

# The Flexicore® Advantage



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## How it Began

### It's the snake that makes the difference

At the heart of our drain cleaning machines is our patented Flexicore® cable. These remarkably effective and durable drain cleaning cables save you money because they last longer.



**Flexicore is the only cable I really trust.**

Jack Elvig,  
Seattle, Washington

Flexicore cables are the strongest, most durable drain cleaning cables in the industry. Professionals who have used it know that its patented design, strength, and durability put it head and shoulders above all other cables in the industry.

General Wire Spring founder Abe Silverman developed the first Flexicore Cable in the 1940s. Since then, generations of plumbers and contractors have considered Flexicore the industry standard for drain cleaning cables because of its matchless strength, resistance to kinking and flexibility.

Made from heavy-gauge wire coiled tightly around a 49-strand aircraft quality wire rope, it has unequalled strength with just the right amount of flexibility. This unique cable is used on all General Pipe Cleaners drum-type machines.

Flexicore gets stronger as more torque is applied. This allows it to clear tough blockages with less kinking, breakage, and downtime. Less downtime means more work performed and more money for you.

Flexicore is so tough, it's the only cable that carries a one-year warranty on defects. In fact, it's the only cable in the industry that carries a warranty – period.

Surveys and feedback over the years confirm that successive generations of plumbing and drain cleaning professionals consider General their “preferred brand”. Flexicore cable remains a core reason why General continues its industry leadership.

**The toughest tools down the line.™**

**General equipment lets us power through tough problems that our competitors walk away from!**

Michael Williams,  
Just Drains, LLC,  
Philadelphia, PA



**My dad always used it. And I swear by it!**

Jeff Wall,  
Wall Septic & Drain Cleaning, MA

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