

Nu Flow Summer 2007 Newsletter

In this Issue...

New Website

“On the Job” with long time
Nu Flow Installer Paul Corneil

Our Featured Licensee

The single largest combined
Potable and Drains Rehabilitation
job in the industry today!

Tech notes and much more...



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RELINE REPAIR RENEW

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A Message from Management....

Here's hoping you all had a wonderful 4th of July or Canada Day! It's hard to believe we're already into the second part of the year.

The year thus far has proven to be as challenging and rewarding as we expected it would be. Record setting contracts, multiple new licensees, new product offerings and the addition of a new licensee in Puerto Rico, as well as negotiations with potential licensees in Saudi Arabia, China, and Russia have kept things very busy.

At Nu Flow we believe that producing the best products in the market is essential, but just as important is the quality of installers and their workmanship. Nu Flow supports undeniably the finest installers in the industry and is pleased to welcome 17 new licensees spread across the country to the Nu Flow team.

We would also like to take this opportunity to recognize some of the larger jobs we have completed recently as well as one currently in progress. In May we completed work on New York City's historic **St. Bartholomew's Cathedral**. We lined four 100-foot roof drains in sections in order to accommodate the numerous 90- and 45-degree bends (Nu Flow's specialty), preserving the building's beautiful, historic façade. In June we began work on **Plymouth Harbor**, a multi-structure retirement community perched on 16 stunning acres of Sarasota, Florida's coastline. This job is especially noteworthy due to the breadth of work occurring, including lining all drain and potable lines as well as adding in water filtration. It is also newsworthy in that it is the single largest small diameter pipe lining contract awarded in the history of our industry.

In the coming months we will be announcing other large contracts that we are certain you will be proud to add to the list of Nu Flow-lined large jobs. Projects like these reflect a new confidence that the marketplace is investing in the pipe lining process - and in Nu Flow specifically, a positive indication of where this industry is headed.

In our ongoing commitment to quality, Nu Flow will continue to offer frequent training sessions in our corporate offices located in Toronto and San Diego. We strongly encourage you to consider attending at least one of the upcoming sessions this year. While these sessions are imperative for new licensees, they are extremely beneficial to our existing licensees as well. We offer both classroom sessions on use of the latest technology and new product application techniques, as well as in-the-field training with highly experienced staff for both applicators and sales personnel. Ask your account rep for recommendations as to which sessions will benefit you the most based on your specific market and needs.

Sincerely,



Cameron Manners, *Nu Flow President*

Sincerely,



Steve Howe, *Nu Flow Vice President*



We're online at NuFlowTech.com

Nu Flow is pleased to announce the launch of our new website at www.nuflowtech.com.

The site is designed to help our target markets understand our technologies and how Nu Flow can provide them the best possible solutions for all their inside infrastructure needs.

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A subset of the site is the licensee area. The new site contains all of the materials previously offered on nuflowamerica.com, and in upcoming months you will see the addition of many other valuable tools and resources.

The site features product demonstration animations with a clean new look as well as all the features of the old web site, including a prospective licensee section, licensee locator, product specifications and many other features. Use of these animations for your site or for tradeshows is allowed. Please contact Nicole Ross by email at nross@nuflowtech.com for more information. If you have questions or comments please contact your sales representative.

Please note that after July 31st the www.nuflowamerica.com site will no longer be live, but you will still be able to access the old site by clicking on the "Former Site Content" link on the bottom of the new site.

Upcoming Tradeshows and		
BOMA	July 22-24	New York
Training	July 25-26	San Diego
WEFTEC	Oct. 15-17	San Diego
PM EXPO	Nov. 28-30	Toronto

What's New

Big Contracts Mean Big Confidence

Plymouth Harbor

Established in 1966, Plymouth Harbor on Sarasota Bay is a non-profit, 25-story, multi-structure complex with full amenities and services, including its own skilled nursing facility. Home to judges, a Nobel Prize recipient, artists, clergy, academicians and CEOs of U.S. and international corporations, the community is distinguished by its innovative architectural design and the world-class services enjoyed by its mostly-senior residents.

