



ICE Cable Systems announces the ISE 2016 launch of the Primal bulk wire systems-- an affordable category and speaker cable series offered in a pull-box packaging.

The line consists of Cat 5, Cat 6 and 14-/16-gauge speaker cables. All come in packaging featuring a pull-resistant handles and water-resistant laminate similar to those found in the ICE Big Mout Payout Box (BMP), with REELEX coil and payout technology keeping wire-pulls free from knots, kinks and tangles.

“Primal offers many of the convenience features and safety aspects of the ICE line,” the company says. “In compliance with UL, ETL and NEC standards, we’re using flame-tested jackets and full copper wire as opposed to non-certified compounds and copper-clad aluminum (CCA) so commonly found in entry-level offerings. The benefit here (with Primal) is offering product at this price-level while including REELEX technology and safety compliance.”

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