527 / 30	.115	2.92	.855	21.72	455	956

[1] Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

UL LISTED MADE IN USA

VERI-FLEX® STAGE CABLE ASSEMBLIES

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V
Insulation & Jacket	• Wrapped paper separator • Insulated with low-smoke, halogen-free EPDM • Jacketed with proprietary CPE • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, UV, and water • UL tested 60°C (140°F) oil resistance rating • UL tested 720 hours sunlight resistance rating
Temperature Range	• -50°C (-58°F) to 105°C (221°F) Dry; 75°C (167°F) Wet

Features

Multi-Location	• For use in accordance with NEC Articles 520, 525, and 530 for indoor and outdoor applications and environments
High Flexibility	• Finer stranding and greater strand count allow products to bend more easily and increase lifespan
Extra Durable	• Heavy-duty CPE jacket compound provides long-term durability and protects against hard usage and harsh industrial environments

Stock & Customization

Jacket Colors	• ● Black (standard) • Custom colors available upon request
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking
Assembly Types	• Cam-Lok™ Feeder Cable, 2-/3-/5-Wire Banded, Stage Pin Extension, and Pigtail/Tie-in
Assembly Lengths	• 25', 50', and 100' • Custom assembly lengths available upon request

Industry Approvals

- UL Listed Type SC
- UL 1680 (Stage and Lighting)
- cULus Listed Type SC
- IAW NFPA 70/NEC Articles 400, 520, 525, and 530
- IAW UL 44 and 1581
- FT-5 and VW-1
- CSA C22.2 No. 96 and 2556
- ASTM B3, B49, B172, and B263
- MSHA Compliant

POWER PACK

BULK POWER CABLE & ASSEMBLIES

Introducing the Power Pack, a versatile solution for your cable and assembly needs. Experience cost savings with our exclusive quantity discounts, allowing you to order in bulk and enjoy competitive pricing on high-quality cables. The Power Pack not only ensures secure shipping, significantly reducing the risk of product damage during transit, but its collapsible bin design also offers efficient storage in your warehouse. Say goodbye to the hassle of managing individual pieces of cable – the Power Pack keeps everything organized, accessible, and ready for deployment when you need it.

- INDUSTRIAL
- OIL DRILLING
- MINING
- GENERATORS
- ENTERTAINMENT
- LIVE EVENTS
- CONCERTS
- BATTERY LEADS

Power Pack Product Configurations

- 4/0 Duraflex® Type W BLK 50' Bulk Power Pack (QTY 40 - M&F Cams)
- 4/0 Duraflex® Type W BLK 5' Tails Bulk Power Pack (QTY 100 - M Cam)
- 4/0 Duraflex® Type W BLK 5' Tails Bulk Power Pack (QTY 100 - F Cam)
- #2 Veri-flex® SC BLK 50' Banded Bulk Power Pack (QTY 15 - M&F Cams)
- #2 Veri-flex® SC BLK 5' Tails Banded Bulk Power Pack (QTY 50 - M Cam)
- #2 Veri-flex® SC BLK 5' Tails Banded Bulk Power Pack (QTY 50 - F Cam)
- 6/4 SOOW MSHA BLK 50' Bulk Power Pack (QTY 40 - (50A 125/250V connectors)

Container Specifications

Outside	48" / 44.5" / 34"
Inside	44.3" / 41.5" / 27.5"
Collapse	12.5"
Weight	129 lbs
Capacity	1,800 lbs
Container	60 (Assembled)
Truckload	84 (Assembled)

Collapsible Container Assembly Features

- Convenient four-way fork access for easy maneuverability in busy storage areas
- Material cleans easily and resists rust, odors, and moisture
- Positive interlocking corners provide secure set-up and quick folding
- 100% Recyclable: Plastic material can be recycled and reused

MADE IN USA

Pin & Sleeve

Pin and sleeve assemblies are constructed using multi-conductor Type W or SOOW power cable fitted with heavy duty IEC 60309 connectors. These rugged assemblies maintain superior performance in inclement weather, corrosive environments, and cold impact performance.

Applications

- Primarily used in harsh weather industries where safety and secure connection is critical to continual power supply
- Rugged materials allow for use in wet and corrosive environments

Assembly Features

- Mechanical cord clamp with silicone grommet seal and locking screw ensures a positive and watertight connection with IP69K protection
- Durable thermoplastic body improves cold impact performance for 60 and 100 A
- Color-coded housing for easy and accurate identification of voltage
- Staggered contact to ensure ground makes first and breaks last
- Nickel plated pins offer long-life mechanical and corrosion protection

Specifications

Cables	• Multi-conductor TW • SOOW
Lengths	• 25', 50', and 100' • Custom lengths available
Ratings	• 20 / 30 / 60 / 100A • 120 / 208 / 480 V • 4P / 5W

Spider Box

Spider box assemblies (or CA standard cord) are constructed using SOOW 6/4 power cable fitted with twist-locking connectors or straight blade devices. The assembly connectors deliver maximum conductivity through single-piece construction and brass mounting for safer resistance.

Applications

- Primarily used for portable and temporary power within industrial worksite, emergency setup, and disaster recovery applications

Assembly Features

- Industrial grade black-and-white locking connectors
- High durability offers superior impact, sunlight, and chemical resistance
- Solid brass mounting for increased contact and safer ground path

Specifications

Cables	• SOOW (UL / MSHA)
Lengths	• 25', 50', 75', and 100' • Custom lengths available
Ratings	• 125 / 250V • 3P / 4W

Edison Extension

Edison Extension assemblies are constructed using SOOW and SJOOW power cable fitted with straight blade, twist-lock plugs and connectors, or Wetguard® watertight wiring devices. These versatile assemblies are suited for light duty, indoor usage or extra hard-use, outdoor applications.

