

The intelligent
alternative to pure
copper tracer wire.

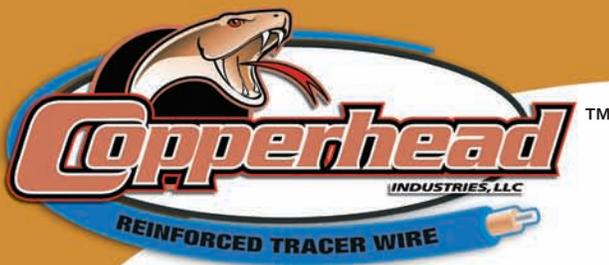


In what has become a commodity product for the utility industry over the past two decades, copper tracer wire has been used to assist in locating buried plastic pipe and fiber optic lines, despite its many drawbacks. Issues surrounding its volatile price, breakage, theft and performance have been tolerated simply because no suitable alternative has existed. Until now.

Introducing Copperhead Reinforced Tracer Wire, the intelligent alternative to pure copper tracer wire. Copperhead Reinforced Tracer Wire combines the strength of hi-carbon steel with the conductivity and corrosion resistance of copper through a metallurgical bonding process. The result: a more cost-effective composite with superior performance characteristics over traditional 100% copper wire.

Experience the benefits:

- More durable, longer lasting performance
- Copperhead has twice the breaking strength of solid copper
- Reduced material costs
- More stable, longer term pricing
- Reduced threat of theft due to lack of after-market value
- Lighter weight, resulting in reduced shipping costs
- Fewer breaks during installation, fewer breaks over time



Conventional tracer wire underperforms, despite being overpriced.

Make the switch to Copperhead.

The steel core and polyethylene coating of Copperhead Reinforced Tracer Wire significantly outperforms conventional copper tracer wire while providing a lower total installed cost. Copperhead Reinforced Tracer Wire represents a revolutionary breakthrough for the utility industry and offers substantial savings in material, shipping and labor. Consider the comparisons below!

Copperhead	vs.			Solid Copper Wire
PERFORMANCE				
Superior impact strength and twice the tensile break strength of solid copper wire	2x strong	Strength	2x weak	Weaker properties result in more frequent breakage due to earth, rocks, tools and installation
Copperhead weighs 11% less than solid copper	Lighter	Weight	Heavier	Heavier product results in more difficult lifting and handling
Virgin high-density polyethylene offers strength, flexibility and superior protection underground	Strong	Wire Coating	Weak	Vinyl and Nylon coatings are susceptible to moisture, causing premature failure
Copperhead's high-carbon steel inner core allows the wire to stretch more than 15% to accommodate ground movement	Stretches	Flexibility	Inflexible	Copper wires inability to stretch results in frequent breaks during installation and use
Copperhead Directional Drill Wire has 6 times the strength of soft drawn solid copper wire	6x strong	Directional Drill Wire	6x weak	Multiple strands of copper wire are required for directional drill applications
COST				
Steel core results in significant savings over solid copper	Inexpensive	Raw Material	Expensive	Copper is an expensive commodity
Copperhead uses less copper resulting in more stable pricing	Stable	Consistent Pricing	Extremely Volatile	Unpredictable due to the volatile nature of a commodity market
Copperhead is lighter which results in significantly lower freight charges	Lower freight cost	Shipping	Higher freight cost	Copper weighs more than Copperhead resulting in higher freight costs
Copperhead's higher breaking strength allows the use of a single wire for directional drill applications	One wire	Strength	Multiple wires	The need to use a heavier gauge wire or multiple wires will result in higher project costs
Copperhead Reinforced Tracer Wire has virtually no after-market value	None	Theft Threat	High	Solid copper tracer wire is regularly lost to theft due to it's high scrap value



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