

Why Risk It?

How to Protect Homeowner Value By Choosing Better Materials



Marty Musgrave
North American Demand Creation Sales Manager,
The Lubrizol Corporation, A Berkshire Hathaway, Inc. Company

Marty Musgrave is the North American Demand Creation Sales Manager for the Lubrizol Corporation. For more than 35 years, Marty has worked for some of the largest plumbing products manufacturers in the country, serving in various sales and product development roles. Marty joined Lubrizol 17 years ago and during that time has developed extensive knowledge of piping systems products. This knowledge along with his many years of industry experience has helped homebuilders, engineers, contractors, and end-users specify quality piping systems that exceed their performance objectives.

There's no shortage of risk in home building.

So why would any home builder, custom or production, stake their reputation on anything less than top quality building materials from a respected North American manufacturer?

Yet, by deferring to the subcontractor to specify the materials being used, some builders have inadvertently put themselves in harm's way. What is the risk? How can it be avoided? What steps can you take to protect yourself from the kind of problems an online search quickly reveals in chilling abundance and detail? By choosing to use only materials that will protect their clients and their investment, Marty Musgrave shares his insights from 35 years in the plumbing business:

? What kind of building materials are we talking about?

The issue is today's plastic-based piping systems, the ones plumbers recommend most. Many builders don't know there is a vast difference in plastics-based plumbing systems.

To illustrate the difference, think of galvanized steel and copper. Sure, both are metal. But both have very different characteristics. The same is true with plastic. Plumbers today mostly install one of two kinds. One piping material is called cross-linked polyethylene, PEX for short. The other is called CPVC. For a wide variety of reasons, informed builders and installers select FlowGuard Gold® CPVC pipe and fittings.

? Why should a home builder care what plastic pipe their plumber installs?

Without getting too deep into the science, CPVC is a far better choice to handle hot and cold chlorinated water that flows from North American taps. Several studies show that PEX and its base polymer, polyethylene, are vulnerable to chlorine, which is used to keep potable drinking water systems safe from bacteria.

CPVC-based pipe handles hot and cold chlorinated water with no problem.

? So CPVC-based pipe is what a builder should specify?

Absolutely, more specifically FlowGuard Gold piping systems. A FlowGuard Gold system offers proven long-term durability and many other advantages to a home builder. But that's just part of the story.

FlowGuard Gold piping systems are the most specified CPVC piping system worldwide. Lubrizol, the global leaders in CPVC polymer technology, has a 50+ year legacy of excellence as the innovators of this proven technology. Our network of pipe and fittings manufacturers must meet stringent quality-control criteria.

FlowGuard Gold piping systems provide reduced material costs, pricing stability, fast install times, no hazardous soldering, and no jobsite theft.

Homeowners can count on safe drinking water with a quiet operating system, best-in-class resistance to biofilm and bacteria, and no pitting, scaling, or corrosion.

I realize home builders have faced product challenges over the past few years from suppliers outside of North America. Lubrizol is based in Ohio, and is owned by Berkshire Hathaway, and our CPVC manufacturing plant is located in Louisville, Kentucky. Our FlowGuard Gold piping system has an excellent 50-year track record of performance, accounting for billions feet of pipe installed.

? What should home builders do to learn more?

Visit our Learning Center at flowguardgoldbuilder.com or flowguardgold.com to learn more. Or, contact one of our piping system consultants. They are at your service to meet with you, your specifiers, sales staff, or installers to provide assistance through every stage of construction. FlowGuard Gold products are readily available through building suppliers nationwide. ●

FLOWGUARD GOLD
PIPE & FITTINGS

Website
Lubrizol.com/CPVC

Phone
855.735.1431

Email
cpvc@lubrizol.com

Learning Center
flowguardgoldbuilder.com