However picture-perfect the exterior may be, its walls and floors mask weakened pipe systems inside and below the structures. The drain lines have deteriorated over the years and will soon begin to fail. Potable pipes are permeated with pinhole leaks. If left unresolved, these problems would result in flooded units and sewage backups. The management of Plymouth Harbor recognized these impending problems and proactively brought in Nu Flow before their residents suffered huge inconvenience.

The multi-million dollar contract is the largest combined technology project ever awarded in the small diameter pipe lining industry, placing Nu Flow squarely at the top of the North American inside infrastructure rehabilitation market. The contract signifies a growing trend in the use of epoxy pipe lining to address deteriorating water infrastructure globally.

This challenging venture includes potable water, chilled water and drain line rehabilitation.

Key points of the job include:

- The main tower is a 25-story building
- There are three additional three-story structures
- The chiller mains are twelve inches in diameter
- The potable water mains are four inches in diameter
- The project is slated to last just over a year
- The weather in Sarasota offers challenges such as high humidity, high winds and high heat

The residents are primarily seniors which makes communication and client consideration essential
The hospital wing offers a variety of challenges and opportunities

This exciting project will be spearheaded by Specialty Installations Manager, Paul Corneil (Drains) and Corporate Trainer, Dennis Fort (Potable) .



.St. Bartholomew's Cathedral

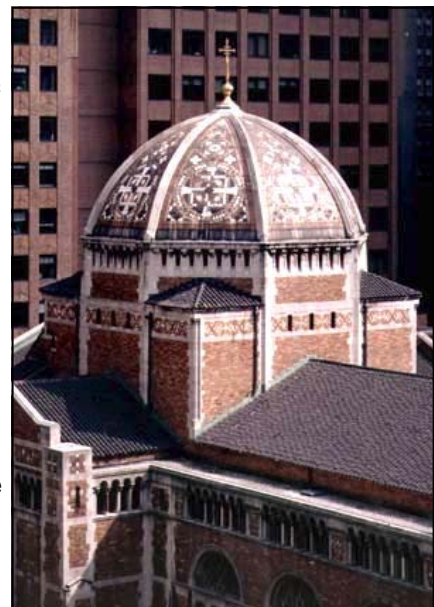
Founded in January 1835, in the then-fashionable Bowery section of Manhattan, St. Bart's is a well known New York City landmark.

Approximately three years ago the Property Manager of St. Bart's discovered that the historical property had badly-deteriorated roof drains, threatening permanent damage to the church. The Manager



called a different CIPP company to do the job. After a failed attempt, the techs walked off the job leaving a 60' bladder stuck in the drain.

Fortunately a Nu Flow Licensee (Nu Flow of New York) was eventually informed of the situation and called corporate specialist Paul Corneil to assess the damage.



St. Bartholomew's Cathedral Continued...

Shortly thereafter a team of Nu Flow New York Installers led by Nu Flow Corporate Trainer/Installer Chris Armstrong began installations. It took approximately thirty minutes for Chris to extract the "stuck" liner and the team got to work.

Three 100 foot roof drains were lined, each drain having three 90 degree bends and five connections. Each connection was two to three feet in length. The final drain already had a 60-foot liner in it and was finished by pulling a 35-foot liner in from the bottom. The job was successfully completed in less than two weeks.

On the Job...

This month's featured employee is Paul Corneil, Specialty Installer.

Q. How long have you been with Nu Flow, Paul?

A. Just over four years now, but I've been in the industry a lot longer. I spent seven years with Liqui-Force Sewer Service.

Q. I know you move around a lot, Paul. What's your current "job" with Nu Flow?

A. My title is Specialty Installations Manager. What I actually do is look after Nu Flow's high risk installations. I determine how and when the job will be done. I also do the pricing. That can be a challenge in itself. Then I oversee the actual work, ensuring minimal risk and a smooth installation.

Q. What do you find most challenging?

A. The unexpected. The things you just can't plan for. I like the challenges those present.

Q. What do you find most rewarding about the job?

A. I like the difficult jobs, the jobs that force me to think outside the box - way outside. The more risk the more excitement, especially if other companies have already turned the work down. There's just something about pulling off a job everybody said was impossible. I'm always looking for that perfect, seamless installation.

