



Building essentials
for a better tomorrow™

CUSTOMER CONNECTION

MAY 2010

JM EAGLE'S WARRANTY ENCOURAGES CITIES TO SWITCH FROM DUCTILE IRON TO PLASTIC



JM Eagle's new 50-year warranty* on its plastic pipe products is changing the minds of major U.S. cities previously friendly only to iron.

Taking note of JM Eagle's willingness to stand behind its high-quality products, at least three major metropolitan cities in as many days, along with smaller water districts across the country, last week decided to switch to JM Eagle plastic pipe over iron, their longtime material of choice, in replacing their crumbling infrastructures.

"Cities are tired of their cast iron and ductile iron water mains failing before their time," says Mark Montgomery, JM Eagle regional sales manager. "We're paying now for product decisions we made less than 25 years ago, and I don't want our kids' kids to have to pay for them again."

The message is particularly timely as cities across the country feel the repercussions of breaking iron pipe due to internal and external corrosion. Boston just last week experienced a water main break "catastrophic in nature" on metal pipe that was installed "less than a decade ago," according to the Associated Press.

JM Eagle's 50-year warranty, announced April 5, covers the company's high-performance PVC and HDPE plastic pipe certified to AWWA for water distribution and transmission and force sewer mains.

Equally timely is a new marketing piece from JM Eagle that puts plastic pipe head to head with iron pipe. Titled "This wouldn't happen

if this was plastic pipe," the brochure (attached) juxtaposes deteriorated and clogged iron pipe with clean plastic pipe to illustrate and educate how both products stand the test of time.

Cities' moving to plastic is a trend likely to be repeated as more municipalities become more educated on the benefits of plastic, its technological advancements and the unprecedented coverage of the 50-year warranty. All of those facts, as well as an eye-opening comparison of break rates, are detailed in the new marketing piece, along with descriptions of some products included under the warranty.

"We've got to stop putting pipe in the ground that succumbs to external corrosion and fails—sometimes in as few as eight years," says Montgomery. "JM Eagle plastic pipe is the safe and reliable long-term solution to rebuilding infrastructures around the country."

JM EAGLE PRODUCTS COVERED UNDER THE 50-YEAR WARRANTY:

- Eagle Loc 900
- C900
- C905
- C909
- C901/906

* See warranty at www.jmeagle.com for complete details.

The left half of the image shows several circular cross-sections of heavily rusted metal pipes. The rust is dark brown and orange, with a rough, pitted texture. The background is dark.

**THIS
WOULDN'T
HAPPEN
IF THIS WAS**

The JM Eagle logo features a stylized eagle head in profile, facing right, with a blue and green swoosh behind it. The text "JM Eagle" is in white, bold, sans-serif font.

JM Eagle

PLASTIC PIPE

PLASTIC PIPE IS MADE TO LAST.
THE POWER OF PLASTIC.
THE POWER OF JM EAGLE.
www.JMEAGLE.com



PLASTIC PIPE

JM Eagle
EXCLUSIVE ENGINEERED TECHNOLOGY

PLASTIC PIPE vs. IRON PIPE

JM Eagle products are the most highly engineered and technologically advanced in the industry for higher performance and trusted longevity.

BENEFITS OF PLASTIC

- It is the safe, long-lasting and stable solution for a modern infrastructure.
- Millions of miles of plastic pipe have been installed.
- It outlasts any other material.
- Strict industry standards confirm its strength, durability and longevity.
- Plastic doesn't corrode or collect sediment like iron pipe, and it keeps the water flowing without bursts, flooding or disruptions.

THE JM EAGLE ADVANTAGE

- Plastic pipe from JM Eagle is of the highest quality.
- JM Eagle has invested millions in the most technically advanced equipment, as well as product research and development.
- JM Eagle's engineered products perform at the highest level and are the easiest to install.
- JM Eagle products meet the standards of AWWA and are certified by NSF and UL.

JM EAGLE'S 50-YEAR WARRANTY

- JM Eagle stands behind the quality of its plastic pipe as its commitment to serving customers.
- JM Eagle's 50-year warranty covers the design of its innovative engineered thermal plastic-pipe products¹.
- Products under warranty are Eagle Loc 900, AWWA C900, C905, C909 and C901/C906.
- JM Eagle products will maintain their performance for the next 50 years or the company will replace them².
- No other manufacturer makes this claim.

¹ Plastic pipe certified to AWWA for water distribution and transmission and force sewer mains.
² See www.jmeagle.com for full details of warranty.

ADVANCED HOLDING TECHNOLOGY

- Teams JM Eagle C900 pipe with new internal restraint technology for the simplest-to-install yet strongest-holding product available.
- Designed for sanitary sewer force mains and potable water distribution and transmission.
- Grips the joint from the inside of the pipe with a simple push.
- Prevents the corrosion associated with external restraints.
- Reduces installation and labor as much as 30 times over traditional methods.
- Can be used for open-trench, road bore and horizontal directional drilling installations.

Meets AWWA C900, ASTM D1784 and UNI-B-13 Million Cycle Test.



MOLECULAR ORIENTATION FOR LIGHT WEIGHT AND STRENGTH

- Molecularly oriented to be lighter yet stronger—as much as four times stronger than conventional PVC.
- The highest-performing, lightest-weight, most cost-effective pressure pipe for potable water and force main systems.
- Delivers HDB of 7,100 psi vs. HDB of 4,000 psi of conventional PVC pipe.
- Has a higher cyclic fatigue strength, greater impact strength and a larger interior diameter than conventional PVC.

