

# PRESS RELEASE

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## Feel the Torque: Gorilla Nuts™ Transform Electrical Connections

O'FALLON, MO – The way you see, feel, and experience electrical connections will never be the same; [Gorilla Nuts™](#) has raised connector technology to a whole new platform. With a cushion grip, superior torque and flexibility, and coverage of all red/yellow wire combinations, this is one beast of a connector.

Gorilla Nuts are designed with a unique feel, equipped with over-molded material that creates a distinctive cushion sensation and a flexible grip. But don't be fooled by the soft shell, this is one tough nut. A Torque Performance Exterior (TPE) means that Gorilla Nuts out-perform comparable wire connectors when it comes to grip and torque.

King engineers knew that despite the outstanding torque and feel of Gorilla Nuts, the integrity of connections is not something Contractors could compromise. That is why they call us King Innovation. Gorilla Nuts' patented design is also the first to feature Sharp Wire Technology™ (SWT) combined with our dual-performing WorkSkirt™. Sharp Wire Technology means that the spring is square cut and expertly designed, using a maximum edge for the most secure connections. The WorkSkirt not only protects over-stripped wires, but also allows Gorilla Nuts the flexibility to fit into tight spaces.

King Innovation's President, Frank Vlasaty, is excited about Gorilla Nuts' potential. He notes, "Through extensive market research and direct feedback from Electricians, we have come up with an innovative product that makes life easier. In side by side comparisons to other connectors on the market, virtually everyone chose Gorilla Nuts...we believe the Gorilla Nut connector will revolutionize the twist on wire connector market."

Gorilla Nuts cover the entire red/yellow wire range for both solid and stranded wire, and easily fit 5 #12s. So if profitability and inventory reduction are your goals, Gorilla Nuts make it easy; it's the only connector you will need for the job.

For specification sheets, free sample requests, high resolution images, or to contact a representative, please visit us online at [www.gorillanuts.com](http://www.gorillanuts.com). While you are there, be sure to use our [Where to Buy](#) feature to locate your nearest King Innovation Distributor.

King Innovation specializes in the development, design, and manufacture of innovative products to meet the needs of their customers. King's wide product offering includes DryConn® Waterproof Connectors, AlumiConn® Aluminum to Copper Lugs, Contractors' Choice™ Connectors, DryConn® VisiLock® with SmartGel®, Comfort Squeeze® ergonomic hand tools, Siphon King® Utility Pumps, and a variety of accessories.

Located outside St. Louis in O'Fallon, Missouri, the King Innovation headquarters houses its R & D laboratories, manufacturing and office facilities.

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