Q. What is the most exciting job you've ever worked on?

A. The Eisenhower Executive Office Building in the White House Complex. The History of the building itself was very interesting and we had a private tour that was amazing. The drains were completely eroded away. We more or less created new drains with liners. The security measures were very, very tight. We had to report our movements at all times.

Q. What's the funniest thing that's ever happened to you on the job?

A. We were crossing the border to work on the Kewaunee Nuclear Power Plant in Wisconsin. The border guard looked at my papers and said, "You are going to work on a nuclear reactor?" I said, "No we're going to line a pipe in the plant." "How old is the pipe?" he asked. "No idea" I said. "Why not? Who made the pipe?" "No idea," I said. "Why don't they just send the pipe to you?" he asked "Because it's encased in concrete under the reactor," I said.

The guard gave up and walked away. His partner walked over, picked up my paper work and said, "So you're going to work on a nuclear reactor?" It was a long border crossing.



Fiber Optic Cameras -the next level in drain line diagnostics?

If you like what you're reading, talk to your Rep about acquiring one.

Nu Flow President Cameron Manners is always on the lookout for the next big innovation in the lining and coatings industry. His recent acquisition of two new camera technologies just may revolutionize the way camera inspections are performed.

Cameron and his team are currently testing two camera models that offer a whole new level of versatility to the operator.



These Fiber Scopes are ideal for inspecting the interior walls of boiler, condenser and chiller tubes. They can also be used to view the interior of ventilation shafts and ductwork, examine clogged drain lines, locate blockages in process pipes, locate and read ID numbers, and identify hidden obstructions in walls. Each unit comes equipped with a powerful battery-powered halogen light, a **flexible fiber image probe** with a 550 field of view, a 900 right angle view adapter and all contained in a durable carrying case.



One of the most exciting features is a **FLEXIBLE PROBE LESS THAN 3/8" DIAMETER** that can be ordered up to 53 feet in length.



The Industrial Tube Scope comes with a standard 25-foot long flexible probe, and is available in lengths up to 100 feet with a camera head less than 7/16" in diameter.

The probe is equipped with 10 LED lights at the camera head, with two brightness settings for illumination. The image is relayed from the transmitter located at the base of the probe, to the monitor which can be located up to 100 feet away. Pictures can be taken on demand, viewed, organized, and saved to the flash card. The images can then be transferred to a PC for viewing in large, clear frames.

Drain Tech Notes - "Proper Prep Work is Key"

by Paul Corneil

Being organized is one of the true keys to success. Drain lining is no exception to this rule.

With this in mind here is my personal check list for drain lining success. (below)