Assembly Features

- Assemblies are built with plugs and connectors that are resistant to abrasion, oil, UV, water, and other environmental conditions
- All models are designed with the installer in mind, which helps minimize labor and ensures ease of use on the worksite
- Factory tested with UL and CSA cable

Specifications

Cables	• SOOW 12/3 & 5; 10/5 • SJOOW 12/3
Lengths	• 25', 50', 75', and 100' • Custom lengths

Straight Blades

Assembly Features

- SJOOW 12/3 — 15 A / 120 V / Single Phase / 2P3W
- Mainly used for indoor applications
- Ribbed connector housing provides durability and allows for secure gripping
- Nickel plating blades and contacts ensure excellent conductivity

Locking Extension

Assembly Features

- SOOW 12/3 — NEMA Config / 20 A / 120/250 V / 3 Phase / 2P3W / Indoor-Outdoor
- SOOW 10/5 — NEMA Config / 20 A / 120/208 V / 3 Phase / 4P5W / Indoor-Outdoor
- SOOW 10/3 — NEMA Config / 30 A / 120/250 V / 3 Phase / 2P3W / Indoor-Outdoor
- SOOW 10/5 — NEMA Config / 30 A / 120/208 V / 3 Phase / 4P5W / Indoor-Outdoor

Wetguard®

Assembly Features

- 20/30 A locking devices; NEMA and non-NEMA configurations
- Multi-point sealing system forms an impenetrable barrier against water and dust
- Compression nut strain relief system ensures integrity of electrical connection
- Used in industrial, OEM, food and beverage, oil and gas, and manufacturing

Stage Pin

Stage Pin assemblies are constructed using Veri-Flex® stage cable or 12/3 SOOW cable fitted with plugs and connectors. The assemblies' durable thermoplastic housing delivers excellent performance within demanding environments and under extreme temperatures.

Applications

- Primarily used for portable power and lighting applications within the entertainment and live events industries

Assembly Features

- Distinct connector designated for dimmable power
- Lie-flat design improves safety by reducing potential tripping hazards
- High-temperature, high-impact thermoplastic housing
- USITT pin configuration adheres to standards for stage lighting connector format
- Solid brass pin/contact design provides excellent conductivity

Specifications

Cables	• Veri-Flex® SC • SOOW 12/3
Lengths	• 25', 50', and 100' • Custom lengths available
Ratings	• 30 / 60 / 100A • 125 / 250V

Collapsible Container

Bulk containers are designed for ultimate durability with high-pressure injection molded HDPE and an I-beam welded base. Loads can be delivered directly to the assembly line for immediate use, with no unwrapping or unbanding.

Applications

- Ideal for storing and transporting cables and assemblies throughout supply chain
- Meets specifications of the Automotive Industry Action Group (AIAG)

Assembly Features

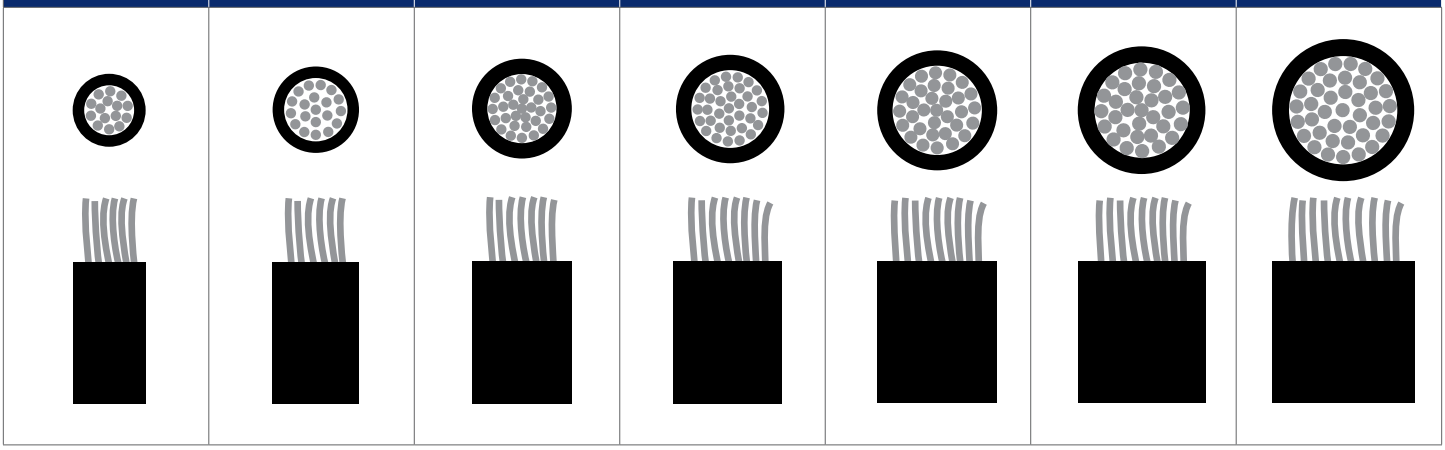
- Convenient four-way fork access for easy maneuverability in busy storage areas
- Material cleans easily and resists rust, odors, and moisture
- Positive interlocking corners provide secure set-up and quick folding
- 100% Recyclable: Plastic material can be recycled and reused

Specifications

Outside	• 48" / 44.5" / 34"
Inside	• 44.3" / 41.5" / 27.5"
Collapse	• 12.5"
Weight	• 129 lbs
Capacity	• 1,800 lbs
Container	• 60 (Assembled)
Truckload	• 84 (Assembled)

Welding Cable Guide

WELDING CABLE SIZES



NOTE 1: Welding cable sizes are drawn to scale.

