

NU FLOW NEWSLETTER

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FALL 2005



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Nu Flow Gets a New Name!

Nu Flow Technologies 2000 Inc. is now doing business under the name of Nu Flow America.

Our company will still be known by its common name, Nu Flow, but will adopt the new moniker for business purposes.

The name change reflects the company's continuing focus on serving the North American Market by providing complete pipe relining solutions to the contractor, municipal and commercial markets. It also reflects the merging of Nu Flow's drain repair technology with American Pipe Lining's (APL) potable water technology.

The new name is also an extension of our policy for continuous growth and continuous improvement.

What's a name change without a fresh new look?

The Nu Flow Marketing Department has been working with Toronto Litho Art (TLA) of Unionville Ontario to give Nu Flow's marketing materials, print ads and website a fresh new look. They are taking the strong images from Nu Flow's past and morphing them into a sleeker more practical package.

Their first project was to redesign the Nu Flow Logo. No easy task with a well established logo that people already recognize and trust. Instead of redesigning the logo, they "evolved" it into the logo you see below by morphing the beloved water drop into a stylized trade mark then merging it with the Nu Flow name....

Keep an eye open for more exciting changes from Nu Flow America!

Cameron Manners, President and Founder of Nu Flow



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New Product Sneak Peak

POTABLE WATER TECHNOLOGY HAS
ARRIVED AT NU FLOW!!



The Nu Flow Supply Air Manifold

- 1/3 the size & weight of similar units
- Easy to maneuver through customer's home/business
- Controls and distributes air throughout the potable water piping system

The Nu Flow "Perfect Ratio" Epoxy Mixer

- For use in mixing Nu Flow potable water epoxy resin
- Simple operation
- Light weight and easy to maneuver
- 1/4 the size of comparable epoxy mixers
- Provides exact mixing ratios
- Disposable canisters mean NO CLEAN UP

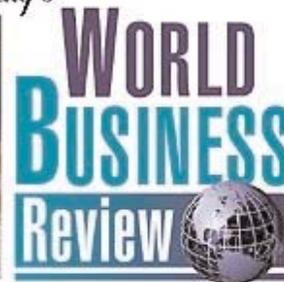
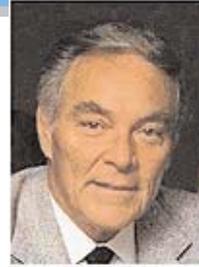
**Become a Complete Pipe Relining Specialist with
Potable Water Technology from Nu Flow!**

More details will be available in the near future



Cameron Manners to Appear on National Talk Show

Alexander Haig's



Nu Flow President and Founder Cameron Manners was approached by the World Business Review (WBR) as an industry leader in Pipeline Rehabilitation to appear as a panel member on this business technology-based talk show. The episode was filmed in July and will air this fall. The WBR runs on CNBC and Bravo, Sunday nights at 11pm.

About the WBR

WBR is hosted by Alexander Haig and directed by Emmy Award winning Alan Levy. The show's format is a newsmagazine style and provides education about the latest topics, trends and issues in a variety of industries. WBR features On-Location field footage illustrating business strategies and technology in their application along with commentary from leading corporate executives and industry experts.



World Business Review is independently produced by Multi-Media Productions USA, Inc. The series airs internationally in Canada and on Asia Television and can be accessed 24/7 via wbtrtv.com. WBR can also be seen on United Airlines In-Flight programming.

(Source <http://www.wbtrtv.com/>)

Quotes From the World Business Review

"In New York City I was standing in the basement of one of the world's largest synagogues and we were lining the drain systems. In the basement, where the piping systems are based there was a storm drain, then on the top a re-circ line, hot line, and a cold line. I realized that Nu Flow was really only handling about 10% of the industry. That's when we went out and acquired a company that does potable water....."

Cameron Manners

"The main concern of the EPA is leaking sewer lines that put contaminated water into our waterways....."

Dr. Moss

"There's a growing concern over ground water contamination as well as polluted waterways, rivers and shorelines. One of the main causes is deteriorating drainage systems....."

General Haig

Selling the Job, Advice from the Nu Flow Marketing Department

Separate yourself from the competition.