Installation Checklist

- | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1 | Is the pipe clean? | <input type="checkbox"/> |
| 2 | Did you measure the pipe diameter? | <input type="checkbox"/> |
| 3 | Are there any connections into the line? | <input type="checkbox"/> |
| 4 | Do you need to bypass or make arrangements for bypass if the liner is in for a long period of time? | <input type="checkbox"/> |
| 5 | If it rains are there any foundation drains tied in which may flood the house, basement or building? | <input type="checkbox"/> |
| 6 | Did you string the line with winch cable? | <input type="checkbox"/> |
| 7 | Is the loop of the winch cable at the end you are inserting the liner from? | <input type="checkbox"/> |
| 8 | Are there any 90° bends in the line that may require the camera to able to observe or that may create difficulty removing the bladder? | <input type="checkbox"/> |
| 9 | Does the cable have a swivel and two clevises? (for 4" - 6" diameter liners. No clevises or swivels required on some 3" and on 2" or smaller liners) | <input type="checkbox"/> |
| 10 | Is your liner cut to length? | <input type="checkbox"/> |
| 11 | Do you have to cut the liner after wet out for connections? | <input type="checkbox"/> |
| 12 | Do you need a vinyl sleeve where the connections are cut out? | <input type="checkbox"/> |
| 13 | Do your bladder or retaining sleeves have to be longer at the air end? | <input type="checkbox"/> |
| 14 | Are your two way radios functioning properly? | <input type="checkbox"/> |
| 15 | Are your ends attached with two bandit straps? | <input type="checkbox"/> |
| 16 | Did you attach a winch cable to your air end for retrieval? | <input type="checkbox"/> |
| 17 | Is your compressor working properly and recently tested? | <input type="checkbox"/> |
| 18 | Are the regulator and gauges functioning properly? | <input type="checkbox"/> |
| 19 | Is your pull in distance marked on the hoses and winch cable? | <input type="checkbox"/> |
| 20 | Is your chemical at the correct temperature? | <input type="checkbox"/> |
| 21 | Do you need to use slow cure part B epoxy? | <input type="checkbox"/> |
| 22 | Can you wet-out in the shade? (best practice) | <input type="checkbox"/> |
| 23 | Has the mixing drill been tested to make sure it works? | <input type="checkbox"/> |
| 24 | Make sure your air end and fittings have are clean. | <input type="checkbox"/> |
| 25 | Is your temperature gun working properly? | <input type="checkbox"/> |
| 26 | Is your battery in the scale fresh and is it set to zero? | <input type="checkbox"/> |
| 27 | Is the liner on drop plastic? | <input type="checkbox"/> |
| 28 | Do you have rags ready? | <input type="checkbox"/> |
| 29 | Are your rollers in place and are they taped up? | <input type="checkbox"/> |
| 30 | Do you have your masking tape at hand? | <input type="checkbox"/> |
| 31 | Do you have a knife at hand? | <input type="checkbox"/> |
| 32 | Have you calculated how much A epoxy is needed? | <input type="checkbox"/> |
| 33 | Have you calculated how much B epoxy is needed? (Remember the formula is two parts A to one part B) | <input type="checkbox"/> |
| 34 | Is your bucket big enough for your resin? | <input type="checkbox"/> |
| 35 | How much pressure should you use? (8-12 psi for water and 12-18 psi for flex) | <input type="checkbox"/> |
| 36 | Have the occupants been notified that the liner will be going in and that they will not be able to use water during the cure time? | <input type="checkbox"/> |
| 37 | Do you have the piece cut for your test sample? You need to wet it out right after you pour the epoxy into the liner. | <input type="checkbox"/> |
| 38 | Double check temperature of epoxy and liner. | <input type="checkbox"/> |

Focus on Drains

READY FOR WETOUT! -----

The Lead Act: New Legislation in California - “*Redefining Lead Free*”

Recent California legislation intended to reduce the amount of lead (Pb) in water intended for human consumption will have a large impact on a variety of products traditionally used in drinking water systems.



Brass Fittings

California Bill Number AB 1953 was Chaptered on September 30, 2006. This Bill is set to revise the term “lead free” in the current California Law, Section 116875 of the Health and Safety Code.

These changes will have an impact on the materials used to manufacture products used in drinking water systems, such as brass. This bill has an effective date of January 1, 2010.

This excerpt is taken from the State of California’s Section 116875 of the Health and Safety Code: “No person shall use any pipe, pipe or plumbing fitting or fixture, solder, or flux that is not lead free in the installation or repair of any public water system or any plumbing in a facility providing water for human consumption, except when necessary for the repair of leaded joints of cast iron pipes.”

California tends to be a trend setter in the world of health and environmental regulations. The passing of this legislation will result most likely in the review of similar standards in place in other states, ultimately likely result in similar tightening of manufacturing standards and regulations.

How the Law Reads

Previous law has stated that “For the purposes of this section, “lead free” means not more than 0.2 percent lead when used with respect to solder and flux and not more than 8 percent when used with respect to pipes and pipe fittings. With respect to plumbing fittings and fixtures, “lead free” means not more than 4 percent by dry weight after August 6, 2002, unless the department has adopted a standard, based on health effects, for the leaching of lead.”

The new bill redefines “Lead Free” to mean “not more than 0.2 percent lead when used with respect to solder and flux and not more than a weighted average of 0.25 percent when used with respect to the wetted surfaces of pipes and pipe fittings, plumbing fittings, and fixtures. The weighted average lead content of a pipe and pipe fitting, plumbing fitting, and fixture shall be calculated by using the following formula: The percentage of lead content within each component that comes into contact with water shall be multiplied by the percent of the total wetted surface of the entire pipe and pipe fitting, plumbing fitting, or fixture represented in each component containing lead. These percentages shall be added and the sum shall constitute the weighted average lead content of the pipe and pipe fitting, plumbing fitting, or fixture.”

