

Edward Howard &Co

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to: PRO Communications Committee* date: November 22, 1989
from: Dan Stanowick copies to: Roy Gottesman
subject: Advertising Nora Jacobs

* Chris Bozman
Nancy Gockowski
Bob Novick
Dave Peters

Our first ad candidate, Donald Wright, has given us permission to proceed. He's made a few minor copy changes, which you'll note in the attached. We're currently arranging photography and proceeding with production.

CTL027360

FAX MEMO

TO: HOWARD EDWARD & Co. Date: DEC. 6 1989

CLEVELAND, OHIO

FAX NO. 216-781 8810

FROM: Catterall & Wright Limited
1221 - 8th Street East
Saskatoon, Sask. S7H 0S5
Telephone: 306-343-7280
Fax: 306-956-3199

Re: ATT'N: DANIEL G. STANOWICK.

I HAVE CHANGED THE TEXT SLIGHTLY SO
THAT NOW I FEEL COMFORTABLE WITH THE WORDING,
ALL METAL PIPES ARE NOT SUBJECT TO BREAKAGE
DUE TO SOIL MOVEMENT. DUCTILE IRON AND
STEEL ARE IN THIS CATEGORY. I AM NOT PREPARE
TO STATE ^{**} THAT ASBESTOS CEMENT PIPE IS NOT
ENVIRONMENTALLY SAFE. THE EXTERNAL CORROSION
RESISTANCE OF PVC PIPE IS EXTREMELY
IMPORTANT TO US.

I AWAIT YOUR REACTION TO THESE COMMENTS

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Clare Wright

Headline:

When durability is the issue,
PVC pipe delivers!

Body Copy:

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 snap ^{certain} iron and asbestos cement pipe, but PVC can flex and still maintain its integrity," says Donald 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.

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"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 through 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.

Quote:

"We get frost penetration to 12 feet in winter. Pressures due to frost action can snap ^{certain} an iron or asbestos cement pipe. PVC flexes as the soil moves and still maintains its integrity."

--- Donald Wright
Consulting Engineer
Catterall & Wright Limited
Saskatoon, Saskatchewan

Identification:

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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