

CASE STUDY

CUSTOM HOMEBUILDERS SELECT CPVC PLUMBING SYSTEMS FOR HIGH QUALITY, LONG-LASTING PERFORMANCE

Monroe Development with Roberson Plumbing

Vienna, VA

Established: 1972

For custom homebuilders, the ultimate compliment they can receive from a buyer is that the quality and workmanship of the home exceeds their expectations. These discriminating homebuyers insist that high quality translate to all equipment and service involved in the construction of their home, including the plumbing system.

Since 1972, Monroe Development, Vienna, Va., has built signature high quality homes throughout the Washington, D.C. metropolitan area. They are recognized for their custom early-American homes, including Cape Cod, Williamsburg, Federal and Georgian styles. Exquisite mill work, including paneled cherry and mahogany libraries, stone facades, slat roofs, and fine marble work are a sampling of amenities offered for custom homebuyers. No two floor plans are the same.



The typical customer of a Monroe Development home has discriminating tastes and expects the finest service, quality and detail. Monroe Development builds some of the most expensive homes in the Washington D.C. area.

A Monroe Development project is Persimmon Tree in Bethesda, MD, adjacent to the prestigious Congressional Country Club. The development has a total of 32 homes, each averaging 7,000 sq. ft. on two acre lots at over \$2 million per home. This builder prides itself on its attention to detail and insists on the highest quality materials from custom woodwork to the plumbing system behind the wall.

Ensuring High Quality in the Home

Monroe Development's staff includes a top-notch carpentry crew, including both structural and finish carpenters. In addition, working with the best subcontractors in the region is key to ensuring high quality in this builder's construction. For more than 20 years, Monroe Development has relied on the expertise of plumbing contractor, Roberson Plumbing Inc., of Dickerson, MD.

Griff Gosnell, president of Monroe Development, explained, "We recognized that Roberson has the same attention to detail and concern for doing a high quality job that we do, so we knew our customers would be getting the best plumbing system possible. This includes working with the best plumbing material."

Monroe Development specifies FlowGuard Gold®, CPVC plumbing systems in all of its homes instead of copper. The CPVC plumbing system will not corrode and offers many benefits to homeowners. These advantages make a FlowGuard Gold®, plumbing system a premium product—an upgrade when compared to copper plumbing systems.

"CPVC plumbing systems provide homeowner savings by providing better insulation and energy savings," said Gosnell. "Unlike copper piping materials, homeowners have found that 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. The inherent properties of CPVC 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 in the home and the potential of the pounding noise of water hammer prevalent in copper plumbing systems as they age.

"When we share these quality advantages with the customer, they understand the benefit of using CPVC plumbing systems," said Gosnell. "While perceptions of



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Type of Construction:

**Residential –
Single Family**

Installation Type:

New

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NOT A DROP OF DOUBT.

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plastic as a cheap material have been brought to our attention by buyers, we have educated them about the benefits of CPVC and the problems of using copper plumbing systems, which we have advised against its use. They know that we are providing them with the best plumbing system available. Since 1984, we haven't used copper in any of our homes."

Cost-Effective Corrosion Relief

The move away from copper began in the mid-1980s when Monroe Development was planning its Beallmount and Belvedere 65-home communities in the Potomac area. Because these homes would require well water use, Monroe Development was concerned that the aggressive water would cause havoc for the copper plumbing systems they were planning to have installed. The builder asked his contractor for a better plumbing system.

Roberson Plumbing began using CPVC plumbing systems in 1978 because of their experiences with deteriorating copper in well pump systems and city water systems. Wayne Roberson, third-generation owner of the company, established a relationship with Lubrizol and installs FlowGuard Gold® CPVC plumbing systems in single-family homes. The innovator of CPVC, Lubrizol products include pipe, fittings and valves that carry the FlowGuard Gold® trade name.

According to Roberson, CPVC plumbing systems offer the superior solution for single-family homes in all situations, including aggressive water and soil conditions, such as homes that use well water, because they do not corrode, pit or scale, so water purity is maintained.

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 high acidic level potable

water environments. With homeowners demanding reliable and safe plumbing systems, CPVC pipes maintain the pristine level of water quality coming into the home.

CPVC plumbing systems also meet 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.

Roberson recommended FlowGuard Gold® CPVC plumbing systems to give Monroe Development the solution it desired—reliability, cost-effectiveness, ease of installation and repair, and homeowner satisfaction.

CPVC plumbing systems do not require torches or heavy equipment. A one-step joining system can be hydrostatically tested in 10 minutes on standard size pipe.

Gosnell said, "CPVC plumbing systems give us peace of mind. From normal water to aggressive conditions, the plumbing system holds up over time, reducing the need for repair work or replacement of the system. CPVC plumbing systems provide the high standard of performance that our customers have come to expect from Monroe Development."

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.

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