

PIPE RESOURCE ORGANIZATION

Vinyl Institute Office
155 Route 46 West
Wayne, New Jersey

Thursday
September 6, 1990
9:30 a.m.

Attendees:

Michael Barish, Borden Chemicals & Plastics
George Dillon, Dow Chemical
Roy T. Gottesman, Vinyl Institute
Peter Lloyd, BFGoodrich Company
Bob Novick, CertainTeed Corporation
Al Reventas, Shintech Inc.
Fred Sacks, Occidental Chemical
Jim Souder, Rohm and Haas Company
Dan Stanowick, Edward Howard and Company
Robert Walker, Uni-Bell PVC Pipe Association
Martin G. White, Occidental Chemical Corporation

Peter J. Mooney, Business Communications Co., Consultant (in part)

I. Following self-introductions, the minutes of May 11, 1990 meeting of PRO were approved as received.

II. Agency Report on Marketing/Communications Program

Dan Stanowick of Edward Howard and Company indicated that the marketing program has only been in place during the past 8-10 months. He then reported on the various elements of the program.

A. Advertising

The campaign was launched in February 1990 and during the month of July there were some 45 inquiries. He noted that there was considerable lag time between the appearance of the ad and the requests that may be received for information emanating from that ad. These inquiries come from a combination of sources, some being direct inquiries to the Institute offices, others coming

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in via "bingo" cards. The advertising campaign is to continue through March 1991. Insertions have also been placed in special directory issues of the Public Works Manual and Municipal Works Directory.

B. New Materials For Pocket Folder

Mr. Stanowick again requested the group to provide him with leads for advertising testimonials and/or case histories.

C. Public Relations/Communications Program

Mike Barish suggested that the list of 80 "influentials" that has been developed be solicited to ask them for the names of those individuals and their marketing/sales department who are to be put onto the mailing list for PRO literature.

Assignment:

Dan Stanowick has the assignment to develop a suitable letter to go out on VI stationery over Mike Barish's signature requesting the names of marketing/sales individuals to be added to the PRO mailing list.

Bob Walker noted that Uni-Bell has gotten calls from sales and marketing people in its member companies that have been very complementary about the PRO public relations/advertising program.

D. Technical Information Listing

Dan Stanowick indicated that this, as well as reprints of the ads, the 4 case histories, the generic vinyl brochure and the IFT cost/benefit executive summaries are included in the pocket folder which is now being distributed in response to inquiries. Inasmuch as the ads and other publicity have generated a substantial number of potential leads, the group suggested that the computer list of names be sent out to the list of 80 "influentials" for their use as potential sales leads.

Assignment:

Roy Gottesman will contact ADH sales support to determine the cost for obtaining a list from our PRO database on a monthly and/or quarterly basis, so that it can be reproduced in multiple copies and sent out to the list of "influentials".

E. AWWA Show

Dan Stanowick commented that he had attended the AWWA Show and had received numerous compliments to the effect that people involved in the industry were "glad to see" the PRO information package.

F. Negative Advertising Campaign - Ductile Iron Producers

The recent negative ads by the U.S. Pipe Company were discussed and it was agreed that PRO does not want to carry out a negative campaign as a response to such advertising. It was agreed that it is necessary to respond to real problems such as the "tapping" issue, but not using the same media.

Bob Walker noted that the Florida Specifier will be publishing a paper by Lawrence Erdos, who is a design engineer with the City of Los Angeles, Department of Public Works. This paper provides Mr. Erdos' opinion, which is very negative concerning PVC pipe. The chairman of ASTM Committee F-17 on Plastic Piping Systems, Larry Bradbury, contacted Tony Almeida of the Dallas Water Utilities Department regarding the Erdos paper which is to be published in the September edition of the Specifier. Bob Walker will be working with Mr. Almeida to respond to the allegations in the Erdos paper which would appear in a later issue of the Specifier.

G. New Initiatives

Dan Stanowick indicated that he saw no new initiatives necessary other than keeping the current programs going. This would involve more contact with pipe producers, editorial contacts and ad testimonials and applying and using the information packages that we already have, such as was the case at the recent AWWA Show. He noted that the Buried Pipe Symposium being sponsored by ASTM will not allow promotional literature to be offered at the seminar itself. He will therefore pursue sending out the information packages to individuals attending the symposium that may not have received same otherwise.

