

CASE STUDY

LEADING BUILDER OPTS TO
UPGRADE TO FLOWGUARD GOLD®,
CPVC PLUMBING SYSTEMS

NVR-Ryan Homes

Baltimore, MD

Established: 1948

Long-Term Reliability and Faster, Easier Installations Credited for Conversion from Copper

To maintain its ranking as one of the country's largest builders, NVR Inc. continuously evaluates the products it uses to ensure they are offering the best value for the homeowner.

"I'm not someone who changes products easily, but if I see a product on the market that offers more benefits, I'm going to investigate," said Ken Cannizzo, Director of Production for Ryan Homes North Operations, a division of NVR.



That's what happened more than ten years ago when a representative from FlowGuard Gold®, CPVC plumbing systems first called on Cannizzo, who at the time was an exclusive specifier of copper systems.

"I was already somewhat familiar with the attributes of CPVC, but after hearing about all of the advantages of the FlowGuard Gold® systems, I decided to initiate a test program in the Northeast," said Cannizzo.

At the time, copper dominated Baltimore, which was Cannizzo's home base. So his decision to convert to FlowGuard Gold® pipe and fittings not only set a precedent but also started a trend that has led to the use of FlowGuard Gold® CPVC systems throughout the Baltimore area.

"We started to convert slowly throughout the divisions," explained Cannizzo. "It didn't take long to realize that a FlowGuard Gold® CPVC system was beneficial for us, our contractors and especially our customers. The system is faster and easier to install, it is less expensive than copper, and the final product lasts longer for the homeowner since there is no corroding, pitting, or scaling."

Since his initial decision to convert from copper to CPVC, Cannizzo estimates that his operations in Baltimore, Delaware, Philadelphia, New Jersey and upstate New York have installed tens of thousands of FlowGuard Gold® systems. In 2001, Cannizzo's twelve Ryan divisions installed nearly 3,100 FlowGuard Gold® systems in the Northeast. With all those installations, Cannizzo states that his firm has received only positive feedback about the CPVC product.

"A few of our contractors were initially skeptical when we announced our decision to convert in 1992, but the FlowGuard Gold® representatives helped us with the training and conversion process. All of our plumbers attended the two-day FlowGuard Gold® CPVC University program, after



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Type of Construction:
Residential -
Single Family

Installation Type:
New

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

FLOWGUARD GOLD®

which point there was no longer apprehension. Their people did a good job not just with the installation training, but also in the selling of the product's benefits."

As for customer concerns, Cannizzo noted that there has been little homeowner resistance to the change. "Many years ago we may have had a few questions from homeowners because they had heard about potential problems with polybutylene. But after we spent a few minutes explaining that not all plastics are the same, they are comfortable with the product."

According to Cannizzo, most of his competitors have since converted from copper to FlowGuard Gold® pipe and fittings, which also helps increase consumer awareness of and confidence in the product.

He concluded, "I really believe the FlowGuard Gold® CPVC product is better for us and, most importantly, it is a better product for our customers."

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

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