

Edward
Howard
& Co.

Public Relations Counsel
Cleveland and Akron, Ohio
an affiliate of Hill and Knowlton, Inc.

One Cascade Plaza, Akron, Ohio 44308
216-376-6500 FAX 216-376-9379

to: Roy Gottesman/PRO Members

date: September 14, 1990

from: Dan Stanowick

Dan

copies to: Mike Reynolds
Nora Jacobs
Stan Ulchaker

subject: PRO Publicity

As promised at last week's meeting, here's our periodic update of activities:

1. Our primary focus recently has been on the IFT Cost/Benefit study, a major news "hook". We've distributed news releases to a list of approximately 150 industry trade magazines. We've personally followed up with key publications, including Construction Specifier, Building Design & Construction, Consulting & Specifying Engineer, Public Works Magazine, Reeves Magazine (plumbing, heating and cooling) and several others. We've generated good interest. We expect significant coverage, some of which we've already begun to see (attached).

Our next step is to pursue additional publicity from the business editors, selected construction columnists and/or freelance writers at the wire services, news syndicates and major daily newspapers in cities involved in the study. The story angle we'll be pitching is how the use of PVC can contribute to affordable construction, especially housing, without sacrificing safety, quality or other general performance properties.

Additionally, we'll be gauging the interest and/or acceptance among these and other related media in an op ed piece or bylined article on the same subject.

2. We completed photography to accompany our previously approved case history article about Jack Dillard of Briley, Wild & Associates, at Breakaway Trails. We are distributing both the story and photos to American City & County, Civil Engineering, Waterworld News and several other noncompeting industry trade magazines that have previously expressed an interest in our materials. In addition, we're preparing same for inclusion in PRO's basic information package.

CTL029711

3. Following up on a referral from Roy, we contacted Public Works Magazine regarding editorial opportunities in the 1991 Public Works Manual, a directory issue to which readers regularly refer throughout the year (and in which PRO has made plans to advertise). We suggested stories on the IFT study, a feature on watermain breaks and one or more case histories. We have provided or promised information about each and plan to follow-up again soon.
4. We completed and are submitting to PRO's communications subcommittee under separate cover a brief draft news release about PVC's current and projected market growth (in pounds) in piping systems applications. Once approved, the release will be distributed to PRO's entire list of industry trade magazines, along with a generic photo of PVC pipe.
5. We cleared copy for our City of Corpus Christi Water Department case history with Superintendent Paul Werner, and commissioned photography for same. Once the latter has arrived, we'll distribute the story and photos to select industry trades.
6. We submitted draft copy for our City of Cape Coral Water Department case history to Construction Manager William Geertse. We are reviewing photography supplied by Bob Novick to illustrate same, once we get approval.
7. We began work with Condux Pipe Systems, Scepter Manufacturing, Extrusion Technologies Inc., Diamond Plastics, Capco Pipe Inc. and J&M Pipe to identify various candidates from their customer lists for our case history and advertising testimonial programs. We received several leads from the above, with which we are following-up.
8. We continued to monitor AWWA Journal, Engineering News Record, Water Engineering & Management and other related publications for story ideas and opportunities, case history leads, contacts for information, etc. As discussed at last week's meeting, we plan to contact these again to gauge their willingness to accept and publish guest editorials on PVC's overall performance properties. The editorials would counter some of the false claims being made about PVC by our competitors.

Please let me know if you have questions about any of this. I thought you would be interested to see some of the clippings we've recently generated about our information package, technical bibliography and IFT cost/benefit study, copies of which are attached.

ISA-340 CHEMICAL MARKETING
REPORTER
WEEKLY 16.000

AUGUST 20, 1990

CLIPPED BY Bacon's

Vinyl Gets High Marks In Construction

Building contractors can save from 16 to 44 cents on every dollar by using PVC (polyvinyl chloride, or vinyl) pipe and electrical conduit in construction, according to a new research study.

The study, reported to be the first of its kind to include installation and labor costs in estimating the savings advantages of vinyl in construction materials, was performed by IFT Technical Services, Berkeley, Calif.

Estimates were based on building costs in Atlanta, Boston, Cleveland, Houston, San Francisco and Seattle. The cost of using PVC plumbing pipe; drain, waste and vent pipe; and electrical conduit in four types of structures was evaluated. These included a wood frame townhouse, strip shopping center, high-rise residential building and high-rise office building.

On average, the study found that CPVC (chlorinated PVC) plumbing pipe systems cost between 23 and 44 percent less than copper in new hot and cold water installations, according to Dr. Joseph B. Zicherman, president, IFT Technical Services.

