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## News Release

### Alpha Wire Expands Xtra-Guard® Line with Xtra-Guard® Flex TPE Cables

*New Flex TPE Cables Combine Physical Toughness with Superior Flex Performance*

Elizabeth, N.J., **January 18, 2021** – Alpha Wire, a global leader in connectivity solutions, has released the latest addition to its premier Xtra-Guard cabling family. Featuring a thermoplastic elastomer (TPE) jacket and rated for up to 1 million flex cycles, the new **Xtra-Guard Flex TPE cables** ensure performance and reliability in harsh industrial conditions.

“Downtime is a critical concern for customers,” said Julian Del Campo, Product Marketing Manager at Alpha Wire. “With their increased ruggedness and flex performance, our new Xtra-Guard Flex TPE cables are a great option to solve customers’ challenges in extreme environments.”

These cables offer customers the following benefits:

- **Peace of mind** with a rugged solution that is designed to better withstand hazards such as oil, sun and flame over PVC alternatives
- **Save time and money** on installation and maintenance with PLTC- or TC-rated cables
- **High reliability** assured across continuous flexing applications with cables rated for up to 1 million flex cycles

For more information on this new product introduction, please visit <http://www.alphawire.com/Xtra-Guard-TPE>

#### **About Alpha Wire:**

For over 95 years, Alpha Wire has developed wire, cable and tubing solutions designed to offer superior performance and reliability across demanding markets including industrial automation, semiconductor fabrication, medical devices, and many more. Founded in 1922, the company is headquartered in Elizabeth, New Jersey and has operations across the globe. For more information, visit us at [alphawire.com](http://alphawire.com).

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