As a certified Nu Flow Installer you now offer a "Complete Plumbing Service" with more options than the Competition. Work this into your marketing materials and sales presentations.

Offer a Unique Service.

For example, instead of saying, "We reline drain pipes" offer a "Full Flow Pipe Restoration"

Lining Doesn't Mean an End to Other Services.

After lining a home owner/businesses lateral, offer a yearly maintenance contract where you flush the line to ensure maximum life span of the liner.

Look for Opportunities to Sell the Job.

Every drain call is potential lining call! Think outside the box, if it has pipes you can line it!!

Work an Entire Neighborhood.

Use flyers, door hangers and coupons to canvas an entire neighborhood when on a drain call. If there's one lateral that needs lining in a neighborhood, you bet there's a half dozen more.

Think Commercial.

The bigger profitable jobs are found in the Industrial & Commercial sectors. When they simply can't dig due to equipment placement and downtime you are the only option! Send letters and promotional materials to businesses, hospitals, hotels, factories, and restaurants. The more challenging the job, the greater the profit!

No Job is Too Big!!

If you're unsure of your ability to handle a job due to size or complexity give us a call! We can work with you to get the job done!



ARE YOU LISTED?

We've recently done some upgrades to the WhyDig.com website.

We now have the **"Instant Referral"** feature. When a potential customer clicks on the "Locate an Installer" button he or she is shown a world map (Fig.1). The potential customer then clicks on a country. A map then comes up showing individual states or provinces (Fig.2)

The customer is then taken to a screen that lists all the Licensed Nu Flow Installers in that State or Province (Fig.3). Only WhyDig.com Members are listed.

You can check your listing at www.whydig.com under "Locate an Installer".

Not a WhyDig member? It's not too late! The WhyDig Co-operative Marketing Program is an inexpensive and effective way to sell your lining business.

To join, call your Sales Rep at 1-800-834-9597



Fig. 1



Fig. 2

The benefits of Nu Flow WhyDig Marketing Program includes:

- > Website " Instant Referral"
- > Ongoing support from our full-time Marketing Staff
- > The WhyDig.com website to use as a Sales Tool
- > Your customized WhyDig Marketing Materials (Artworks only) including;
 - o Truck side panel (Wrap)
 - o Nu Flow Certificate of Completion
 - o Warranty (2, 5 & 10 Year depending on the job)
 - o Video Inspection Coupon
 - o Referral Coupon
 - o Customer Survey
 - o Customer Invoice
 - o Door Hanger (Notification to owner about water shut off)
 - o Door Hanger (Advertising piece)
 - o 11" X 17" Presentation Flip Book (16 pages double sided, power point presentation included)
 - o Post Card
 - o Business Cards
 - o Road Sign
 - o Pocket Folder
 - o CD Labels
 - o Letterhead (top banner and bottom banner)
 - o 30 sec Commercial Generic Version. (The master beta types are also available with \$50 refundable deposit.)
 - o Yellowpage AD samples
 - o 5 inch Brochure (10 pages double-sided)
 - o Update as they become available.

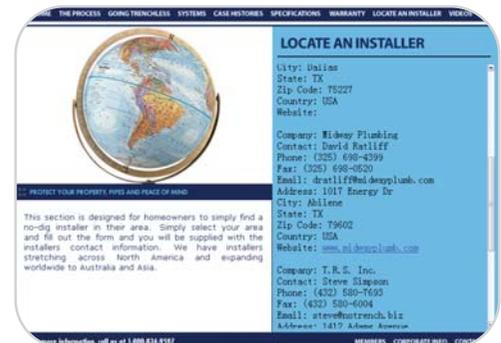


Fig. 3

Nu Flow Down Under Project



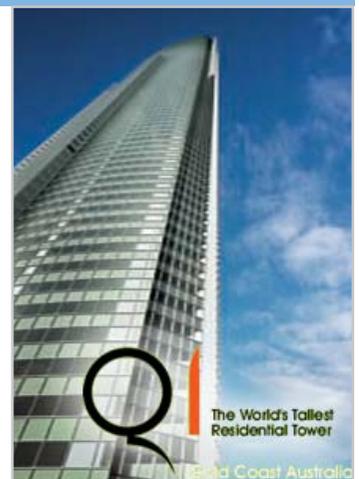
- Down Pipes are looking up

Currently Nu Flow on the Gold Coast has been asked to look at two interesting situations that have really given us a lot to consider.

