

# Company History



## General Marks Nearly a Century of Drain Cleaning Industry Leadership

General Pipe Cleaners, a division of General Wire Spring Co., is a leading manufacturer of high-quality drain cleaning equipment. With nearly a century of knowledge of market needs and superior equipment reliability, General Pipe Cleaners has forged a robust reputation for turning “good ideas” into “great products” for decades.

Four generations of the General family and workforce have been serving the drain cleaning industry approaching one hundred years. Customer satisfaction, trustworthy tools, creative solutions, continual product improvements, and solid equipment have fueled General's success and industry leadership.

## Entrepreneurial Spirit Powers Progress

And it all began in 1930. That's when Abe Silverman stepped out on his own from his uncle Frank's Rapid Wire Spring Company to found General Wire Spring Company. (His brother-in-law told him “What's good for General Motors should be good for you.”)

As a growing manufacturer of metal springs, Abe remained keenly attuned to promising market opportunities. To expand his customer base, he began making quality drain cleaning cables for local plumbers. But settling for simple springs as drain cleaning snakes proved equally unappealing to Abe Silverman. In the 1940s, he patented a process of wrapping spring wire tightly around a braided wire core – vastly boosting strength, kinking resistance, and flexibility.

## Performance-Driven Innovation

Abe called the radical, heavy-duty design “Flexicore cable”. The innovative invention instantly surpassed all competitive products and it has remained the core of General's business ever since.

Abe's pioneering Flexicore design propelled the company's excellent reputation. Even today, it's widely considered the industry standard for drain cleaning snakes!



Today, General Pipe Cleaners is still going strong. But like so many firms founded during the Great Depression, the company constantly leveraged hard work, market savvy, inventive approaches, and plain luck to survive – and thrive.

## Past is Prologue

General boasts a full line of advanced drain cleaning tools – including reliable drum-type and sectional drain cleaning machines, gas and electric powered water jets, sewer inspection cameras and pipe location systems, acoustical water leak location equipment, pipe freezers, thawing machines, and accessories.

Abe Silverman's lasting legacy of innovative solutions, product reliability, and customer service continues today. And his great-grandchildren – the founding family's fourth-generation – have now joined the business. Moreover, better than 40% of General's workforce remains multi-generational – with children often working shoulder-to-shoulder with their parents. Even the company's independent sales force remarkably reflects two and three generations representing General equipment. General continues its leadership role in innovative drain cleaning and inspection technologies. And with nearly a century of experience, the people of General Pipe Cleaners keep working hard to serve even more generations of customers.

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