1.	**ALFREDKIM employs highly secured strip in pipe in various sizes as per grounding requirements instead solitary GI pipe.**	**Conventional earthing uses a copper plate or GI plate buried at the bottom of pit.**
2.	The pipe containing the flat strip is packed with graphite of superior quality and sealed from both the ends. Graphite is a semi-metal and therefore the pipe filled with graphite becomes almost a solid pipe to bear with the mechanical stresses develop during the fault.	Copper/GI plate is positioned amidst layers of charcoal and salt
3.	Graphite has a burning temperature of 2500°c. the utility of graphite is therefore clear and it is the modern concept of chemical earthing to withstand the high level of heat generated	Charcoal burn into ash at 400°c and after it no Conductive material will be inside the pit for dissipation of heat.
4.	The surface area for dissipation of heat generated is very large. The surface area in all the electrodes is The heat is dissipated from the total surface of the electrode.	Surface area for dissipation of heat is comparatively small. The surface area in plate earthing is length*breadth.
5.	The bore is filled up with a thick slurry of aluminum silicate and the entire electrode is surrounded by this slurry	The bore is filled up with layers of salt and charcoal.
6.	The property of aluminum silicate is to absorb water 15times its weight and it has a peculiar property of not dissolving in the water and doesn't dries up with time.	Salt dissolve in the water and dries up gradually therefore leaving no utility after sometime.
7.	Installation is easier as electrode is dug into ground up to appropriate length of 2 meter or 3 meter.	It is cumbersome to install plate Earthing. It involves the additional water pipe with funnel for watering the pit.
8.	Maintenance free Earthing - no need to pour water at regular interval- except in sandy soil.	It needs maintenance and pouring of water at regular intervals .pouring of water in earth pit create .formation of mud because of presence of ash and it loses its utility
9.	Initial resistance remains the same for many years as there is virtually no corrosion at all.	Plate will start corroding in 3/4 years, due to presence of heavy salt and thus resistance will automatically increase then. Even earth value will vary due climate conditions e.g. summer. Winter and rains.
10	Long life	Short life in spite of maintenance.