One is at the new Q1 Building in Surfers Paradise. This building is in Australia and is nearing completion. The designers of the building decided to utilize the supports for the ground floor shop fronts as rainwater downpipes. Now they realize that the interior of these pipes will suffer from the effects of the water and have sought our assistance in lining these mild steel pipes to prevent corrosion and rusting.

Q1 - The World's Tallest Residential Tower

Inspirational architecture creates an international icon, a visionary conception of urban living by the ocean. Q1 presents 80 levels of exclusive residential luxury in a magnificent beach location, with 537 superb apartments enjoying panoramic views of the sea, hinterland and city skyline. Set in a hectare of tropical landscaped grounds, lagoons, waterfalls and resort facilities. The most striking urban design ever to appear on the Gold Coast skyline will include an Observation Deck, and a stunning Sky Garden - 60 stories up, 10 storeys high.



Source: *Water Environment Federation*

Date: 2005-08-29

The Water Environment Federation (WEF) announced a new record of 209,500 net square feet of sold exhibition floor space for WEFTEC®.05, the Federation's 78th Annual Technical Exhibition and Conference. This achievement comes nine weeks out from the conference opening at the Washington Convention Center in Washington, DC on Saturday, October 29, 2005. The previous record of 204,860 was set at WEFTEC®.01 in Atlanta, Georgia.

Boosted by a 72% retention rate of returning exhibitors from WEFTEC®.04, the Federation followed with outreach to new companies for this year's event. "The response has been incredible," said Nannette Tucker, Director of WEFTEC® sales. "My phone has been in constant use...receiving calls and reservations." Included in that number are international companies from Denmark, Japan, and China, with more reservations expected. "Based on previous years [as we approach the conference date], estimates for the final number could increase by as much as 5,500-8,500 net square feet."

Another record on track to be broken is the total number of exhibiting companies. To date, 827 companies have reserved space on the WEFTEC®.05 exhibition floor. This number is just six companies shy of the standing record of 833 set at last year's conference in New Orleans, Louisiana.

"This record-setting response just reinforces the value of WEFTEC® to companies interested in exhibiting their products," continued Tucker. "The conference and exhibition serve as an ideal venue to conduct business and promote new, cutting-edge technologies."

As the largest water quality conference in North America, WEFTEC® annually draws over 15,000 water quality professionals and offers a world-class technical program with unparalleled educational and networking opportunities. At WEFTEC®.05, held October 29 through November 2, attendees can choose from 111 technical sessions, 25 workshops and 11 interactive facility tours. Over 20 specialty tracks allow attendees to design their own learning experience and gain insights into developments, regulations, and research, as well as emerging technologies and proven approaches to everyday water quality challenges. In addition, this year's Washington, DC location has inspired a greater national and international policy focus and will offer direct exposure to Capitol Hill.

Nu Flow will be exhibiting at the
2005 WEFTEC Show in Washington DC.
See you there!!

Central Illinois Gets \$2 Million for Water, Sewer Improvements

Source: *State Journal Register*

Date: 2005-08-24

Ten communities and water districts in central Illinois will get more than \$2 million in federal grants for improvements to water and sewer systems, Gov. Rod Blagojevich announced Tuesday.

The federal grant program is administered through the State Department of Commerce and Economic Opportunity, and the grants are being issued under the Governor's Opportunity Returns Economic Development Program.

"Communities will have access to better water and sanitation at home, and companies will be more likely to invest in the region if the infrastructure exists to support them," State Rep. Gary Hannig, D-Litchfield, said in a news release.

The grants include:

- \$135,000 to Beardstown in Cass County to design a water storage tank.
- \$312,339 to Brighton in Macoupin County for improvements to a sewer system.
- \$98,300 to Butler in Montgomery County to design a new sewer system.
- \$200,000 to Franklin in Morgan County to design a waste water system.
- \$67,000 to the Alexander Water District in Morgan County to expand the district.
- \$100,000 to the Lincoln Prairie Water Co. in Scott County to design a water system.
- \$86,059 to the Scott County Rural Water Cooperative to design a water distribution system.