In order to make sure that the estimates for the two systems reflected actual safe installation practices, IFT says firestopping detailing was included in the estimate prepared for each CPVC DHCW system, while the copper system was estimated with no application of firestopping since grout applied along with the installation of wallboard typically is the only type of firestopping used with copper. The additional costs for the firestopping were factored into the estimates for each CPVC system.

PVC BEATS CAST IRON

When PVC was compared to cast iron soil pipe in drain, waste and vent pipe installations, the savings varied from 16 to 37 percent, he says. Again, firestopping detailing was factored into the CPVC estimate.

Rigid vinyl electrical non-metallic conduit was found to be 30 to 33 percent less expensive to install than comparable metallic systems.

"Translated into dollars and cents, that can mean a savings of between 16 and 44 cents per dollar in each application," Dr. Zicherman says.

Roy Gottesman, executive director of the Vinyl Institute, which funded the IFT study, says the study "doesn't even examine the total lifetime costs and the related replacement costs of the various systems. When you consider that vinyl can easily outlast competitive materials, its advantages become even more obvious," he asserts.

Because of cost advantages and long life, PVC commands nearly three-fourths of the plastic pipe market and is expected to maintain its position well into the next century.

Rigid vinyl is used by the electrical industry in conduit, boxes and other components, while flexible vinyl commands 40 percent of the market for wire sheathing and installation.

CTL029713

Cost study favors using PVC over other building materials

PLASTICS NEWS STAFF REPORT

WAYNE, N.J.—PVC pipe and electrical conduit costs 16-44 percent less than competing metal products, according to a recent study by the Vinyl Institute.

The study is the first of its kind to include installation and labor costs in estimating savings advantages of PVC in construction materials, said the Vinyl Institute, which funded the study and released it in August.

IFT Technical Services, a research firm in Berkeley, Calif., conducted the study.

"This study confirms that there are significant cost advantages to using vinyl products in construction," said Roy Gottesman, executive director of the Vinyl Institute.

Vinyl building products have proven to be safe, dependable and capable of meeting existing building codes, he said.

By providing evidence of plastics' economic advantages, the labor-savings study will boost plastics as a replacement for cast iron, copper and other metal products.

Estimates were based on actual building costs in Atlanta, Boston, Cleveland, Houston, San Francisco

and Seattle.

Researchers evaluated the cost of using PVC electrical conduit, plumbing pipe and drain, waste and vent pipe in four types of structures: a wood-frame townhouse, a strip shopping center, a high-rise residential building and a high-rise office building.

Researchers came up with material costs and labor costs, to develop the overall "installed cost." They said direct comparison data that includes installation and labor costs was not available previously.

The study did not examine total lifetime costs and replacement costs.

"When you consider that vinyl can easily outlast competitive materials, its advantages become even more obvious," Gottesman said.

Findings of the Vinyl Institute study include:

- A PVC "raceway" conduit system for carrying electrical wiring cost 30-33 percent less to install than a comparable metal system.

- A chlorinated PVC plumbing system cost 23-44 percent less to install than a comparable copper system, even when the extra detailing required for firestopping the CPVC system was included.

- A PVC drain, waste and vent pipe system cost 16-37 percent less to install than a comparable cast-iron system, even including extra detailing for firestopping the PVC system.

The Vinyl Institute, a division of the Society of the Plastics Industry, is a national trade association representing manufacturers of vinyl, vinyl feedstocks, additives and film and sheet products.

Executive summaries of the study are available by contacting the Vinyl Institute in Edison, N.J., at (201) 890-9299.

CTL029714

66A-280

MONTHLY 13.000

26A-700 INSTRUCTOR

MONTHLY 40.000

26A-700 INSTRUCTOR

MONTHLY 132.5-2

JULY 1990

MAY 1990

JUNE 1990

CLIPPED BY **Bacon's**

• *PVC Pipe for All the Right Reasons* is the title of an information package describing the use of PVC in water and sewer pipe and related applications.

The Vinyl Institute, Wayne Interchange Plaza II, 155 Rt. 46 West, Wayne, NJ 07470.