What This Means

For manufacturers to comply with this law, products above the 0.25% weighted average lead content will have to be re-engineered or new products will need to be developed to replace them. For example, several product areas that will be largely affected are faucets and ½" through 2" water meters, waterworks valves, fittings, and check valves. Many of these products have high brass wetted surface areas and are made from traditional leaded brass (lead content <8%). Under the new law, the brass will likely need to be changed to a no-lead alloy (lead content < 0.25%) for many of these products. The cost for the no-lead brass alloys is significantly higher than the traditional leaded brass, ultimately increasing the cost to end users.

Currently, the California Department of Health Services (CDHS) is developing the implementation plan and evaluation protocols for this new legislation. On parallel fronts, several waterworks and metal industry groups, such as the American Foundry Society (AFS), are working with the new no-lead metals to improve manufacturability and reduce product costs.

Potable Tech Notes - **“Summer Heat Warning”**

by Dennis Fort

Greetings Nu Flow Potable Water Technicians,

I want to take this opportunity to remind everyone of some issues to keep in mind, especially during the summer months.

First and foremost are safety issues. Keep a close eye on crew members for signs of heat exhaustion and dehydration (thirst, fatigue, dizziness, confusion, less-frequent urination, increased heart rate and breathing). Take regular short breaks to juice up and cool down, and stay in the shade when possible.



Secondary issues are the equipment. Compressors can overheat if the fluid and water levels are not checked regularly. In the past, some of our compressors have overheated regardless of the coolant level and required us to run a constant flow of water over the radiator. Also, take regular temperature readings of the equipment. Although the use of heat is key to what we do, our hoses can only take so much.

HUMIDITY, HUMIDITY and more HUMIDITY! Some extra efforts may be necessary to help the aftercooler achieve dew point and fully separate the water from the air. Placing the aftercooler in the shade, supplying it with cold air from the home or running cold water over the radiator are some options available to help achieve dew point temperatures.

Finally - epoxy. With the ability to achieve higher temperatures in the summer months, the epoxy mixing temperature may need adjusting to extend pot life and travel far distances. Curing times may also need adjusting in order to avoid wrinkles in the lining.

To summarize, stay cool, keep hydrated, and continue doing an awesome job lining everything you can get your hands on. I enjoy hearing of all of your successes in the field and all of the new ideas and opportunities you are experiencing. Please email me at dfort@nuflowtech.com with any new ideas, successes or challenges you come across.

Dennis Fort, Corporate Trainer, Nu Flow San Diego

Look Who’s Talking... about water!

"Weed killers were found in tap water of 28 out of 29 cities tested... the results of these tests reveal widespread contamination of tap water with many different pesticides at levels that present serious health risks... we estimate that 45,000 infants in these 29 cities drank infant formula reconstituted with tap water contaminated with multiple weed killers." - Environmental Working Group report, "Weed Killers By The Glass"

"Each year in the U.S., lead in drinking water contributes to 480,000 cases of learning disorders in children and 560,000 cases of hypertension in adult males."
U.S. EPA Report summary.

"Lead is the number one environmental health threat to our children." - U.S. EPA

"The one thing we know for sure about toxins in our drinking water, is that the more we look... the more we find." - Jacquelyn Warren, Council for the Natural Resources Defense Council

...continued on page 10

The Importance of Quality Water

Donovan J., an athletic newlywed, just underwent a kidney transplant and because of the drugs he now must take, his immune system is compromised. He needs to take extra precaution about exposure to waterborne contaminants. Martina A, a young mother of two small children, was no longer able to shower due to the irritation to her skin from chlorine in the municipal water supply. Her husband had to buy bottled water in order for her to bathe.

Until now, the only way to effectively protect municipal water from water-borne contaminants has been Reverse Osmosis. This is no longer a practical solution as it only filters water at one plumbing fixture. Nu Flow's solution is the Aqua Source Guardian. This system is approved by the National Sanitary Foundation and requires very little water for flushing out impurities. The system removes disinfectant by-products, sedimentation, and pesticides down to .02 microns, providing clean, safe water from every tap.