Meets AWWA C909 or ASTM F1483, and UL 1285; Gaskets meet ASTM F477; Joints meet ASTM D3139.



NEW TECHNOLOGY FOR A HIGHER-PERFORMING JOINT

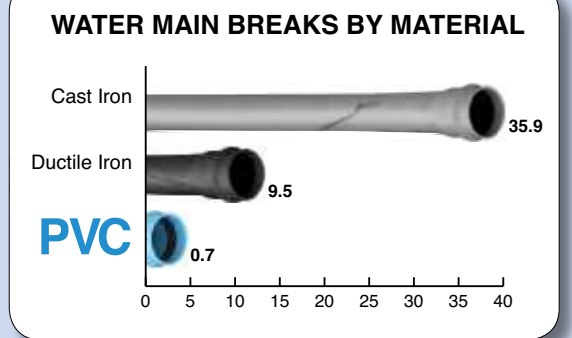
- Engineered by JM Eagle for superior hold at the joint.
- Available in 4-inch to 60-inch diameters.
- Features a heavy-duty integral bell and dual-gasket spigot, a dual-crown corrugated exterior for greater pipe stiffness, and a hydraulically smooth interior for maximum efficiency.
- Offers a superior strength-to-weight ratio and flexible conduit design.
- Comes available with a full line of standard and custom fittings in either a soil-tight or watertight (10.8 psi) connection, as well as single-wall design.

Meets Meets 4"-10" AASHTO M252 and ASTM F2648; 12"- 60" AASHTO M294, ASTM F2306 and ASTM F2648; Gaskets meet ASTM F477; Joints meet ASTM D3212.



Plastic pipe exceeds iron pipe in durability, longevity and performance. Independent studies by the American Water Works Association Research Foundation and the Plastics Pipe Institute show PVC and PE, respectively, last longer than 100 years.

Not so with iron pipe. The National Research Council of Canada reports the following break rates per 100 km of water distribution pipe:



Further, a study by the Los Angeles Department of Water and Power determined corroded cast-iron pipe was overwhelmingly to blame for a rash of breaks in 2009.

So when it comes to the benefits of plastic pipe over iron pipe, there's no comparison.

	PLASTIC PIPE	IRON PIPE
Proven to last 100-plus years.	✓	✗
Does not corrode.	✓	✗
Does not collect tuberculin.	✓	✗
Does not break down.	✓	✗
Lightweight.	✓	✗
Easy to install.	✓	✗
Technologically engineered.	✓	✗
Low break rate.	✓	✗
External plastic bag needed in corrosive soils.	✗	✓



LONG-LASTING PLASTIC PIPE. JM EAGLE GUARANTEES IT.

JM EAGLE IS SO CONFIDENT IN THE ENGINEERING, DESIGN AND INHERENT QUALITY OF PLASTIC PIPE, IT'S MAKING AN UNPRECEDENTED PROMISE.

JM EAGLE ANNOUNCES A 50-YEAR WARRANTY ON THE DESIGN OF ITS INNOVATIVE ENGINEERED THERMAL PLASTIC PIPE PRODUCTS.*

- Plastic pipe from JM Eagle will maintain its performance for the next 50 years or the company will replace it**.
- No other pipe manufacturer makes this guarantee.

PLASTIC IS THE PRODUCT FOR A MODERN INFRASTRUCTURE.

- Plastic pipe is widely accepted; millions of miles of plastic pipe have been installed throughout the country.
- Plastic pipe is non-corrosive and outlasts any other material.
- Stringent compliance to strict industry standards confirms its strength, durability and longevity.
- It keeps the water flowing without bursts, flooding or eruptions.

JM EAGLE STANDS BEHIND THE QUALITY OF ITS PRODUCTS.

- JM Eagle products have always met—and will continue to meet—the standards of the American Water Works Association.
- JM Eagle products have always been—and will continue to be—certified by NSF International and Underwriters Laboratories.



CODE CHECK: JM EAGLE PRODUCTS RISE TO THE STANDARDS



Blue Brute™ (C900) / Eagle Loc 900

Meets AWWA C900 and ASTM D1784 cell class 12454; Gaskets meet ASTM F477; Joints meet ASTM D3139; ANSI/NSF-61, UL 1285.



Big Blue™ (C905)

Meets AWWA C905 and ASTM D1784 cell class 12454; Gaskets meet ASTM F477; Joints meet ASTM D3139; ANSI/NSF-61, UL 1285.



Ultra Blue™ (C909)

Meets AWWA C909 and UL 1285; Gaskets meet ASTM F477; Joints meet ASTM D3139.



HDPE Solid Wall (AWWA C901/C906)

Meets AWWA C901/906, ASTM D2239, ASTM D2737, ASTM D3035, ASTM F714, cell class per ASTM D3350, PPI listed material (TR-4) PE3408/3608 & PE4710, ANSI/NSF-14.

IT'S TIME TO REPLACE OUR CRUMBLING INFRASTRUCTURE WITH THE RIGHT PRODUCT.

- Plastic pipe is the safe, long-lasting, stable solution.
- JM Eagle is the only plastic-pipe manufacturer that stands behind its quality with a 50-year warranty.

CHOOSE JM EAGLE.

www.jmeagle.com
(800) 621-4404



**U.S. GREEN
BUILDING COUNCIL
MEMBER**

* PLASTIC PIPE CERTIFIED TO AWWA FOR WATER DISTRIBUTION AND TRANSMISSION AND FORCE SEWER MAINS.

** SEE WWW.JMEAGLE.COM FOR FULL DETAILS OF WARRANTY.