

CASE STUDY

AWARD-WINNING HOMEBUILDER EFFECTIVELY MEASURES THE VALUE OF QUALITY MATERIALS AND COMMITMENT TO CUSTOMER SATISFACTION

Venture Homes Georgia

Venture Homes Reduces Callbacks by Switching from Copper to FlowGuard Gold® CPVC Plumbing System

It was back in the early 1990s that Georgia-based Venture Homes embraced an operational philosophy that stresses Total Quality Management principles in every area of its business. As a direct result of its quality commitment, the company was ranked "highest in customer satisfaction among new homebuilders in Atlanta" by J.D. Power & Associates in 2002.

Venture Homes recognizes that customer satisfaction and peace of mind are traceable to the building materials that go into each of the 400 new homes it builds annually. That's why in 1996, company officials were intrigued to learn of the unique benefits associated with FlowGuard Gold® CPVC piping and fittings. Their initial interest led to thorough research and in-depth discussions with product representatives. Before long, Venture Homes concluded that the FlowGuard Gold® CPVC plumbing system offered customers a better value and higher quality than metallic plumbing systems. Consequently, the company decided to exclusively specify FlowGuard Gold® CPVC piping and fittings for all of its new homes.



According to Darren Drevik, Marketing Manager for Venture Homes, the decision to convert from copper to the FlowGuard Gold® CPVC plumbing system, which is constructed of durable chlorinated polyvinyl chloride (CPVC), provides homeowners with the reliability they seek. Specifically, the system will never pit, scale or

corrode regardless of water quality, which greatly reduces the risk of callbacks, premature failures and costly re-piping.

Venture Homes also found the FlowGuard Gold® CPVC plumbing system to be faster and easier to install than metallic systems. Pipe and fitting joints are solvent welded quickly and firmly, reducing labor which helps to keep project schedules on time. And since no torches are needed on the job site, installations are safer. "Getting the acetylene out of the houses was a feature that really pleased us," recalled Drevik. "It makes you nervous when you have an acetylene torch operating 4 to 5 inches away from a stack of timber. The fact that we've lessened that risk certainly pleases us."

Over the years, Venture's experience in the field with metallic plumbing systems convinced the company that CPVC pipe and fittings offer a more reliable and cost-effective alternative. "By the very nature of copper and metallic systems, you'll have failures," Drevik said. "In a house with 200 or so joints – no matter how good your installer is, it's inevitable that you'll have leaks. You may not have them during tests prior to closing, but given the way metallics operate over time, they'll age, the joints will soften and eventually these issues will arise."

Georgia's climate is often dominated by intense heat and humidity. A non-metallic solution such as the FlowGuard Gold® CPVC plumbing system works particularly well in this environment since CPVC pipe and fittings produce minimal condensation, even in extreme conditions. 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 metallic systems. This, in turn, significantly reduces the risk of costly drip damage to walls, structure and contents. CPVC systems also experience less energy loss through the wall of the pipe, which saves homeowners money on utility bills.



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Type of Construction:
Residential-Single Family

Installation Type:
New Construction

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

FLOWGUARD GOLD®

Since switching exclusively to FlowGuard Gold® pipe and fittings, Venture Homes' customers have quickly realized its value and have welcomed it as a beneficial component within their homes. "It's such a plus for us now," Drevik said. "On all of our spec sheets that describe the various features of our homes, we have FlowGuard Gold® CPVC pipe and fittings listed as a benefit."

From a bottom line standpoint, the primary benefit that Venture Homes realizes through installation of FlowGuard Gold® CPVC plumbing systems is the reduction of virtually all plumbing-related callbacks. This enables project managers to stay on schedule and further the company's mission of customer satisfaction. "Since switching to the FlowGuard Gold® CPVC system, we've saved a good bit of time and resources. If a shingle is missing, that's not as cost-intensive a warranty issue as if you have to go in and start ripping a plumbing system out. So when something like FlowGuard Gold® CPVC pipe and fittings comes along and allows us to reduce those situations, the cost savings are exponential."

Venture Homes' customers have historically welcomed innovative, quality products like FlowGuard Gold® CPVC pipe and fittings that enhance the value and enjoyment of their homes. Drevik expects that trend to continue. "In utilizing the product collateral and information provided by our FlowGuard Gold® CPVC sales representative, we are able to tangibly show customers why this is a benefit to them," he said. "And that gives them tremendous peace of mind."

Since Lubrizol's development of CPVC plumbing systems over 40 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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