



A Division of The Society of The Plastics Industry, Inc.

January, 1990

Dear Colleague:

PRO, the Pipe Resource Organization of The Vinyl Institute, thought you'd be interested in the attached. It's a copy of the first in a series of ads that we'll be running throughout the year in the AWWA Journal, beginning in February.

The ad series will feature case histories of individuals, representing both engineering firms and municipalities, and their experiences with PVC pipe, especially in larger diameter, potable water applications. These independent, credible sources will have compelling stories to tell about PVC's overall performance, cost savings and problem-solving capabilities.

As with virtually all of our activities, this new ad campaign is designed to support two major PRO objectives: first, to educate current and prospective users and specifiers about the benefits they can derive from the use of PVC pipe; second, to correct misperceptions about PVC pipe's performance.

We thought you, as a major industry influential, would appreciate knowing about this campaign in advance. We would be happy to provide you with additional copies of our ads for use in your organization's marketing and communications programs. We would also be happy to answer any questions you might have, and, as always, we welcome your comments.

Sincerely,

David Peters
Chairman, PRO

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Sherry M. Carr



“We get frost penetration to 12 feet in winter. Pressures due to frost action can cause failures of certain iron and asbestos cement pipe. PVC flexes as the soil moves and still maintains its integrity.”

Don Wright, P. Eng.
Consulting Engineer
Catterall & Wright Limited
Saskatoon, Saskatchewan

WHEN DURABILITY IS THE ISSUE, PVC PIPE DELIVERS!

It's hard to imagine a tougher environment for water pipe than Saskatchewan. Frost in that Canadian province can reach a depth of 12 feet during the winter. Soil heaving can wreak havoc on just about anything in the ground that isn't both flexible and durable.

That's why when the consulting engineers at Catterall & Wright Limited, one of the region's leading firms, specify water pipe in Saskatchewan, they specify PVC.

“Conditions here are harsh. Ground movements due to frost penetration can cause failures of certain iron and asbestos cement pipe, but PVC can flex and still maintain its integrity,” says Don Wright, firm partner. ***“Its resistance to external corrosion is extremely important in our area due to the nature of our soils. We've been using PVC for pipelines since 1968 and in distribution systems since 1976 and we've never experienced a problem.”***

According to Wright, there are other important reasons for specifying PVC. Because of its resistance to internal corrosion, it can deliver water as clean and pure as it is received. Because of its low flow resistance, PVC means savings in pumping costs.

“Using PVC can save money for towns,” says Wright. ***“Material costs are competitive. Handling and installation costs are low. Maintenance costs are virtually nil since there's little, if any, corrosion or breakage. As far as we're concerned, PVC is the right way to go.”***

Durability. Dependability. Quality. Cost efficiency. To find out more about why PVC is the material of choice for consulting engineers and municipal water authorities throughout the U.S. and Canada, call or write PRO, The Pipe Resource Organization, The Vinyl Institute, c/o 114 Mayfield Ave., P.O. Box 3053, Edison, NJ 08818-3053.

PRO, The Pipe Resource Organization, is a program of The Vinyl Institute carried out in cooperation with other PVC pipe associations. This project has been developed with the assistance of Uni-Bell PVC Pipe Association.

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