

## **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](http://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.*