SUGGESTED IN-LINE AMPACITY

AMPS	50′	75′	100′	125′	150′	175′	200′	225′	250′	275′	300′	325′	350′
100	#4	#2	#2	#1	#1	1 / 0	2 / 0	2 / 0	3 / 0	3 / 0	3 / 0	4 / 0	4 / 0
150	#2	#2	#1	1 / 0	2 / 0	3 / 0	3 / 0	4 / 0	4 / 0	250 MCM	250 MCM	250 MCM	350 MCM
200	#2	#1	2 / 0	3 / 0	3 / 0	4 / 0	4 / 0	250 MCM	350 MCM	350 MCM	350 MCM	350 MCM	
250	#1	1 / 0	3 / 0	4 / 0	4 / 0	250 MCM	350 MCM	350 MCM	350 MCM				
300	#1	2 / 0	3 / 0	4 / 0	250 MCM	350 MCM	350 MCM	350 MCM					
350	1 / 0	3 / 0	4 / 0	250 MCM	350 MCM	350 MCM							
400	2 / 0	3 / 0	250 MCM	350 MCM	350 MCM								
450	2 / 0	4 / 0	250 MCM	350 MCM	350 MCM								
500	3 / 0	4 / 0	350 MCM	350 MCM									
550	4 / 0	250 MCM	350 MCM										
600	4 / 0	250 MCM	350 MCM										

NOTE 2: For reference only. Due to variables within welding applications, it is recommended the user consult an electrical engineer for a particular welding application.
NOTE 3: Distance from power source (per lead).

Connectors

From Direct Wire's specially equipped workshop, our qualified professionals construct ready-to-use power assemblies using genuine components from premier brands, including MARINCO, Eaton/Cooper, and Leviton.

Cam-Lok™ Connectors

Boot with Screw (Male & Female)

Specifications

- UV resistant Santoprene™
- Single-piece brass contacts
- Available in all gauges
- 400 A; 600 V

In-Line Cams (Male & Female)

Specifications

- UV resistant santoprene
- Brass contacts
- Available in all gauges
- -40°C to 105°C
- 400 A; 600 V

Pin & Sleeve

Plugs & Receptacles

Specifications

- 20A; 30A; 60A; and 100A
- 125V; 250V; 480V; 3Ø 250V/AC; 3Ø 480V/AC; 3Ø 600V/AC; 3Ø 120/208V/AC; 3ØY 120/480V/AC; 3ØY 277/480V/AC; 3ØY 347/600V/AC

Twist, Blade, & Stage

Twist-Lock Plugs & Connectors

Specifications

- 2P3W and 3P4W
- 125 V
- 250 V
- 600 V AC / 250 V DC
- 480 V

Blade Plugs & Connectors

Specifications

- 15 A 2P3W / 20 A 2P3W
- 125 V / 250 V
- Plugs and Connectors
- Inlets and Outlets

Stage Pins

Specifications

- 60 / 100 A
- 125 / 250 V
- Highly durable housing performs under challenging conditions
- Solid brass pins and positive alignment and contact

Compression Lugs

Compression Lugs

Specifications

- Manufactured from high-strength copper and aluminum
- Electro-tin plated
- Color-coded and marked
- Voltage and temperature ratings

DURAFLEX® TYPE W

SINGLE CONDUCTOR POWER CABLE

Applications

Direct's DURAFLEX® Type W is an industrial grade, portable power cable primarily used within environments requiring permanent or temporary power supply. Durable and versatile, the cable is also commonly deployed for heavy-use applications, including rental, mining, A/C systems, and motor battery leads. DURAFLEX is UL listed and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG copper conductor
- Bare ASTM Class K copper
- Separators: paper (conductor) and mesh (insulation)
- Insulated with LSHF EPDM compound
- Jacketed with proprietary CPE compound

See reverse for technical specifications

DURAFLEX | TYPE W POWER CABLE

AWG SIZE	STRANDING	INSULATION THICKNESS (NOM)		OUTSIDE DIAMETER (NOM)		AMPACITY[1]	APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM		
#6	273 / 30	.095	2.41	.503	12.78	105 A	188
#4	429 / 30	.095	2.41	.549	13.94	140 A	253
#2	676 / 30	.095	2.41	.620	15.75	190 A	350
#1	845 / 30	.095	2.41	.688	17.48	220 A	436
1 / 0	1,066 / 30	.095	2.41	.740	18.80	260 A	523
2 / 0	1,339 / 30	.095	2.41	.794	20.17	300 A	631
3 / 0	1,677 / 30	.095	2.41	.830	21.08	350 A	740
4 / 0	2,109 / 30	.095	2.41	.906	23.01	405 A	908

[1] Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

c UL us RoHS MADE IN USA

DURAFLEX® TYPE W POWER CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V; 2,000 V
Insulation & Jacket	• Separators: paper (conductor) and mesh (insulation) • Insulated with low-smoke, halogen-free EPDM compound • Jacketed with proprietary CPE compound • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, sunlight, and water • UL tested 60°C (140°F) oil resistant temperature rating • UL tested 720 hours sunlight resistance rating
Temperature Range	• -40°C (-40°F) to 90°C (194°F) Dry; 90°C (194°F) Wet

Standards & Certifications

Industry Approvals	• UL 1650 • IAW UL 44 and 2556 • IAW ASTM B3, B49, and B172 • cULus Listed	• MSHA Approved • FT-1, FT-2, and FT-5 • RHH/RHW/RHW-2