III. Solvent Cement Joining Of Pipe

Roy Gottesman reported on the most recent information that he had relating to agreement reached by the solvent cement industry group with the deputy executive officer of operations for the South Coast Air Quality Management District with regard to compliance with rule 1168. As a result of a meeting in June, commitments were received to suspend enforcement of rule 1168, pending the development of an adequate test for

measuring the VOC content of the additives that contain reactive diluents. It also involved a commitment by the South Coast Air Quality Management District to develop a test method and a commitment to address concerns regarding the stringent VOC content limit prescribed by the rule. It is also recognized that the industry must carry-out research and development activities aimed at developing alternative product formations that could reduce the VOC content of its products. It is apparent that the South Coast Air Quality Management District is looking to the solvent cement industry to carry-out such development activities and to make an earnest effort to formulate compliant products. Industry has been asked to submit periodic progress reports.

Assignment:

Fred Sacks is to ask Don Goodman to continue to follow this situation on behalf of PRO and to provide an update at its next meeting.

IV. Market Research Study On "The Prospects For Plastics In High-Rise Residential and Non-Residential Piping Programs"

Dr. Peter J. Mooney, Vice President of Business Communications Company joined the meeting and provided a presentation on the final report on "The Prospects For Plastics in High-Rise Residential and Non-Residential Piping Programs", which had been carried out by him for PRO. He reviewed the objectives of the report indicating that the primary focus was on drain, waste and vent piping (4-6-8 inch pipe) with the secondary focus being plumbing pipe. He noted that in such piping systems wall penetrations are of major importance, but because of the trend to use plenum chambers for air handling systems, plenum chamber penetrations are also important. The significance of cost for hangers to support the piping was also noted. This study was aimed at estimating the market for pipe in structures that are greater than 2 stories based on the square footage of floor space.

After describing the methodology that he had used to develop his estimates, Dr. Mooney stated that he estimated that there were 22-44 million feet, mainly cast iron, drain, waste and vent pipe, used in high-rise building construction in 1989. This could translate to an additional 39-79 million pounds of resin, or an additional 22-44 million linear feet of 4-6 inch diameter pipe, if the plastic pipe could replace the currently-used cast iron. In the plumbing area, Dr. Mooney estimates that 46-92 million feet of mainly copper plumbing pipe was used in high-rise building construction, and if this could be replaced by plastic, it would result in an additional 18-37 million pounds of resin, equivalent to 46-92 million linear feet of 1/2-3/4" extruded plastic pipe.

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The sales of these materials would be \$19-37 million for DWV pipe and an additional \$28-55 million for plumbing pipe sales.

Dr. Mooney reviewed the factors that, at the present time, work to exclude plastics from such high-rise construction including:

Codes
Coercion
Conservatism
Cost/Performance

All of these factors were explored in detail in the report. Discussion then focused on certain technical deficiencies which would have to be corrected if plastic pipe is to make a genuine run on this market. These include the problems relating to expansion and contraction, the necessity for more frequent hanger support, negative acoustic affects, and perceived problems with regard to fire resistance and therefore safety.

After Dr. Mooney left, the PRO group discussed their interest in pursuing this market. It was generally agreed that while the report identifies several vulnerabilities that need to be addressed, particularly with regard to misperceptions and the lack of plastic industry presence at code body meetings, it also shows off the cost performance problems. Because of the small market involved, it is considered unlikely that necessary resources including finances to break through this market could be obtained.

The group agreed that it is necessary to condense the Business Communications final report into an executive summary presentation to PPFA.

Assignment:

Peter Lloyd has the assignment to develop an executive summary and to obtain a quotation from Business Communications for their issuing such an executive summary on their stationery.

Mike Barish is to advise PPFA at its forthcoming meeting that the Business Communications draft is under review and will be available in an executive summary some time during the fourth quarter. He can review with them the key conclusions of this report.

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V. Uni-Bell Cooperative Program

A. Pivotal Cities

Bob Walker indicated that Uni-Bell has undergone a re-evaluation of its pivotal cities program, aimed at upgrading it. They have collected information regarding PVC usage in both sanitary sewer and water main piping in cities in the United States having a population of greater than 10,000 and in Canadian cities having a population of greater than 3,000.

The survey has been completed and is on computer. They have mapped the data for cities in the U.S., having a population of 50,000 or greater. He noted that greater than 90% of the sanitary sewer market, i.e., pipe 15 inches or smaller, belongs to PVC. There is not as much use of PVC in the water main market. He noted that the Los Angeles area, New York City, New Jersey and the Great Lakes are areas where the use of PVC pipe as allowed under C900 AWWA standard, could represent a large potential for new or replacement installations.

Bob Walker indicated that the Uni-Bell Market Development Committee will be meeting in early October to decide where its next attention should be. The survey does not indicate whether an area is currently using PVC or not, but only whether there are restrictions against its use. The Uni-Bell Market Development Committee, he indicated, will also want to look at sizes greater than 15 inches and will also want to evaluate those cities which are now accepting 12 inch water main pipe, but could be interested in looking at still larger sizes.

