



Building essentials
for a better tomorrow™

CUSTOMER CONNECTION

DECEMBER 2010

VIDEO TOUTS PLASTIC PIPE OVER IRON PIPE

A new video produced by JM Eagle titled The PVC Solution lays it on the line regarding plastic pipe's benefits over other materials.

Relying on TV news footage chronicling the failure of steel and cast iron pipe in one city and the city's turn to PVC as the solution, the video expounds on PVC's tremendous benefits in rebuilding a long-lasting infrastructure.

"This video is another important medium in communicating the critical message that plastic pipe is the only viable choice in replacing failed iron pipe," says Neal Gordon, JM Eagle vice president of marketing. "It is a must-see for municipal water engineers across the country who need to find long-term infrastructure solutions in the face of this expanding crisis."

The PVC Solution relays TV news footage of rusted and corroded iron pipe in the city of Albuquerque and calls out the high instances of failure of metal pipe there and across the country. In that city as in many others, plastic pipe, the news report says, is coming to the rescue, but at a high cost to taxpayers due to the volume of needed repairs.

"It turns out steel wasn't the best material to use," says the voice-over on images of corroding pipe. "The steel and cast iron pipes are slowly being replaced with PVC, but it will take a lot more than the \$33 million budget to replace everything."

The video goes on to describe how plastic pipe alleviates those concerns due to its:

- Lower material costs
- Higher resistance to corrosion.
- Lighter weight.
- Ease in cutting and installation.
- Technological improvements and innovations.
- Higher performance over ductile iron pipe.

Testimonials on the benefits of plastic pipe come from a civil engineer, a contractor and a water district official. JM Eagle personnel describe product innovations, including the Eagle Loc 900 pipe with internal joint restraint and Ultra Blue pipe with molecular orientation for exceptional strength.

In addition, the video outlines JM Eagle's 50-year warranty* on its C900, C905, C909, C901/906 and Eagle Loc products, which offers extra peace of mind to city engineers and water officials.

The video can be found in the upper left corner of the JM Eagle website home page.

"This video makes an excellent preface to a conversation with contractors and municipal engineers about the superiority of plastic pipe over iron, as well as the assurances of JM Eagle's 50-year warranty," says Gordon. "With the facts presented here, municipal water officials should have complete confidence that JM Eagle plastic pipe is the right choice for replacing their infrastructures and avoiding unnecessary expenditures down the road."

*See www.jmeagle.com/warranty for complete details.



For copies of the video on disk,
contact Andrew Genewick at
andrewgenewick@jmeagle.com
or (800) 621-4404 x 7402.