Standard Stock

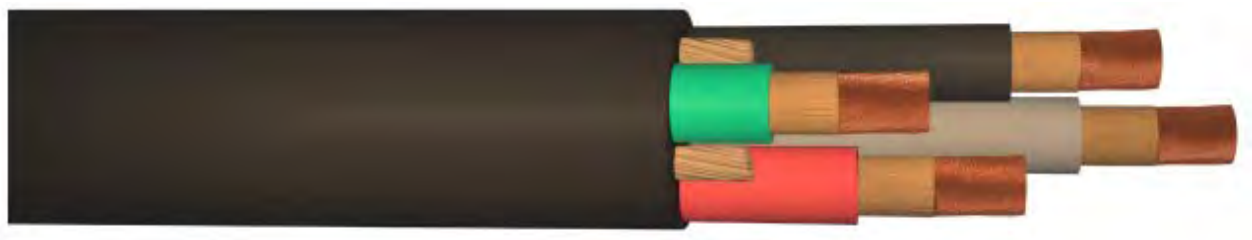
Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• Black (standard) Blue Green Red Yellow
Standard Print Legend	• (DIRECT LOGO) DURAFLEX (cULus) {E #} TYPE W {AWG SIZE} 90C DRY 90C WET 2000 V SUN RES OIL RES 60C - PPC 600V 90C -40C FT5 - {P#} MSHA
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

DURAFLEX® TYPE W

MULTI-CONDUCTOR POWER CABLE



Applications

Direct's Dura-Flex® Type W is an industrial grade, portable power cable primarily used for permanent or temporary power supply. Featuring 2, 3, and 4 multi-conductor configurations with uniquely colored conductors and a round profile with a bound core, this cable ensures both durability and flexibility in various applications. Durable and versatile, the cable is also commonly deployed for heavy-use applications, including rental, mining, A/C systems, motor battery leads . Dura-Flex® is UL listed and manufactured in the USA

Construction

- Rope-lay, bunch-stranded 30 AWG copper conductor
- Bare ASTM Class K copper
- Separators: paper (conductor) and mesh (insulation)
- Insulated with EPDM compound
- Filler Type: Twisted paper
- Jacketed with proprietary CPE compound

See reverse for technical specifications

DURAFLEX TYPE W | MULTI-CONDUCTOR POWER CABLE

AWG SIZE / # OF COND	COND STRANDS	COND WALL THICKNESS (NOM)		JACKET THICKNESS (NOM)		OUTSIDE DIAMETER (NOM)		AMPACITY[1]	APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM	INCHES	MM		
8 / 2	182 / 30	0.050	1.27	0.060	1.52	0.644	16.36	40 A	238
8 / 3	182 / 30	0.050	1.27	0.060	1.52	0.703	17.86	40 A	314
8 / 4	182 / 30	0.050	1.27	0.060	1.52	0.835	21.21	35 A	406
6 / 2	260 / 30	0.050	1.27	0.060	1.52	0.694	17.63	55 A	289
6 / 3	260 / 30	0.050	1.27	0.060	1.52	0.761	19.33	55 A	398
6 / 4	260 / 30	0.050	1.27	0.060	2.03	0.835	21.21	45 A	519
4 / 2	364 / 30	0.050	1.27	0.080	2.03	0.790	20.07	70 A	378
4 / 3	364 / 30	0.050	1.27	0.080	2.03	0.838	21.29	70 A	515
4 / 4	364 / 30	0.050	1.27	0.080	2.03	0.922	23.42	60 A	665
2 / 2	624 / 30	0.050	1.27	0.080	2.03	0.954	24.23	95 A	583
2 / 3	624 / 30	0.050	1.27	0.080	2.03	1.015	25.78	95 A	813
2 / 4	624 / 30	0.050	1.27	0.080	2.03	1.121	28.47	80 A	1,052

[1]Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

MADE IN USA

DURAFLEX® TYPE W MULTI-CONDUCTOR POWER CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V; 2,000 V
Insulation & Jacket	• Separators: paper (conductor) and mesh (insulation) • Insulated with low-smoke, halogen-free EPDM compound • Jacketed with proprietary CPE compound • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, sunlight, and water • UL tested 60°C (140°F) oil resistant temperature rating • UL tested 720 hours sunlight resistance rating
Temperature Range	• -40°C (-40°F) to 90°C (194°F) Dry; 90°C (194°F) Wet

Standards & Certifications

Industry Approvals	• UL 1650 • IAW UL 44 and 2556 • IAW ASTM B3, B49, and B172 • cULus Listed	• MSHA Approved • FT-1, FT-2, and FT-5 • RHH/RHW/RHW-2

Standard Stock

Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• Black (standard) Blue Green Red Yellow
Standard Print Legend	• (DIRECT LOGO) DURAFLEX (cULus) {E #} TYPE W {AWG SIZE} 90C DRY 90C WET 2000 V SUN RES OIL RES 60C - PPC 600V 90C -40C FT5 - {P#} MSHA
Marking Options	• Surface Print; Indent Print; Logo/Icon; Sequential Marking

VERI-FLEX®

TYPE SC | STAGE CABLE

Applications

Direct's Veri-Flex® single-pass stage, sound, and lighting cable is an industrial-grade flexible and heavy-duty power cable used within the entertainment industry, including live events, movie and television, and theatre lighting. Veri-Flex® has been designed to achieve the optimal balance of flexibility and durability, with unparalleled customization. The cable is also deployed for rental and temporary power applications. Veri-Flex® is UL listed, RoHS compliant, and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG copper conductor
- Bare ASTM Class K copper
- Wrapped paper separator
- Single-layer proprietary CPE construction

