

New Website Launched to Meet Rising Need for High-Quality, Green and Cost-Effective PVC Pipe

DALLAS, TX, April 6, 2011 –The Uni-Bell PVC Pipe Association has launched a new website to inform the public and stakeholders about its industry and showcase the superior sustainability, cost-effectiveness and versatility of its products.

The new site offers several sections designed to cover all aspects of PVC pipe, from a breakdown of its uses in a wide range of applications, to detailed fact sheets on its manufacture, testing and specifications, to blogs addressing recent developments and technical questions regarding the industry.

As well, interested parties – lawmakers, public officials, engineers, journalists, etc. – will find a wealth of information in the site’s resource library, including technical documents, issue briefs and information on “sustainable cities” that use PVC pipe.

Launch of the site comes at a crucial time, according to PVC Pipe Association Executive Director Bruce Hollands: “The corrosion crisis affecting underground infrastructure in the U.S. is costing us over \$50.7 billion annually. This is unsustainable – financially or environmentally – and lawmakers must devise new approaches that include using more corrosion-proof materials like PVC pipe.”

PVC pipe is a proven and extremely durable alternative to traditional corrosion-prone piping materials. For instance, an American Water Works Association study confirms the life expectancy of PVC pipe to be in excess of 110 years, while a 1999 review by *Engineering News Record* found it to be one of the top twenty engineering advancements in more than a century.

“Every day, more than 850 water main breaks occur, mainly as a result of corrosion,” said Hollands. “Moreover, the nation must address the corrosion crisis draining local government budgets; it must invest heavily in new infrastructure in the coming years – and PVC stands ready to deliver corrosion-free, sustainable and cost-effective infrastructure,” he added.

Live blogs from Hollands will discuss recent developments on national infrastructure issues, including legislative and regulatory updates and news on the corrosion crisis. A technical blog by Senior Engineer Steve Cooper will provide utilities and engineers the latest information on PVC pipe design and applications for water and wastewater projects.

The new PVC Pipe Association website can be viewed at www.uni-bell.org.

With over two million miles in service and counting, PVC pipe is the product of choice for buried water, sewer, drainage and irrigation infrastructure. The industry contributes more than \$14 billion annually to the U.S. economy and supports over 25,000 jobs.

The PVC Pipe Association is a non-profit organization that serves the engineering, regulatory, public health and standardization communities.