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CUSTOMER CONNECTION

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JM EAGLE TARGETS ENGINEERS FOR EAGLE LOC 900 SALES

In support of your sales of JM Eagle's new Eagle Loc 900 Internal Joint Restraint System, the company is excited to announce a unique direct-mail program targeted toward the key engineers across the country who will specify it.

The mailing features a colorful custom-designed box with the thought-provoking message on the cover, "Relax. You've spec'd Eagle Loc 900." The mailing's "relax" theme aims to encourage the engineer to think about the end benefit—feeling good about specifying a JM Eagle product that is easy to install, saves money and, most importantly, is completely dependable.



The contents of the box carry the "relax" theme with a surprise of two cigars, plus the Eagle Loc 900 DVD. A message on the inside cover of the box encourages the recipient to further relax and to enjoy a cigar while watching the video.

"JM Eagle is not only on the cutting edge of product innovations, it also aims to create

marketing efforts that stand out and drive sales to its distributor customers," says Neal Gordon, JM Eagle vice president of marketing. "We are confident that the specifiers will take action to call their sales representatives for a presentation about Eagle Loc 900, as well as JM Eagle's full product range."

Engineers will receive their mailings by the first week of March. In addition, JM Eagle began an industry-wide advertising campaign introducing Eagle Loc 900 with the back cover of Trenchless Technology magazine.

"JM Eagle trusts specifying engineers will find the direct-mail piece the breath of fresh air that drives them to specify JM Eagle pipe," says Gordon, "and that the magazine advertisement will further drive distributors' customers to their yards for large sales of JM Eagle products."



For information about Eagle Loc 900, please contact your local sales representative or call (800) 621-4404.