See reverse for technical specifications

VERI-FLEX TYPE SPSC | STAGE CABLE

AWG SIZE	STRANDING	INSULATION THICKNESS		OUTSIDE DIAMETER		AMPACITY[1]	LBS PER 1K'
	/ DIAM (OR) GA	IN	MM	IN	MM	amps	
#8	182 / 30	.090	2.29	.357	9.07	80	101
#6	273 / 30	.097	2.46	.417	10.60	105	147
#4	429 / 30	.097	2.46	.452	11.49	140	203
#2	676 / 30	.097	2.46	.521	13.24	190	293
#1	845 / 30	.115	2.92	.592	15.04	220	376
1 / 0	1,066 / 30	.115	2.92	.632	16.05	260	451
2 / 0	1,339 / 30	.115	2.92	.681	17.30	300	549
3 / 0	1,677 / 30	.115	2.92	.734	18.64	350	667
4 / 0	2,109 / 30	.115	2.92	.797	20.24	405	813
250 kcmil	2,527 / 30	.115	2.92	.855	21.72	455	956

[1] Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

UL LISTED MADE IN USA

VERI-FLEX® TYPE SC | STAGE CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V
Insulation & Jacket	• Wrapped paper separator • Single-Layer construction with proprietary CPE compound • Improved black color compound • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, sunlight, and water • UL tested 60°C (140°F) oil resistant temperature rating • UL tested 720 hours sunlight resistance rating
Temperature Range	• -50°C (-58°F) to 105°C (221°F) Dry

Standards & Certifications

Industry Approvals

- UL Listed Type SC
- UL 1680 (Stage and Lighting Cable)
- UL 44 and 1581, & 2556
- NFPA 70/NEC Arts. 400, 520, 525, and 530
- FT-5 (4/0 and larger only)
- CSA C22.2 No. 96 and 2556
- ASTM B3, B49, B172, and B263

Standard Stock

Available Lengths

- Reels at 250', 500', 1,000', and 2,500'
- Custom lengths and assemblies available upon request

Customization

Jacket Colors

- ● Black (standard)

Sample Print Legend

- VERI-FLEX (UL) E471601 2 AWG TYPE SC 105°C -50°C 600V OIL RES 60°C MAX AMPS NEC TABLE 400.5(A)(2) FOR 90°C

Marking Options

- Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

All data and specifications contained herein are current and subject to change without notification. All values are nominal and/or approximate and may vary.

DIRECTWIRE.COM

VERI-FLEX®

PVC TYPE SCE | STAGE CABLE

Applications

Direct's Veri-Flex® Type SCE / stage cable is an industrial grade, portable power cable used within the entertainment industry, including live events, movie and television, and theatre lighting. Durable and versatile, the cable is also commonly deployed for rental, mining, and temporary power applications. Veri-Flex is UL and cULus listed, RoHS compliant, and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG copper conductor
- Bare ASTM Class K copper
- Jacketed with proprietary PVC Alloy (TPE) compound

See reverse for technical specifications

VERI-FLEX PVC TYPE SCE | STAGE CABLE

AWG SIZE	# COND STRAND	NOMINAL INSULATION THICKNESS		NOMINAL OUTSIDE DIAMETER (+JACKET)		AMPACITY[1]	APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM		
#8	182 / 30	.090	2.29	.338	8.59	80 A	93
#6	273 / 30	.090	2.29	.383	9.73	105 A	129
#4	429 / 30	.090	2.29	.418	10.60	140 A	183
#2	676 / 30	.090	2.29	.487	12.37	190 A	269
#1	845 / 30	.090	2.29	.518	13.16	220 A	328
1 / 0	1,066 / 30	.090	2.29	.558	14.17	260 A	398
2 / 0	1,339 / 30	.090	2.29	.607	15.42	300 A	491
3 / 0	1,677 / 30	.090	2.29	.660	16.76	350 A	602
4 / 0	2,109 / 30	.090	2.29	.723	18.37	405 A	745

[1] Allowable ampacity per NFPA 70 / NEC Article 310. Values are based on ambient temperature of 30°C.

UL LISTED MADE IN USA

VERI-FLEX® PVC TYPE SCE | STAGE CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare ASTM Class K copper
Voltage Rating	• 600 V
Insulation & Jacket	• Jacketed with proprietary PVC Alloy (TPE) compound • Resistant to abrasion, crushing force, extreme temperatures, oil, sunlight, and water • UL tested 60°C (140°F) oil resistant temperature rating
Temperature Range	• -50°C (-58°F) to 105°C (221°F) Dry; 75°C (167°F) Wet

Standards & Certifications

Industry Approvals

- UL Listed Type SCE
- UL 1680 (Stage and Lighting Cable)
- UL 44, 62, and 1581
- NFPA 70/NEC Arts. 400, 520, 525, and 530
- CSA C22.2 No. 96 and UL-2556
- ASTM B3, B49, B172, and B263
- RoHS and Prop 65 Compliant

Standard Stock

Available Lengths	• Reels at 250', 500', 1,000', and 2,500' • Custom lengths and assemblies available upon request

Customization

Jacket Colors	• Black (standard) Blue Green Red Yellow
Standard Print Legend	• VERI-FLEX {E #} SCE {AWG SIZE} 105C - 60C WATER RES 75C 600V SUN RES OIL RES 60C MAX AMPS NEC TABLE 400.5(B) FOR 90C - PPC 600V 90C FT5 {P#} MSHA
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

DLO
RHH / RHW-2 / RW90

Applications

Direct's DLO is a heavy-duty power cable designed for use within portable or fixed installations, diesel engines and motor leads, generators, battery leads, and other demanding industrial applications, including shipyards, drilling rigs, construction equipment, and telecom power supply. DLO is UL listed, for CT use, MSHA compliant, and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded tinned ASTM Class 1 copper
- Separators: paper (conductor) and mesh (insulation)
- Insulated with LSHF EPDM compound
- Jacketed with CPE compound

