

June 2010

Marketing Insider

Dear Guest,

Please enjoy our latest Marketing Insider e-newsletter.

As always, if you'd like more information on any of the items included in this newsletter, we'd love to hear from you.

Thank you,

Marketing Department



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Charlotte Pipe News

RePVC Ads

Two new ads have been created for RePVC, the newest addition to the Charlotte Pipe product line. The ads (pictured right) are running in various trade publications and highlight the environmentally friendly features of the pipe, which is made with a minimum of 30% recycled content.

INTRODUCING
THE NEWEST THING IN PVC.
Old PVC.

RePVC

We're proud to be the first manufacturer to offer you NSF listed PVC Schedule 40 pipe made with a minimum of 30% recycled content. Manufactured to ASTM F 2611, RePVC is perfect for LEED and government projects. It's the only pipe product approved for use in potable water systems. Contact us today for your RePVC and PVC pipe and fitting needs.

www.charlottepipe.com

CHARLOTTE
PIPE AND FOUNDRY COMPANY

Charlotte Pipe Green Products on the Web

Visitors to charlottepipe.com can now find all of our Green Building products on our [Green Building/LEED](#) page.

We have bundled cast iron, ReUze and RePVC in one place on the website so that visitors can easily locate Charlotte Pipe products that may be of interest to the green building industry.

The site includes product information, LEED letters and links to recent media coverage.

CHARLOTTE
PIPE AND FOUNDRY COMPANY



100% recycled.

Over the decades, we've recycled millions of tons of scrap (10%) into quality cast iron pipe and fittings. So when green construction might be necessary, we're coming new to us.

charlottepipe.com



INTRODUCING THE NEWEST THING IN PVC.
Old PVC.



When you specify RePVC you're getting:

- Constructed under NSF PVC pipe with a minimum 30% recycled content.
- The first NSF listed PVC pipe product with recycled content.
- PVC Schedule 40 (manufactured to ASTM F 2611).
- PVC that is ideal for all sustainable construction projects.

RePVC pipe with recycled content from approved applications only!

RePVC

We're proud to be the first manufacturer to offer you PVC pipe made of recycled content. RePVC is NSF listed and approved for use in potable water systems.

www.charlottepipe.com

CHARLOTTE
PIPE AND FOUNDRY COMPANY

Charlotte Pipe's ReUze and RePVC Receive NSF Certification

Charlotte Pipe has received media coverage in a number of outlets regarding our ReUze and RePVC being listed by NSF. Here are a few of the articles:

[Contractormag.com](#)

[ThomasNet](#)

[WaterWorld](#)

United Way Thanks Charlotte Pipe

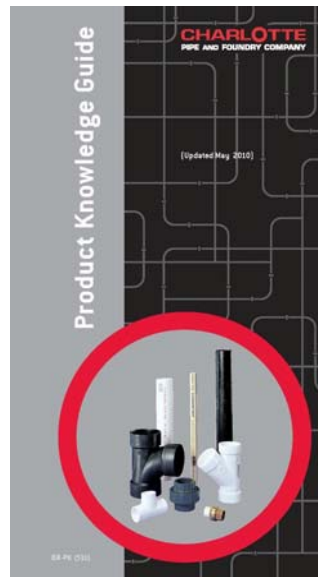
The United Way of the Central Carolinas found a great way to thank Charlotte Pipe and its associates for supporting their efforts. They posted a video on YouTube!

The video includes a personal thank you to Charlotte Pipe and highlights the many ways United Way uses donations to support the community. See it here:

<http://www.youtube.com/watch?v=RZtdHnxmnsY>

Updated Literature

- The Product Knowledge Guide has been extensively updated. The new version has many changes, such as:
 - House illustration highlighting Charlotte Pipe products includes indoor and outdoor applications
 - Product photos are used instead of line drawings
 - Product descriptions are industry and consumer friendly



Other literature updates are:

- The General Warranty has been updated and the Return Material Policy (RMP) has been added to the back. The RMP was formerly Return Goods Authorization (RMA).
- The FlowGuard Gold brochure has been updated from "40 Years" to a "50 Year" brochure.

Visit the [storefront](#) to order your supplies.

Ask The Expert

Q: I have been told that it is a good idea to sand the spigot end of solvent welded pipe prior to joining. Is that true?

Answer:

No. Do not sand PVC, ABS or CPVC pipe prior to joining. The pipe should be clean, dry and properly beveled prior to application of primer and cement. Sanding the pipe may create grooves that can destroy your ability to solvent weld the pipe and fitting to one another.