Looks Who's Talking ... **about water!** (Continued)

"Cancer risk among people drinking chlorinated water is as much as 93% higher than among those whose water does not contain chlorine." - U.S. Council Of Environmental Quality

"We have known for a long time that chloramines can trigger, rather than cause asthma."
Ralph Riley, head of the National Pool Water Treatment Advisory Group

"Each day in America, about 30 cases of rectal cancer may be associated with THMs (chlorination by products) in drinking water." - Natural Resources Defense Council

"U.S. drinking water contains more than 2100 toxic chemicals that can cause cancer."
Ralph Nader Research Group

"The risk of disease associated with public drinking water has passed from the theoretical to the real." - Dr. David Ozonoff, Boston University of Public Health

"More than 45 million Americans drank water supplied by systems where the unregulated and potentially deadly contaminant, Cryptosporidium, was found in their raw or treated water." - Natural Resources Defense Council

"Drinking water in the U.S. is among the top four public health risks posed by environmental problems." - Former EPA Administrator, William K. Reilly

"35% of the reported gastrointestinal illnesses among tap water drinkers were water related and preventable." - Center For Disease Control Researchers

"USA Today; There's no telling precisely how many Americans get sick each year from drinking bad water... I would say that the cases we learn about are the tip of the iceberg."
Deborah Levy; Waterborne - disease Expert, Center for Disease Control

Water Filtration Tech Notes - Sizing An Aqua Source System

By Sherri Migdol

Questions to ask your customers when sizing an Aqua Source filter:

1. What is the size of the water main coming into the home?
2. How many bathrooms are in the home?
3. How many people reside in the home?
4. What are the habits of the family? Do they use a lot of water at one time?
5. Does the home have a lot of high flow fixtures?
6. Do they have a working pressure regulator?
7. Do they already have flow issues in the home?
8. Do they want to purchase the larger tank to extend the length of time between servicing?

Even if there are only a couple of people living in a large home, you need to size the Aqua Source system for the structure's capacity.

Model	Rating
1054 AQS Standard Home; 1 - 3 Baths Up to 6 people; Water mains ¾ - 1"	5 -8 gpm Filters 1.5 million gallons
1354-1-RF Standard Home; 1 - 3½ Baths Up to 8 people; Water mains ¾ - 1"	5 -8 gpm Filters 2.5 million gallons
1354-1-HF Larger Home; 3½ - 5 Baths Up to 10 people; Water mains ¾ - 1"	16 -24 gpm Filters 2.5 million gallons
1354-1.5 Executive Home 5,000+ 4 - 7 Baths; Water main to 1½"	24 -36 gpm Filters 2.5 million gallons
1665-1.5 Executive Home 5,000+ 4 - 9 Baths; Water main to 1½"	24 -36 gpm Filters 4 million gallons
1665-2 Executive Home 5,000+ 4 - 12 Baths; Water main to 2"	36 -68 gpm Filters 4 million gallons
Ultra-Filtration Only	10 gpm Filters 750,000 gallons
Aqua Guardian 1054 Carbon + 1 Ultra-Filter	5-10 gpm Filters 1.5 million gallons
Aqua Guardian 1354 Carbon + 2 Ultra-Filters for greater gpm	17 gpm Filters 2.5 million gallons

Focus on Water Filtration

Closing Techniques

1. Technique – 1-2-3 Close

Summarize in sets of three items. We will give you this, that and the other.

The three items may be features of the product, benefits, or add-on sweetener items.

There are two ways to do this: they may either be closely related (to reinforce a single point) or may be quite separate (to gain greater coverage). Most customers want products that are free, perfect, and available now. This is the classic business measurement trilogy of cost, quality, and time.

How it works

The 1-2-3 Close works through the principle of triples, a curious pattern where three things given together act as a coherent set of three hammer-blows that send a compelling message.

Examples

1. You can be confident that the Nu Flow process will provide a permanent solution preventing any future leaks, will protect your family from the health dangers associated with the leaching of heavy metals, and is the most cost efficient overall solution.
2. Once the filter is installed you'll have great tasting, safer, healthier water flowing from every faucet and fixture in the house, for less than \$15 dollars a month. (Continued on page 12)

Industry News...