DLO | RHH / RHW-2 / RW90

AWG / MCM SIZE	CONDUCTOR STRANDING	STRAND GAUGE	INSULATION THICKNESS		OUTSIDE DIAMETER	AMPACITY[1]
			INNER	OUTER		
#8	41	24	.060	.035	.351	80 A
#6	61	24	.060	.035	.383	105 A
#4	105	24	.060	.035	.448	140 A
#2	168	24	.060	.035	.503	190 A
#1	224	24	.075	.045	.598	220 A
1 / 0	273	24	.075	.045	.640	260 A
2 / 0	323	24	.075	.045	.688	300 A
3 / 0	456	24	.075	.045	.748	350 A
4 / 0	551	24	.075	.045	.818	405 A
262 MCM	646	24	.090	.045	.905	467 A
313 MCM	777	24	.090	.045	.973	522 A
373 MCM	925	24	.090	.045	1.028	591 A
444 MCM	1,110	24	.090	.045	1.098	652 A
535 MCM	1,332	24	.105	.060	1.233	728 A
646 MCM	1,591	24	.105	.060	1.319	815 A
777 MCM	1,924	24	.105	.060	1.408	904 A

[1] Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

UL LISTED MADE IN USA

DLO DIESEL LOCOMOTIVE CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded tinned ASTM Class 1 copper
Voltage Rating	• RHH/RHW-2 600 V and 2,000 V, RW-90 CSA, 1k V, DLO 2,000 V
Insulation & Jacket	• Separators: paper (conductor) and mesh (insulation) • Insulated with low-smoke, halogen-free EPDM compound • Jacketed with CPE compound • Resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, sunlight, and water • 60°C (140°F) oil resistant temperature rating (CPE compound)
Temperature Range	• -40°C (-40°F) to 90°C (194°F) Dry; 90°C (194°F) Wet

Standards & Certifications

Industry Approvals	• UL Listed RHH/RHW/RHW-2 • IAW UL 44, 1650, and 2556 • NFPA 70; NEC Article 400 • ASTM B33, B49, B172, and B174 • MSHA FT-5 • UL FT-1, FT-2, FT-4/IEEE 1202, VW-1 • UL Low-Smoke ST-1

Standard Stock

Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• ● Black (standard) ● Blue ● Green ● Red ● Yellow
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

SOOW (MSHA)

MULTI-CONDUCTOR POWER CABLE

Applications

Direct's SOOW (MSHA) is a versatile multi-conductor power cable designed for use in industrial and other demanding applications, including heavy equipment, construction machinery, motors and welding leads, portable lighting, battery chargers, shallow water immersion, and mining environments. SOOW (MSHA) is MSHA compliant, NEC 400 and NFPA 70 permitted, and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG SAE copper conductors
- Internal conductors insulated with proprietary LSHF EPDM compound; color-coded
- Twisted and reinforced with wrapped paper spacers
- Jacketed with proprietary CPE compound

SOOW (MSHA) | MULTI-CONDUCTOR POWER CABLE

AWG SIZE / # OF COND	COND STRANDS	COND WALL THICKNESS (NOM)		JACKET THICKNESS (NOM)		OUTSIDE DIAMETER (NOM)		AMPACITY[1]	APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM	INCHES	MM		
8 / 2	182 / 30	0.050	1.27	0.060	1.52	0.644	16.36	40 A	238
8 / 3	182 / 30	0.050	1.27	0.060	1.52	0.703	17.86	40 A	314
8 / 4	182 / 30	0.050	1.27	0.060	1.52	0.835	21.21	35 A	406
6 / 2	260 / 30	0.050	1.27	0.060	1.52	0.694	17.63	55 A	289
6 / 3	260 / 30	0.050	1.27	0.060	1.52	0.761	19.33	55 A	398
6 / 4	260 / 30	0.050	1.27	0.060	2.03	0.835	21.21	45 A	519
4 / 2	364 / 30	0.050	1.27	0.080	2.03	0.790	20.07	70 A	378
4 / 3	364 / 30	0.050	1.27	0.080	2.03	0.838	21.29	70 A	515
4 / 4	364 / 30	0.050	1.27	0.080	2.03	0.922	23.42	60 A	665
2 / 2	624 / 30	0.050	1.27	0.080	2.03	0.954	24.23	95 A	583
2 / 3	624 / 30	0.050	1.27	0.080	2.03	1.015	25.78	95 A	813
2 / 4	624 / 30	0.050	1.27	0.080	2.03	1.121	28.47	80 A	1,052

[1] Allowable ampacity per NFPA 70 / NEC Article 400. Values are based on ambient temperature of 30°C.

SOOW (MSHA) MULTI-CONDUCTOR POWER CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG SAE copper conductors
Voltage Rating	• 600 V
Insulation & Jacket	• Internal conductors insulated with proprietary low-smoke, halogen-free EPDM compound; color-coded • Twisted and reinforced with wrapped paper spacers • Jacketed with proprietary CPE compound • Insulation resistant to abrasion, battery acid, diesel fuel, engine coolant, engine oil, ethanol, extreme temperatures, flame, gasoline, power-steering fluid, and transmission fluid • Jacket resistant to abrasion, crushing force, extreme temperatures, flame, impact, oil, sunlight, and water • 60°C (140°F) oil resistant temperature rating (CPE compound) • UL tested 720 hours sunlight resistance rating (CPE Compound)
Temperature Range	• -40°C (-40°F) to 90°C (194°F)

Standards & Certifications

Industry Approvals	• MSHA Compliant • NEC Article 400 Permitted • NFPA 70 Permitted • 30 CFR Subpart K • FT-5 Flame Tested • REACH, RoHS, CMRT, and Prop 65 Compliant

