



### **Global Innovative Products Launches EDM Wire Online Store**

Global Innovative Products (GIP), a recognized leader in EDM wire technologies, has launched their EDM wire Online Store, [www.gip-edmwire.com](http://www.gip-edmwire.com). High performance EDM wire provided by GIP enhances EDM operations, efficiency and performance for all types of EDM machines on the North American market today. As Ramesh Malhotra, owner of GIP, explains, “We are taking some very bold steps with this venture, but we did so for a very practical reason. Namely, our customers were often telling us they needed faster response to their wire needs and the convenience of an online store seemed a natural next step for us.”

The new GIP Online Store promotes the company’s full line of EDM wire types, including many patented and proprietary technology EDM wires, manufactured globally and made exclusively for GIP. Products offered here are produced by Thermo Compact and Bedra, two of the largest manufacturers of EDM wire in the world. Available products include brass wire (Bedra Boline Brass) and coated wires (PLASMA, KLEEN, GAMMA, BLAZE, EPSILON). GIP PLASMA™ is a hybrid-coated wire designed to improve cycle times and reduce operating costs. Customer testing has confirmed it is 20% to 30% faster vs. premium brass wire and is competitively priced.

All pricing is shown for the products in the GIP Online Store, something unique to the EDM industry, plus all major credit cards are accepted for fast, easy purchasing. In addition, GIP offers trial spools at discounted rates to all participants in the company’s GIP Wire Test Program, which can be engaged at the company’s website, [www.gip-edmwire.com](http://www.gip-edmwire.com).

### **THE ADVANTAGES OF ONLINE BUYING**

1. Most consumers end up purchasing large quantities of wire and tie up valuable capital in inventory. The GIP overnight shipment program can assure customers get your wire when needed and not buy and sit on dead inventory.
2. To assure security of supply, customer can place a large quantity order and set up scheduled delivery and pay as they draw from their reserved stock.
3. GIP is getting its products produced by the two leading wire manufacturing companies, Thermo Compact and Bedra. This provides the end user the opportunity to access a diversity of supply through one channel.
4. GIP believes in transparent pricing and lists each product price at its site, unlike traditional pricing, where customers do not know if they are paying more than the prevailing market price.
5. GIP maintains profession metallurgist and experienced machine operation staff to provide technical support

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