Back To Temple Emanu-El



In December 2004 the Nu Flow Specialties Team began work on one their most challenging jobs, the Temple Emanu-El.

Located in busy downtown Manhattan, the Temple Emanu-El congregation had a serious problem: rain leaders running through 12 story high columns in the middle of Synagogue were rotten and leaking, threatening to destroy the historical monument from within. To complicate matters the rain leaders themselves had multiple bends. Repiping these columns was simply impossible. Other restoration companies walked away from the job before Nu Flow arrived on the scene.

The Synagogue's Property Managers were delighted when the re-instatements were seamlessly repaired in just 5 days.

On July 28, 2005 the Nu Flow Specialties team returned to Temple Emanu-El to work on additional rain leaders with the same excellent results!

(Pictured here are before and after photos from rain leader 1C)



Before



After

Pinhole And Slab Leaks:



Will Your Homeowners Insurance Be Raised or Canceled This Year?

You Might Not Like The Answer

THE INSURANCE INDUSTRY is in crisis. After the massive losses of September 11th and a declining stock market insurance providers are being hit with another catastrophe, failing copper pipes and pinhole leaks. Copper piping which has been the material of choice used by plumbers in Southern California homes is failing at alarming rates. These pipe failures and the resulting water leaks are causing billions of dollars in damages and an increase in the

danger of health related claims due to mold. Insurance companies are raising rates dramatically and may, after a single leak, cancel or refuse to write homeowner policies. Once a claim has been filed with your insurance company a history of the claim activity related to your property is recorded on a database used by the insurance industry. The database called "Clue" is an acronym for, Comprehensive Loss Underwriting Exchange. Once your claim is placed on the "Clue" database it becomes increasingly difficult to obtain homeowners insurance from other carriers, in short your home is "blacklisted." You can image what happens to your property value once this occurs.

The failure rate of copper pipe increases dramatically after your home reaches ten years of age. You can't see the deterioration happening until it's too late. Living in California, you have probably heard the disaster stories from friends or neighbors who have experienced the damage and nightmares that can result from a single pinhole leak in their home's water piping system.

Increasing demands for water has created changes to the water chemistry coming from treatment plants. Water has become increasingly aggressive to copper water piping. The water itself is simply destroying copper, once thought to last a lifetime.

In the past, once a leak occurred many homeowners thought only to repair the leak, not understanding that a single leak is the first sign of a failing piping system. Today, you can prevent your copper pipes from failing by the application of a corrosion barrier known as in-place pipe restoration. In-place pipe restoration has been used by water utilities for decades as preventive measure to stop the effects of corrosive or aggressive water that would normally "eat" away at the pipes causing them to fail. This technology uses an epoxy lining as a protective barrier. It is installed in your existing copper water piping without the need of opening up walls, ceilings, or floors.



Reprinted from the February/March Edition of San Diego Living.





You're Hired!

Certified Nu Flow Installers, Pipelining Technologies Inc. to begin work on Famous Mar-a-Lago Trump property this September!

"It was great timing" says Mike Wilson, one of two partners at Pipelining Technologies Inc. in West Palm Beach, Florida

"I was installing the plumbing in the newly constructed ballroom at the Mar-a-Lago property and saw a crew installing a cleanout on the lawn. Turns out the 600' mainline running out from the building was rotten through. I offered my pipelining services on the spot!"

The first phase of the Mar-a-Lago job consists of three hundred feet of six inch main running throughout the property. The majority of this line being under water (depending on the tides) makes the job that much more difficult.