Insituform Blue to Rehabilitate Calgary Water Main



Insituform Blue, a division of Insituform Technologies Inc., will renew 1,200 meters of a 12-inch water distribution main in Calgary, Canada.

The City of Calgary chose Insituform Blue's trenchless pipe renewal process in an effort to avoid the removal and replacement of a number of spruce trees along a 1,200-meter water main. The trenchless project will make it possible to save 149 spruce trees that the city values at \$717,000. Traditional dig-and-replace methods would have required cutting down the trees, valued not only for their price, but also for their environmental significance and aesthetic beauty.

Mike Luck, capital construction coordinator for the City of Calgary, said, "These trees are among some of the most mature spruce trees in Calgary and are an important part of the local community." More than a dozen members of Calgary's Adopt-a-Park Program regularly water and maintain the spruce trees, according to Luck.

The boulevard that the trees line is a main thoroughfare for cars and pedestrians, giving access to Edworthy Park and the Bow River Basin, a large park and an environmental area, respectively.

The existing cast iron water main that is being rehabilitated was installed in 1956. Recent inspections using eddy current analysis indicate significant deterioration. Although there have not been a substantial number of breaks in the past, rehabilitating the water main with PolyFlex will help to prevent future water main breaks and allow uninterrupted service to the high-density residential and commercial area. The project, a partnership between Insituform Technologies Inc. and the City of Calgary, will be completed in only four installations with the PolyFlex product.

Source: www.insituform.com "the Press Room"

For more information about Insituform's products and services, visit www.insituform.com.

Closing Techniques (Continued)

Technique – IQ Close

Imply that intelligent people make this purchase. This is particularly useful in selling technology where people may shy away from the complexity. The intelligence can also be associated just with providing a good deal to the customer.

How it works

The IQ Close works by [associating](#) intelligence with closure. Thus, if people think they are intelligent (and we all do) they will be compelled to purchase the product, feeling that they are intelligent. If the person has an [avoidance preference](#), then implying it would be imprudent not to buy encourages them not to make a bad decision.

Examples

1. You really seem to understand our process. Are you an engineer? Yes/No It is a fact we do more jobs for engineers than any other profession because of their/your background, it is a little easier for them/you to understand the technology.

2. I am really impressed with your knowledge and understanding of water quality. Aqua Sources client base was built by educated people who care about consumer health. It's obvious you comprehend the benefits from the Aqua Source System.

Featured Licensee

Sleuth Plumbing Technologies & A.G.H. Shands Hospital - Gainesville Florida

Sleuth Plumbing Technologies was contracted for major rehabilitation of a project at A.G.H. Shands Hospital in Gainesville, Florida Hospital. Sleuth is a long time, certified Nu Flow installer and was recommended for the job by W.W. Gay Mechanical, Shands' regular plumbing contractor.



Nu Flow and Sleuth teamed up to complete all of the work in only five weeks. The crews worked straight nights so as not to interfere with day-to-day hospital activities.

The site supervisors were Paul Corneil of Nu Flow, and Chris Harmon of Sleuth.

Project:

To rehabilitate the heavily corroded, large diameter, sewer pipe that runs deep under the intensive care wing of the hospital, without disturbing the day-to-day operations of the facility.

Scope of work:

- Investigate, trace, and access all applicable pipes.
- Clean and reline approximately 250 feet of 12-inch mainline pipe with very limited access.
- Clean and reline all connections with sizes ranging from 4 inches to 10 inches.
- Complete project within a strict time-frame, working only at night.



Work completed:

- 236 feet of 12-inch mainline sewer pipe with seven connections and high flow
- 160 feet of 8-inch mainline sewer pipe with ten connections and high flow
- 100 feet of 6-inch mainline sewer pipe with six connections and medium flow
- 100 feet of 4-inch lateral sewer pipe

Property Managers Face Unique Problems *Pipe lining provides the optimal solution*

For pipe leaks and sewer backups, spot repairs frequently seem like the best option because they are the least expensive and most immediate solution. In reality, however, the problem in most cases is actually larger than the single instance and spot repairs are only band-aids. Repeat repairs become very expensive over time, and are a waste of money since problems will continue to appear in other areas of a system which have begun to deteriorate.

