

CHARLOTTE

PIPE AND FOUNDRY COMPANY

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Ad Tackling Imported Cast Iron Wins Honor for Charlotte Pipe and Foundry

CHARLOTTE, NC – January 30, 2009 – Charlotte Pipe’s ad featuring a Chinese cast iron foundry was selected as the first place winner in the Single Ad Print category by BtoB Magazine. The ad morphs from a black and white photo of the foundry to an American worker using an imported product.

The ad was part of a series that highlighted the manufacturing differences between domestic and foreign cast iron soil pipe and fittings. Another ad in the campaign morphs from a Chinese worker patching fittings to a domestic worker choosing material from a shelf. Repairing material defects that occur during manufacturing is a violation of ASTM 888-09, 4.8. The text, “The lowest bidder rarely uses the latest technology,” reminds contractors to focus on the quality of the product, not just the price.

BtoB Magazine called it “powerful, straightforward advertising.” The creative was done by the Charlotte office of Eric Mower & Associates, the long-time advertising agency of Charlotte Pipe.

Charlotte Pipe and Foundry is the only manufacturer that offers a *system* of ABS, PVC, CPVC, cast iron, FlowGuard Gold®, and ChemDrain® pipe and fittings for residential and commercial plumbing systems and industrial applications. The nation's leading maker of cast iron and plastic pipe and fittings, Charlotte Pipe and Foundry offers the industry's broadest product offering of standard and specialty DWV products.

Charlotte Pipe and Foundry is headquartered in Charlotte, NC, and has seven plant locations across the United States. Combining modern technology with a century of craftsmanship and experience, Charlotte Pipe and Foundry has a proud legacy of commitment to the industry and its customers. The company is guided by the philosophy of its founder - produce the best product possible and provide the best service for the customer.

For more information, contact Charlotte Pipe and Foundry at 800-438-6091.

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