About Mar-a-Lago

Donald J. Trump purchased Mar-a-Lago, the former home of the legendary cereal heiress, Marjorie Merriweather Post (then Mrs. Edward F. Hutton), in 1985 from the Post Foundation. He then began a painstaking, 18-year challenge of restoring the historic, Mediterranean-Revival mansion that has been an icon of Palm Beach life for almost 80 years. All of the 110,000-sq.-ft., 118-room landmark residence, completed



in 1927, was restored to its original grandeur, from the ornate interior with 16th century Venetian tapestries and gold leaf moldings, to the signature exterior, complete with a 75-foot tower and coquina and stucco façade. Through his exacting attention to the complex historic preservation process, Trump has transformed the 18-acre estate into what it is now the Mar-a-Lago Club without eroding its historic significance or integrity. "This palatial estate is a hallmark of Palm Beach, representing a unique era in our county's history," said Loren Mintz, executive director of The Historical Society of Palm Beach County. "It exemplifies the luxurious lifestyles of the era, led by the social elite of the Eastern Seaboard who flocked to Palm Beach during the 1920's land boom. Thanks to the efforts of Mr. Trump, we are privileged to have a unique glimpse into this fascinating period of Palm Beach life. It is an honor to present him with our highest form of recognition."

Source (<http://www.historicalsocietyofpbc.org>, Historical Society of Palm Beach County)



Job of the Year Awards

Nu Flow is recognizing the lining expertise of installers for the Project of the Year.

This award will be presented annually to the licensee who best demonstrates the use of lining based upon the following criteria:

- > Degree of difficulty
- > Profitability
- > Job results



Mr. Rooter Rochester took the 2004 award with a 4" cast line job at the Wegmans Supermarket. The Installer of the Year will be given a gift of travel in the amount of **\$2000 USD**.



Call your sales rep to enter!



SARASOTA COUNTY, FLORIDA ELIMINATES GROUND WATER FROM SANITARY SEWERS



Sarasota County, Florida sits along the coast of the Gulf of Mexico. The area is known for its beautiful beaches and warm climate. This area is also known for its summer months when large volumes of rain can hit at anytime, appropriately enough named the, "The Rainy Season".

During the rainy season of 2003, (June through September) the average monthly rainfall was 12.7" The total precipitation for the four months was 50.97".

During the rainy season of 2000, in an area known as the Hillview Sewer Basin, the Utility bypassed/hailed in excess of 1.4 million gallons of raw wastewater from the lift station to prevent overflows. The raw sewage was pumped from the wet well and hauled to the WRF in Venice, Florida in sewer pump trucks.

This method not only cost the County a lot in overtime and hauling costs, but also was causing severe customer service problems because of noise and sanitary pump trucks running at all hours of the day and night in a residential area.

Utility Field Operations Manager John. M. Czahoroski and Operations Supervisor Rodney Jones spent the next few months designing a plan to prioritize the entire system, concentrating on the areas where sanitary sewer bypasses were used and determining which areas should be investigated first. The Hillview Basin was chosen due to the large amount of raw wastewater hauling that took place during the summer. The Inflow/Infiltration Team went in to perform an SSES of the entire area.

The County invested in new equipment including a new 2100 Vactor 12 yard, 1500 gallon water capacity combination sewer cleaner, and a new Aries CCTV Truck, which included a LETTS System (Lateral inspection camera). The lateral camera was a big help in identifying that 95% of the service laterals were leaking in this area.

Once the SSES was finished, the County Officials met with Insituform Technologies, Inc. Representative Robert Boyer to discuss the manhole to manhole lining, and also the lining of the 6" service laterals up to the property owner's 4" tie in. This project also included the installation of clean-outs so the lateral lining could take place. Insituform installed manhole-to-manhole liners and cleanouts to facilitate the lateral liner repairs. These repairs were subcontracted to small diameter pipe rehab specialists Nu Flow.

During the SSES it was determined that 46 manholes were in need of rehabilitation due to infiltration and hydrogen sulfide damage over the years. Two products were used in this rehabilitation work Affholder Inc of Birmingham, Alabama applied Spray wall coatings in the areas close to where any force mains, or lift stations discharged. Chaz Equipment Co. of

Wellington, Florida installed Sewpercoat lining in the rest of the manholes.

The 2004 "Rainy Season" was replaced last summer by numerous hurricane watches, including Hurricane Charley where ground zero was about 50 miles south of Sarasota County. Three more hurricanes and a couple of tropical storms visited the area last summer. While rough weather pounded the region, water was not that big of a problem so it was hard to judge the progress of the rehabilitation effort.