26A-1620 NEW YORK
CONSTRUCTION NEWS
WEEKLY 11.000

CLIPPED BY **Bacon's**

The **PIPE RESOURCE ORGANIZATION (PRO)** of the Vinyl Institute has released an information package on the use of PVC (polyvinyl chloride) in water and sewer pipe and related applications. The package, entitled "PVC Pipe for All the Right Reasons," contains illustrated case histories of PVC pipe applications, testimonials from engineers and municipal water officials, and background information on PRO. *Reader Service #123*

CLIPPED BY **Bacon's**

ELECTRICAL & PLUMBING

Plumbing. Information package documents use of PVC in water and sewer pipe. *Pipe Resources Organization, The Vinyl Institute. Circle no. 140.*

66A-320 PLASTICS IN BUILDING
CONSTRUCTION
MONTHLY 200

MAY 21, 1990

CLIPPED BY **Bacon's**

Page 17

Vinyl Institute Releases New Information Kit Outlining PVC Use in Water and Sewer Pipes

"PVC Pipe for All the Right Reasons," a new information package about the use of polyvinyl chloride (PVC), or vinyl, in water and sewer pipe and related applications, was released recently by the Pipe Resource Organization (PRO) of The Vinyl Institute, a

national trade association representing the leading U.S. manufacturers of vinyl, vinyl chloride monomer, and vinyl additives and modifiers.

The PRO package contains illustrated case histories of PVC pipe applications, reprints of PRO advertisements containing endorsements from engineers and municipal water officials on the pipe's durability, water quality, and cost advantages, a background on PRO, and a list of Vinyl Institute members.

PRO said it will periodically update and expand the package as new information and materials are developed or as they become available from other organizations that are active in the PVC pipe market.

To obtain a copy of the package, contact The Vinyl Institute, a division of the Society of the Plastics Industry, Wayne Interchange Plaza II, 155 Route 46 West, Wayne, N.J. 07470, (201) 890-9299.

66A-365 PLASTICS NEWS
WEEKLY

MAY 28, 1990

CLIPPED BY **Bacon's****Briefly...**

The Pipe Resource Organization of The Vinyl Institute (Wayne Interchange Plaza II, 155 Route 46 W., Wayne, N.J. 07470) is offering an information package, "PVC Pipe for All the Right Reasons," on the use of PVC in water and sewer pipe and related applications.

APRIL 1990

CLIPPED BY **Bacon's****LITERATURE**

INFO PACKAGE AVAILABLE ON USE OF PVC PIPE

The Pipe Resource Organization of The Vinyl Institute (PRO) has recently made available a package of literature which provides much information on the use of PVC for pipe. Titled *PVC Pipe for All the Right Reasons*, the pack contains illustrated case histories of several PVC pipe installations, reprints of PRO advertisements and information about PRO and The Vinyl Institute. The material contains many comments from engineers and municipal water officials concerning their reasons for choosing PVC pipe. Their reasons include: improved corrosion resistance, lower cost—both for installation and maintenance, resistance to chemical deposits, and better flow characteristics for the water. The described installations were in Texas, New York, Florida, Saskatchewan, Colorado, and Alberta. The last installation was for glacial water that replaced the high solids water from wells; the pipe was laid at a maximum rate of 1150 feet in one day. The installation in Pueblo, CO replaced 60-year old sections of 36" diameter wood pipe with 24" PVC and 30" wood pipe with 20" PVC for its water system. The Florida and New York State installations were for sewer systems, the latter in Batavia required 30" diameter pipe for force mains.

For further information contact: The Vinyl Institute of the SPI, 155 Route 46 West, Wayne, NJ 07470 Tel 201/890-9299

CTL029715

66A-160 PLASTICS BRIEF-
EXTRUSION & BLOW MOLDING
EDITION
WEEKLY

MAY 14. 1990

CLIPPED BY **Bacon's**

3274
Smooth surface of new PVC sewer main increases flow capacity. The 4,900-ft.-long installation will be fully operational this summer.

The 30 in. diameter is one of the largest for PVC pressure piping in North America. "Under normal use pressures in the line will be 30 to 40 psi," says Dennis Larson, city engineer for Batavia, NY. "However, we tested it at 100 psi for four days. There were no leaks."

The new force main is able to move about 22 million gal. per day. Larson tells us the PVC pipeline will carry all the city's effluent from a new central pumping station to a just-completed treatment plant.

\\

66A-160 PLASTICS BRIEF-
EXTRUSION & BLOW MOLDING
EDITION
WEEKLY

MAY 14. 1990

CLIPPED BY **Bacon's**

3274
PVC water line withstands soil heaving, brought on by cold Canadian winters.

"We get frost penetration to 12 feet in winter," says Don Wright, consulting engineer in Saskatoon, Saskatchewan, Canada. "Pressures due to frost action can cause failures in certain iron and asbestos cement pipe. PVC flexes as the soil moves and still maintains its integrity."

According to Wright, PVC's lower flow resistance reduces pumping costs. Other savings come from low costs for handling, installation and maintenance. And resistance to internal corrosion keeps water clean and pure.

\\

CTL029716