

THE FLEXICORE ADVANTAGE BOOSTS PRODUCTIVITY AND PROFITABILITY!

“My dad always used it. And I swear by it!”

That’s Jeff Wall, owner of Wall Septic & Drain Cleaning Co in Massachusetts, on Flexicore® cable.



General Wire Spring founder Abe Silverman first coiled spring wire tightly around a wire rope core in the 1940s. Since then, generations of plumbing and drain cleaning professionals swear by the “Flexicore advantage” – matchless cable strength, kinking resistance, and flexibility.

Best of all, they’ve taken advantage of those benefits for superior productivity – and profitability.

Thanks to Abe Silverman’s patented process, professionals everywhere consider Flexicore the industry standard for drain cleaning snakes.

Reliable Performance, Matchless Strength

General’s heavy-duty design offers superior kinking resistance and unequalled strength with the right amount of flexibility. It’s so tough that it carries the best warranty in the business – one-year protection against breakage.

Ask Michael Williams, owner of Just Drains LLC – “the Number 1 drain cleaning company in Philadelphia,” says Michael proudly.

With six expert crews, Just Drains serves Southeastern Pennsylvania from the Delaware River to Harrisburg – a sizeable swath of territory. So equipment reliability, Williams insists, remains critical.



That’s why Michael Williams trusts Flexicore cable to retain his robust reputation.

“General equipment lets us power through tough problems that our competitors walk away from!” he says.

Flexibility To Tackle A Range of Jobs

And since Flexicore comes in 1/4", 5/16", 3/8", 1/2", 9/16", 5/8", and 3/4" diameters – and in a variety of lengths – Williams can leverage its power and strength across a range of machines and jobs.

Jeff Wall agrees. Flexicore lets him push General’s Mini-Rooter XP® to the limit.

“Nothing in its class matches Mini-Rooter XP for power and torque,” he claims. “That’s why I even use it for root-cutting – even though General said it isn’t really designed for that!”

Flexicore, Wall declares, is “very strong, and torques down nice. I’ve never lost anything in a line due to cable breakage.”

Takes A Licking ... !

When discussing his hand-held Power-Vee® automatic feed drain cleaner, Seattle-Tacoma professional Jack Elvig Sr. makes the same point.

“Our Power-Vee goes through lots of abuse,” Elvig admits. “And General hand-helds always perform!”

General’s Power-Vee adjusts instantly to any Flexicore cable from 1/4" to 3/8" diameter – with no special tools or parts required. It also features quick-change cartridges for rapidly swapping or cleaning cables.



“In over 40 years of doing this, I’ve never broken a General cable,” Elvig asserts. “Flexicore is the only cable that I really trust.”

Longevity Boosts ROI



That sort of performance mirrors the ruggedness and reliability of all General equipment.

“I bought my trusty old Sewermatic in 1980 – and it can still handle 30 to 40 root jobs a week!” Michael Williams concludes. “It’s got great torque – just like General’s Speedroooter family.”

With raw power for long, tough tasks, field-proven Speedroooter XL® blends rugged reliability with optimal control and ease-of-use – feeding and retrieving 3/4”, 5/8”, and 1/2” cables. It sports a powerful 3/4 hp motor and 100 foot capacity quick-change drums for Flexicore cable.

Surveys confirm: multiple generations of plumbing and drain cleaning professionals consider General their “preferred brand”. And Flexicore cable remains a core reason why General continues its industry leadership with the “Toughest Tools Down The Line”!

For more information, contact the Drain Brains® at General at 800-245-6200 or 412-771-6300, or visit www.drainbrain.com.