Standard Stock

Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• ● Black (standard)
Standard Print Legend	• (DIRECT LOGO) {AWG SIZE} / {COND} SOOW 600V FT5 -40*C - 90*C {P#} MSHA 30-CFR-S-7.407
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

FLEX-A-PRENE®
INDUSTRIAL WELDING CABLE

Applications

Direct's Flex-A-Prene® is the industry's most recognized brand name of industrial welding cable. Highly durable and versatile, the cable is designed for use in stingers/whips, leads, and ground clamp welding assemblies as well as battery applications such as chargers and wire harnesses. Flex-A-Prene is SAE J1127 (#6 to 250 MCM) and RoHS compliant and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG SAE copper conductor
- Wrapped paper separator
- Jacketed with proprietary LSHF EPDM compound

FLEX-A-PRENE | INDUSTRIAL WELDING CABLE						
AWG SIZE	# COND STRAND	NOMINAL INSULATION THICKNESS		NOMINAL OUTSIDE DIAMETER (+JACKET)		APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM	
#8	182 / 30	.060	1.52	.280	7.11	80
#6	260 / 30	.060	1.52	.308	7.82	108
#4	364 / 30	.060	1.52	.343	8.71	147
#2	624 / 30	.060	1.52	.428	10.87	238
#1	767 / 30	.080	2.03	.488	12.40	299
1 / 0	975 / 30	.080	2.03	.533	13.54	369
2 / 0	1,196 / 30	.080	2.03	.568	14.43	443
3 / 0	1,547 / 30	.080	2.03	.618	15.70	556
4 / 0	1,950 / 30	.080	2.03	.688	17.48	696
250 MCM	2,527 / 30	.095	2.41	.810	20.57	929
350 MCM	3,478 / 30	.095	2.41	.932	23.67	1,256

RESPONSIBLE MINERALS INITIATIVE · REACH COMPLIANCE · RoHS · P65 COMPLIANT · MADE IN USA

FLEX-A-PRENE® INDUSTRIAL WELDING CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG SAE copper conductor
Voltage Rating	• 600 V
Insulation & Jacket	• Wrapped paper separator • Jacketed with proprietary low-smoke, halogen-free EPDM compound • Resistant to abrasion, battery acid, diesel fuel, engine coolant, engine oil, ethanol, extreme temperatures, flame, gasoline, power-steering fluid, and transmission fluid
Temperature Range	• -50°C (-58°F) to 105°C (221°F)

Standards & Certifications

Industry Approvals	• SAE J1127 Compliant (#6 to 250 MCM) • NEC Article 630 (Electric Welders) • Suitable for battery use per UL 558 and 583 • REACH, RoHS, CMRT, and Prop 65 Compliant

Standard Stock

Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• Black (standard) Blue Green Red Yellow Orange • Custom colors available upon request
Standard Print Legend	• {AWG SIZE} FLEX-A-PRENE WELDING CABLE 600V -50°C +105°C * MADE IN USA * RoHS * SAE J1127
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

3311 / 3279 / CL905
INTERCONNECTION BATTERY CABLE

Applications

Direct's 3311 / 3279 / CL905 is a highly versatile battery cable suitable for interconnection between terminals and starters or grounds. It is also commonly used within welding applications, motor leads, internal wiring of appliances, and UPS systems. 3311 / 3279 / CL905 is UL listed, RoHS compliant, and manufactured in the USA.

Construction

- Rope-lay, bunch-stranded 30 AWG copper conductor; bare or tinned ASTM Class K copper
- Wrapped Mylar® separator
- Jacketed with EPDM compound

3311 / 3279 / CSA CL905 | INTERCONNECTION BATTERY CABLE

AWG SIZE	# COND STRAND	NOMINAL INSULATION THICKNESS		NOMINAL OUTSIDE DIAMETER (+JACKET)		APPROX LBS PER 1K'
	/ DIAM (OR) GA	INCHES	MM	INCHES	MM	
#8	182 / 30	.080	2.03	.326	8.28	92
#6	273 / 30	.080	2.03	.370	9.40	128
#4	429 / 30	.080	2.03	.420	10.67	187
#2	676 / 30	.080	2.03	.475	12.07	267
#1	845 / 30	.095	2.41	.544	13.82	344
1 / 0	1,066 / 30	.095	2.41	.581	14.76	416
2 / 0	1,339 / 30	.095	2.41	.630	16.00	511
3 / 0	1,677 / 30	.095	2.41	.688	17.48	628
4 / 0	2,109 / 30	.095	2.41	.746	18.95	773
250 MCM	2,527 / 30	.095	2.41	.810	20.57	926

3311 / 3279 / CL905 BATTERY CABLE

TECHNICAL SPECIFICATIONS

Construction

Conductors	• Rope-lay, bunch-stranded 30 AWG copper conductor; bare or tinned ASTM Class K copper
Voltage Rating	• 600 V
Insulation & Jacket	• Wrapped Mylar® separator • Jacketed with halogen-free EPDM compound • Resistant to abrasion, battery acid, crushing force, diesel fuel, engine coolant, engine oil, ethanol, extreme temperatures, flame, gasoline, power-steering fluid, and transmission fluid
Temperature Range	• 3311; -50°C (-58°F) to 90°C (194°F) • 3279; -50°C (-58°F) to 105°C (221°F) • CL905; -30°C (-22°F) to 90°C (194°F)

Standards & Certifications

Industry Approvals

- UL 758 Appliance Wiring Material
- Meets battery cable requirements per:
  - UL 558 and UL 583
- IAW UL 1581 and 2556
- IAW CSA C22.2 No. 127 and No. 2556
- IAW ASTM B3, B33, B49, and B172
- cRUus Listed
- FT-1, FT-2, and VW-1
- REACH, RoHS, CMRT, and Prop 65 Compliant