A complete re-pipe of a building's domestic water system is an expensive and disruptive undertaking. It involves demolition of walls and floors, water shutoffs, possible asbestos removal, and plenty of patience from residents.

This knowledge is compounded by the fact that budgetary allocations are almost never made for major plumbing repairs. Frequently there are multiple decision-makers involved in finding the best solution, which is rarely a quick and easy process.

Nu Flow's epoxy pipe lining provides a less expensive, less disruptive, yet just as effective long-term solution. Our ability to isolate lines means less down time for tenants. The non-invasive process means less disruption without the mess of traditional re-piping, and the removal of corrosive disinfectant byproducts will help preserve the life of the plumbing system.



A full-scale domestic piping upgrade is no doubt a financial burden for a cooperative to bear, and an inconvenience for residents. But properly planned and performed, you and your fellow owners or tenants will enjoy clean, clear, well-flowing water housed in NSF-approved epoxy-lined pipes.

Nu Flow's commitment to customer service means our skilled technicians take extra care to make the process as smooth as possible. Technicians' ongoing communication with property managers is a crucial factor and will minimize the inevitable disruption to the residents.

Management will be able to provide regular updates to tenants and owners to alleviate concerns and ensure residents know what to expect during the lining process.

Multi-Unit Properties Provide Unique Opportunity

In the 1960s and 70s there was strong growth in multi-unit housing. These buildings were both affordable and trendy at the time. After years of minimal maintenance, specifically on the inside infrastructure of these buildings, an alarming rate of problems are beginning to reveal themselves in both the potable systems as well as the drain lines.

In some cases these buildings have either been converted into condos or have remained apartment rentals. Regardless, plumbing upgrades are a rarity and plumbing problems are commonplace.

Because these problems are faced by not only one, but multiple households, coming up with a solution everyone can agree upon is often difficult.

Nu Flow is in a unique position because it is able to offer both hot and cold as well as drain pipe lining technology to care for all inside infrastructure needs, a single-source advantage no other company in the industry can provide.

This capability, along with our proven track record for successful lining of multi-unit complexes, provides us with an edge among our competitors and provides our licensees with a unique sales angle.

One of the greatest opportunities that exists in this marketplace is the fact that many of the property managers and building owners are unaware that options for pipe lining of both potable and drain lines exists. Often, they delay making major or sometimes minor repairs due to the costs and hassles which go hand-in-hand with traditional repairs.

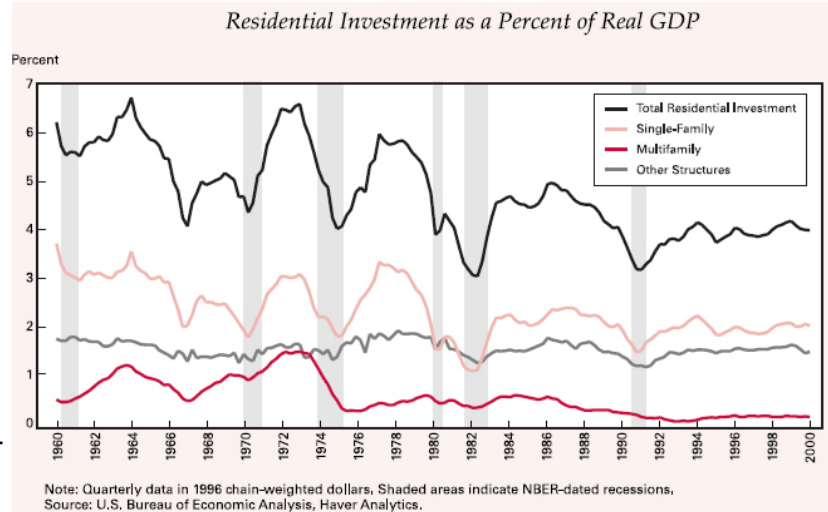


the costs and hassles which go hand-in-hand with traditional repairs.

Taking the time to market your services to these individuals will pay off either immediately or in the future, and you'll be doing them a great service as well.

Contact your local CAI chapter online at www.caionline.org or find a list of property managers in your area online at www.allpropertymanagement.com.

A mutually beneficial relationship may be just a phone call away.



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Nu Flow...
It just
makes sense!

