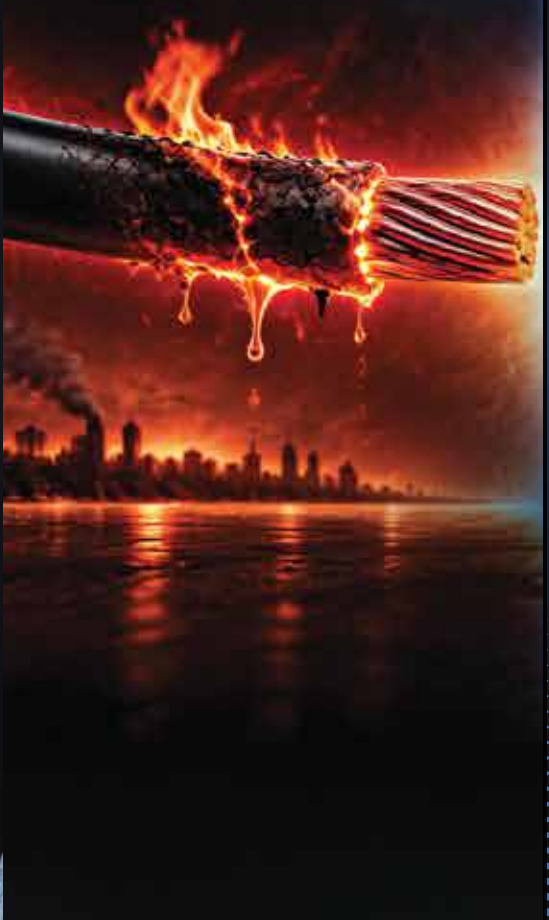
V-GUARD

ORDINARY WIRES

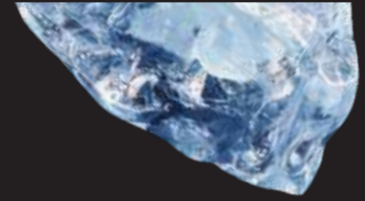


V-GUARD COOL WIRES



POWERED BY ICE 300 ENGINEERING

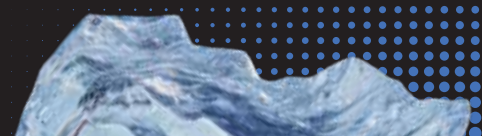




ORDINARY WIRES FEEL THE HEAT. OURS DON'T.

Modern homes run more appliances than ever. More appliances mean higher electrical load, and higher load means more heat, a wire's biggest enemy.
Over time, excessive heat degrades ordinary wires and raises the risk of short circuits and fire. Because wires sit inside walls, such damage is hard to spot and even harder to fix.
V-Guard Cool Wires are engineered to solve this.
Powered by ICE 300 Engineering, V-Guard Cool Wires combine advanced insulation technology, high-conductivity copper and eco-conscious design to stay cooler and last longer.

COOL WIRES
POWERED BY ICE 300 ENGINEERING



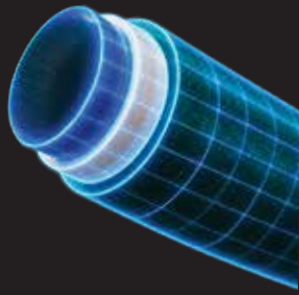
Insulation is the first line of defence against heat. We strengthen it in two ways.

E-Beam Technology
Electron-beam irradiation cross-links the polymer chains in the insulation, which makes it far more resistant to thermal stress and ageing. Even when the wire runs hot, the insulation resists melting and dripping.

Triple-Layer Protection
Unlike most ordinary wires, V-Guard Cool Wires feature three layers that deliver enhanced protection, longer life and easier installation.
- Inner layer: Keeps moisture out
- Middle layer: Resists fire
- Outer layer: Keeps termites away and enables smoother pulling through conduits

Stronger insulation. Greater thermal resilience.
Year after year, V-Guard Cool Wires keep their cool.

I



Insulation Engineering
Engineered to withstand more heat

- E-Beam Technology
- Triple-Layer Protection

Withstanding heat is only half the equation. Generating less of it matters just as much.

The quality of copper influences electrical resistance, which in turn affects heat generation.
That's why V-Guard has engineered its copper for excellent conductivity, minimising resistance and the resulting heat.

• 99.97% pure copper
• 102% IACS conductivity
IACS (International Annealed Copper Standard) is a global benchmark for copper conductivity.

V-Guard Cool Wires exceed this benchmark with 102% IACS conductivity.

Better conductivity. Less heat.
V-Guard Cool Wires stay cool from the inside out.

C



Copper Engineering
Engineered to generate less heat

- 99.97% pure copper
- 102% IACS conductivity

Protection should go beyond the wire itself. V-Guard Cool Wires are engineered with low-smoke, halogen-free insulation and an emphasis on responsible material selection and manufacturing.

- Zero halogen: No toxic, corrosive gases in a fire
- Low smoke: Over 90% visibility in a fire
- RoHS & REACH compliant: Free from restricted hazardous substances
- Lower carbon footprint: From raw materials to manufacturing

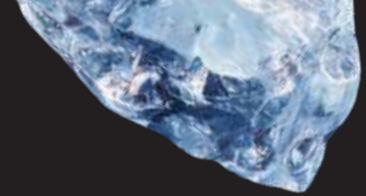
Less smoke. No toxic gases. A lighter carbon footprint.
V-Guard Cool Wires are India's first ZHLS GreenPro Certified wires.

E

Eco Engineering
Engineered to keep the planet cool

- Zero halogen low smoke
- RoHS & REACH compliant
- Lower carbon footprint
- Lead free





300°C

Ordinary wires can catch fire at 150°C. A V-Guard Cool Wire withstands up to 300°C*.

That's twice the fire endurance.



INDIA'S FIRST ZHLS GREENPRO CERTIFIED WIRES

BUILT COOL. SO YOUR HOME STAYS SAFE.

Six reasons to wire your home with V-Guard Cool Wires.

Withstands up to 300°C
Twice the fire endurance of an ordinary wire

Will not melt or drip
E-Beam insulation that holds under heat

Zero toxic gas, low smoke
Over 90% visibility in a fire

75% more current-carrying capacity
than conventional FR wire

Anti-termite protection
Guarded inside the wall

Low-friction outer layer
Pulls through conduit with ease

EVERYTHING YOU CANNOT SEE, MEASURED.

How a V-Guard Cool Wire compares with the wires most commonly sold in India.

Property	PVC Wire	FR PVC Wire	HR FR LSH Green Wire	V-Guard Cool Wires (Arizo Plus ZHLS)
Temperature required to catch fire at 21% oxygen (°C)	150	250	280	300
Visibility during burning (%)	5 to 10	5 to 10	Above 45	Above 90
Toxic gas generation	Yes	Yes	Less	Zero
Current-carrying capacity	Normal	Normal	20% more than FR	75% more than FR
Melt-free	No	No	No	Yes
Halogen content (%)	30 to 37	30 to 37	Below 20	Zero
Oxygen Index of insulation (%)	21 to 24	29	31	33

PVC Polyvinyl chloride

FR Flame retardant

HR Heat resistant

LSH Low smoke, low halogen

ZHLS Zero halogen, low smoke

V-GUARD

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Plastic Waste **EPR** Registration Number: **BO-13-000-07-AAACV5492Q-22**