Standard Stock

Available Lengths	• Coils/Assemblies at 25', 50', 100', and 250' • Reels at 500', 1,000', and 2,500' • Custom lengths available upon request

Customization

Jacket Colors	• Black (standard) Blue Green Red Yellow Orange
Standard Print Legend	• {AWG Size} cRUus {E#} AWM 3311 90°C 3279 105°C 600V FT-2 VW-1 - - - {AWG Size} cRUus {E#} CL905 90°C -30°C 600V FT-1
Marking Options	• Quick Print®; Surface Print; Indent Print; Logo/Icon; Sequential Marking

Value-Added Services

At Direct Wire, we understand wire and cable products are not one-size-fits-all. With continually changing business objectives and specific requirements, customers need capable and reliable supply partners now more than ever to deliver solutions that keep their business moving forward.

Direct Wire's value-added services compliment our manufacturing capacity and core product portfolio to provide customers with individualized solutions that address their current and anticipated needs. And, with distribution warehouses located in Denver, PA and Lancaster, PA, customers are assured they'll receive the correct product when it is needed and how it is specified.

» Color & Striping

Direct Wire's color capabilities and innovative striping process enable customers to quickly and accurately identify owned cables on the job site, bring branding elements into their operations, and assign colors and stripes for specific functions or safety.

Color

Our cable jackets and insulation layers contain colorants engineered directly into proprietary rubber and plastic compounds, delivering greater value than alternative methods such as dyeing or applying topcoat.

Direct Wire's permanent cable coloring makes for easier, faster, and safer wire and cable management on any project or job site, including identification, installation, tracing, repair, and replacement.

Striping

Direct Wire pioneered an advanced manufacturing method to incorporate a permanent colored vertical/longitudinal stripe directly into its extruded jackets.

Our striping capabilities allow customers to differentiate cable type and purpose, distinguish ownership to deter theft, and promote company branding—similar to Direct Wire's popular Ultra-Flex welding cable with its trademark orange jacket and black stripe.

Printing & Marking

Our ink and indent printing systems apply customizable markings to cable jackets for various identification purposes and applications, including accurate footage (or sequential) markings, industry standards and approvals, physical and mechanical characteristics, branding, and more.

Ink Print

Direct Wire's exclusive Quick Print® service offers two unique methods to apply customized ink markings along the cable jacketing to help identify cable types and function, convey company branding, and deter theft.

Our high-speed inkjet and print wheel systems apply extra durable, easy-to-read letters, numbers, and unique characters to mark and label cable as specified by customers.

Indent Print

For a more permanent identification solution, Direct Wire's indent printing capabilities mark the cable jacket with debossed lettering, numbering, and other special characters that are the same color as the outer compound and require no reprint maintenance.

Indent technologies are integrated directly into our manufacturing process to ensure consistent and accurate markings press into the jacket material without impacting internal conductors, insulation layers, or cable performance.

Value-Added Services

Direct Repair

Direct Repair is our in-house maintenance and replacement program that helps customers lower their total cost of ownership, avoid unplanned maintenance, and improve uptime and performance. From Direct Wire's specially equipped workshop, our qualified professionals carry out thorough product inspection, length adjustment, connector replacement, and spark testing.

Direct Repair Process Overview

1. Product is received and entered into Direct Repair system. Primary inspection is conducted and quote is submitted to customer for approval.
2. Customer approves repair and technical personnel is assigned. Product is assessed for additional faults, staged, and disassembled.
3. Product repair is carried out and spark testing is conducted. Completed repair is sent to cleaning station and final quality check.
4. Repaired product is packaged and prepared for return shipping to customer. Final invoice is generated after shipment.

Copper Recycling

Adhering to ethical and sustainable operations, Direct Wire offers a unique Copper Recycling Program to provide a competitive scrap return solution for customers — taking back copper wire and cable products, whether ours or those made elsewhere.

This convenient process offers simple and consistent rates based on COMEX market pricing, with the dollar value applied as a credit towards future orders.

We maintain industry best practices for safe and responsible recycling, delivering a valuable, secure, and environmentally conscience service to our customers.

Private Labeling

Direct Wire offers a private labeling option to select wholesale and distribution partners who need exclusivity while filling inventory gaps or broadening portfolios. This strategic program keeps manufacturing and quality systems under our control, while private label partners are empowered to market and sell under their established brand.

As no two companies have identical needs, no two private labeling agreements are the same. Combining our manufacturing capacity and expertise with each partner's unique specifications delivers a flexible, individualized, and mutually beneficial solution for business growth and competitive advantage.

Fulfillment

Direct Wire's production facilities and order entry systems are networked in real-time with our distribution warehouses in Denver, PA, Houston, TX, Portland, OR, and Los Angeles, CA. This level of advanced integration, paired with our nationwide footprint, brings speed, simplicity, and efficiency to the fulfillment process—ensuring customers receive the correct product when and where it is needed.

Speed & Accuracy

Stock orders are rapidly fulfilled the same or next business day from our distribution facilities. We have processes in place that ensure proper inventory levels and order accuracy, giving customers peace of mind that they are receiving the correct product on time, every time.

Simplifying Freight

Our strategically located distribution facilities translate to a fast and efficient shipping experience, with industry-best lead times, online shipment tracking capabilities, as well as reduced overall transportation and freight costs.

Returns & Recycling

In the event of a new product or scrap recycling return, Direct Wire's customer service team will assist our customers with processing a replacement order or applying credit towards future orders.

DIRECT WIRE
412 OAK STREET
DENVER, PA 17517
(800) 233-3848
DIRECTWIRE.COM