

The £500 Mains Power Cable

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Are your customers willing to pay £500 for a mains power cable? The Chord Company believes some might do exactly that as it launches the Signature ARAY, a power cable promising "something really special."



How special? The cable features a high-density braided shield, a heavy-gauge foil shield and proprietary ARAY conductor technology, while the custom-made plug carries silver-plated pins, a cover complete with mechanical damping and "very secure" terminals.

Even the fuse inside the plug is special, as it is chosen on the basis of listening tests.

The Signature ARAY cable is available now with UK and Euro mains plugs in 1, 1.5 and 2m lengths.

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