This summer 2005 had started out rainy already; 10" of rain fell the week of June 6, 2005 and we have not had to bypass the Hillview Basin. In the past, this amount of rain would have meant bypassing the Basin for a couple of days. Pump station run times have shown to have decreased and the flow monitoring has recorded a drop in the flows also.

The total project consisted of the installation of 9,300' of manhole-manhole liners, the lining of 116 service laterals, and the rehabilitation of 46 manholes. The total cost of this project is around \$800,000.00

Area residents have stated that not seeing the large tankers and pump trucks in their area makes up for the few months of construction activity.

The Sarasota County savings on overflow water treatment is in the MILLIONS OF DOLLARS for the Hillview Basin area alone.

*Adapted From the Report by Rodney G. Jones
Operations Supervisor
Sarasota County Utilities
Sarasota, FL*

Nu Flow Calendar

Sept 29-30	Training Seminar
Oct 20-21	Training Seminar
Oct 29-Nov 2	WEFTEC Show, Washington
Nov 17-18	Training Seminar
Dec 15-16	Training Seminar
Jan 19-20	Training Seminar
Feb 16-18, 06	Pumper Cleaner Show, Nashville
Mar 26-31, 06	No-Dig Show, Nashville



Welcome to Our New Employees

The lazy days of Summer are drawing to a close here in Ontario. The kids are getting ready for "back to school", while the days grow shorter and evenings have the feeling of a crisp fall chill. This Summer was a busy time for Nu Flow. We've added several new products to our line, Florida & New York offices, a San Diego Office to house our Potable Water Division and new staff have joined the Nu Flow Family. Please join us in welcoming:



Deborah Read

General Manager



Janice Davey

Project Administrator/AR



John Austin

Installation Support



Kyle Abbey

Production Staff



Danielle Hone

Production Staff

Nu Flow August Training Seminar

Our August 24-25th training seminar was attended by staff from HERC and Miranda Sales & Service.

A class room component consisting of: Company History, the Trenchless Market, Pull in Place method, Job Pricing, Bid and Tender Assistance and Marketing was offered throughout the two day seminar.

The practical component allowed attendees to wetout a liner and then finish the job with a Nu Flow Insta-cure Unit. Spot Repair and Scorpion Cutter demos rounded out the "hands on" portion of the training.

Attendees Don Miranda, Melvin Stewart, Ed Hickman and Todd Manzie examine a recently installed test liner. (left to right)



Upcoming Nu Flow New Ads

PM & Cleaner Magazine September Issue

**EVERYTHING
1 UNDER
ROOF**

See you at WEFTEC 05!

Temple Emanuel
Fifth Avenue and 65th Street, Manhattan
Contains 900' of Nu Flow Liner.

**NU FLOW HAS ALL YOUR
PIPE RELINING NEEDS!**

- 1 1/2 - 8" small diameter specialists
 - Pull in Place Technology
 - Lateral Liners
 - Full Wrap LCL's
 - Spot Repair Kits
 - Line multiple 45° & 90° bends

We have Potable Water Technology!
Ask us about Protected Territories today.

1 800 834 9597

NU FLOW
RELINING REPAIR RENEW

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www.nuflowtech.com
www.whydigt.com
www.whyrepipe.com

PM & Cleaner Magazine October Issue

**EVERYTHING
1 UNDER
ROOF**

**NU FLOW HAS ALL YOUR PIPE RELINING
NEEDS TOGETHER UNDER ONE ROOF!**

See you at WEFTEC 05!

- Low start-up costs
- On-site training included
- 24/7 live technician
- Free monthly training seminars
- Launch from a typical clean-out
- Stop and start any where in the line
- We manufacture CUSTOM pipe sizes
- 1 1/2 - 8" small diameter specialists
- Pull in Place Technology
- Line multiple 45° & 90° bends
- Potable Water Technology
 - Spot repairs
 - LCL's
 - Scorpion line of cleaning and cutting devices

**We have Potable Water Technology!
Ask us about Protected Territories today.**

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www.whyrepipe.com



We welcome your questions, comments, opinions and praise. Please send them to sales@nuflowtech.com

For web version of this newsletter, please go to www.nuflowtech.com/newsletter

