

CASE STUDY

UPSCALE HOMEBUILDER BECOMES CHAMPION FOR CPVC PLUMBING SYSTEMS

David Weekley Homes

Denver, CO

Established: 1976

When most Americans think of Denver, they think of a thriving mountain city with a Mile High Stadium. When asked about David Weekley Homes, residents in Denver's suburban communities think of beautiful, upscale homes with a variety of amenities, styles and quality features.

For more than 25 years, David Weekley Homes has been building homes in Denver, and throughout Texas, in cities such as Houston, Dallas, Austin and San Antonio. They also build homes in Florida, North Carolina, Atlanta, Tulsa, Oklahoma, and Tennessee. David Weekley Homes is proud to offer homebuyers a wide selection of features, warranty-valued construction, energy efficiency and personalized selections.



In Denver, David Weekley Homes builds homes priced from \$200,000 to \$400,000, in sizes from 1,582 sq. ft. to 3,250 sq. ft., depending upon the individual community, each offering different amenities.

Some of these amenities include upgraded video and phone cabling, security options and modern appliances. Another feature that David Weekley Homes offers their homebuyers is an upgraded plumbing system, FlowGuard Gold® CPVC. This rigid plastic plumbing system offers benefits superior to copper, including reliability, cost-effectiveness, easier installation and reduced maintenance; all factors which ensure homeowner satisfaction.

Homebuilder Sets High Standards

As founder and owner of David Weekley Homes, David Weekley has challenged his company's division presidents to provide the highest quality products and services to their homebuyers. In 1997, he challenged Gene Swang, the division president in Denver, to try a CPVC plumbing system. Weekley recognized the benefits of CPVC plumbing systems to address water quality concerns of its customers.

FlowGuard Gold® plumbing systems exceed ANSI/NSF Standard 61 for water quality with no pH level restrictions. Unlike copper tubing, CPVC systems maintain their properties in all types of water environments, including aggressive water. With homeowners demanding reliable and safe plumbing systems, CPVC pipes maintain the pristine level of water quality coming into the home.

In environments with aggressive water, pH levels of less than 6.5, copper plumbing does not pass ANSI/NSF Standard 61, a requirement of the Safe Drinking Water Act. Plus, copper cannot resist certain soil chemistries or compositions and will begin to degrade. In these conditions, copper pipes can begin to leach into the water, causing it to not meet the potable water quality standard. The maintenance costs and time involved in replacing the system are considerable for both the builder and homeowner.

"We believe that the premium benefit of CPVC plumbing systems compared to copper plumbing systems is that CPVC will not corrode, pit or scale, so water purity is maintained," said Swang.

Denver Contractors Receptive to CPVC

According to Kevin Wilson, purchasing manager for the Denver Division, "We first consulted our plumbing contractors about using CPVC, and they seemed very receptive. They showed us that FlowGuard Gold® plumbing systems were easier to install and maintain."



"We believe that the premium benefit of CPVC plumbing systems compared to copper plumbing systems is that CPVC will not corrode, pit or scale, so water purity is maintained," said Swang.

Type of Construction:

Residential -
Single Family

Installation Type:

New

FLOWGUARD GOLD®
PIPE & FITTINGS
NOT A DROP OF DOUBT.

FLOWGUARD GOLD®

The ease of installation of CPVC plumbing systems reduces contractor time over copper and other systems, thus providing savings to prospective homebuyers. Installation requires a minimum amount of tools and materials; and the use of torches and special devices is not required. A one-step joining system can be pressure-tested in 10 minutes on standard size pipe.

FlowGuard Gold® plumbing systems have also reduced repair work associated with copper piping. "With CPVC pipe, we don't have to worry about burned joists from sweating copper," said Swang.

Exceeding Customer Expectations

David Weekley Homes then took the next step to educate its homebuyers about FlowGuard Gold® CPVC plumbing systems. It recognized that CPVC could provide a more cost-effective plumbing system than copper without sacrificing quality. Not only would CPVC provide homeowner savings, but also better insulation and energy savings.

Once the plumbing system is installed, homeowners do not want to worry about the piping system in their new home. Homeowners want to get hot water hot, cold water cold with the least amount of noise possible.

Unlike copper piping materials, the thermoplastic properties of CPVC plumbing systems provide insulation to reduce condensation and keep hot water hotter and cold water colder than copper, resulting in less energy loss through the wall of the pipe. This can save homeowners money on heating and cooling bills and virtually eliminate sweaty pipes.

The thermoplastic properties of CPVC systems also provide a system that is four times quieter than copper, reducing the sound of running water and the potential of the pounding noise of water hammer.

"While most of our customers do not get involved in the selection of the plumbing system, we educate them using literature provided by Lubrizol," said Wilson. "They become fans of FlowGuard Gold® CPVC because it maintains its performance over time, reducing the need for repair work or replacement of the system. These advantages make FlowGuard Gold® pipe a premium product – an upgrade when compared to copper plumbing systems."

CPVC plumbing systems also comply with all model code approvals, including BOCA National Plumbing Code, Standard Plumbing Code, Uniform Plumbing Code, CABO 1- and 2- Family Dwelling Code, Canadian Plumbing Code and International Plumbing Code.

Since Lubrizol's development of CPVC plumbing systems over 45 years ago, more than three (3) billion feet of CPVC pipe has been installed in homes, condominiums, buildings, apartments and hotels, including twelve (12) million homes. For more information on the FlowGuard Gold® plumbing system, including pipes, valves, joining cement, caulks, sealants and tools, call 1-888-234-2436, X7393, or visit www.flowguardgold.com.

"They become fans of FlowGuard

Gold® CPVC because it maintains

its performance over time,

reducing the need for repair

work or replacement of the

system. These advantages

make FlowGuard Gold® pipe a

premium product – an upgrade

when compared to copper

plumbing systems," said Wilson.

FLOWGUARD GOLD®
PIPE & FITTINGS
NOT A DROP OF DOUBT.

The information contained herein is believed to be reliable, but no representations, guarantees or warranties of any kind are made as to its accuracy, suitability for particular applications or the results to be obtained. The information often is based on laboratory work with small-scale equipment and does not necessarily indicate end product performance or reproducibility. Formulations presented may not have been tested for stability and should be used only as a suggested starting point. Because of the variations in methods, conditions and equipment used commercially in processing these materials, no warranties or guarantees are made as to the suitability of the products for the applications disclosed. Full-scale testing and end product performance are the responsibility of the user. Lubrizol Advanced Materials, Inc. shall not be liable for and the customer assumes all risk and liability for any use or handling of any material beyond Lubrizol Advanced Materials, Inc.'s direct control. THE SELLER MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. Nothing contained herein is to be considered as permission, recommendation, nor as an inducement to practice any patented invention without permission of the patent owner.

Lubrizol Advanced Materials, Inc. / 9911 Brecksville Road, Cleveland, Ohio 44141-3201 / 1.216.447.5000 / www.flowguardgold.com

© Copyright 2006 The Lubrizol Corporation
FlowGuard Gold® is a registered trademark of The Lubrizol Corporation
FGG-CS3

FlowGuard Gold® CPVC Marketing Department

9911 Brecksville Road
Cleveland, Ohio 44141-3201 USA
888.234.2436 ext.7393
216.447.5000
216.447.5750 FAX