Bob Walker also noted that potential exists both for storm sewer and highway culvert-piping uses, and that the Uni-Bell Market Development Committee will also be wanting to look at this area.

Assignment:

Bob Walker has the assignment to provide PRO with a report on the pivotal cities program after the October committee meeting.

B. University Engineering Textbook

Bob reported that Dr. Moser's book on "Buried Pipe Design" has been published, and that McGraw-Hill advertisements on it have appeared in Civil Engineering, and in The American Society of Civil Engineers magazine. They have also advertised it in Engineering News Record

and in postcard mailings. To this point, some 710 copies have been sold.

Mike Barish urged that a small abbreviated pipe publication be developed based on the full book for use in engineering schools and Bob Walker agreed to look into this possibility.

C. Piping Systems Institute

Bob Walker indicated that the next session being sponsored by Uni-Bell and the Vinyl Institute will take place during the first week of December at Logan, Utah and registration information has been sent out to potential attendees.

D. Video on Tapping

Bob Walker presented the video on "Tapping PVC Pressure Pipe" that has been developed by Uni-Bell. The group viewed the video with interest and congratulated Mr. Walker on a presentation that is well done. He noted that French and Spanish versions are also under development and the video will be made available at a cost of \$10.00 per copy from Uni-Bell. It is believed that this video should help in countering the negative advertising and comments made by the ductile iron industry relating to the tapping of PVC pipe.

VI. Code Matters

Al Reventas noted the ICBO amendment which eliminates the paragraph relating to the use of plastic pipe in combustible construction.

Assignment:

Al Reventas is to advise our code consultant at ICBO, Joe Zicherman of IFT that he is to support the proposed amendment and to advise Dr. Zicherman to coordinate this with PPFA.

VII. Report on PPFA

Mike Barish provided a brief report on the long-term planning strategy now going on at PPFA. He advised that since March, there have been at least 2 board of directors meetings and that the organization has attempted to get more pro-active in the marketplace. It is also soliciting member companies to participate in code meetings, and it is expected that the strategic plan will be presented to the overall membership at the PPFA meeting in October at the Doral in Miami.

VIII. Old Business

A. California Environmental Impact Report

Roy Gottesman reported that over the summer months, there have been several meetings between the SPI lobbyist, Ralph Heim, the SPI attorneys in California, and representatives of the California Pipe Trades Council aimed at determining whether there was a common ground for an agreement, so as to expedite the EIR process. Discussions continue, although SPI has advised the Pipe Trades Council that it will not be a party to any bifurcation of the document, nor will it be a party to plastics bashing of one product by another material. The latest information is that a draft final EIR should be issued some time in October. However, because of past delays and slippage in these dates, he warned the group not to consider this a firm date.

B. NSF Standards 14/61

Roy Gottesman briefly referred to his letter to PRO of August 14th in which he provided information concerning the "new pipe mark" announced by NSF. This relates to certification under both of these NSF standards and is responsive to the problems and concerns which had been expressed earlier, concerning the marking system and conforming to required testing for specific applications. Bob Walker indicated that his group felt that this resolved the problems that had been seen with the original NSF approach.

C. Medium Density Polyethylene Monitoring Report

Peter Lloyd indicated that he would provide a full discussion of this issue at the next PRO meeting because of time constraints. In a capsulized version, he said there are some serious problems in Europe but it is not a problem here yet.

IX. ASTM Activities

Because of the lateness of the hour, Peter Lloyd did not give a report on this issue other than to state that he is well established in both the ASTM D-20 and F-17 committees and will provide a full report at the next meeting.

X. Other Business

Mike Barish reviewed part of the mission of PRO to be the focal point for the PVC industry, with Uni-Bell, PPFA and PPI. He feels that we have accomplished that goal with Uni-Bell and

PPFA has given PRO "good marks". Even within USPPA, he believes there is the need for coordination. He indicated that it is his intent to see these coordination activities continue. He questioned whether PRO should undertake the publication of a statistical report on PVC pipe. Roy Gottesman noted that this program had earlier been part of the SPI statistical program, but that the results of the reports were often questioned and some 5 years ago the VI Board elected not to continue financial support for this program. It was noted that Uni-Bell issues a report which is focused, but is narrowly limited to large-diameter pipe.

Assignment:

Mike Barish will see that this item is placed on the agenda for the next PRO meeting.

XI. Next Meeting Date

PRO agreed to have its next meeting on December 11th in New Orleans, the day prior to the VI Executive Board Meeting. If there are any urgent matters that emerge in the interim, the chairman will either convene a meeting or arrange for a telephone conference.

There being no other business, the meeting was adjourned at 3:00 p.m.

Respectfully submitted,

Roy T. Gottesman

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