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CUSTOMER CONNECTION

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JM EAGLE INTRODUCES ITS 2011 AD CAMPAIGN

Advertisements for high-quality JM Eagle pipe will hit the streets in industry magazines this month, putting into graphic detail the difference plastic pipe makes in building a healthy infrastructure.

Designed in a problem-solution theme, the ads illustrate the potential disasters associated with ductile iron and concrete pipe, including elevated maintenance and replacement costs, water waste and expensive installations. The creative highlights innovative JM Eagle plastic-pipe products as the cost-effective long-term solution for modern water systems.

“There is a tremendous cost associated with outdated pipe materials, and cities need to be aware there are superior products available,” says Neal Gordon, JM Eagle vice president of marketing. “JM Eagle’s exclusive technologically advanced products are the solution in replacing crumbling infrastructures across the country where other products have failed.”

The advertising plan includes spread ads in nine industry magazines, running through the busy Spring and Summer seasons. One version of the spread ad communicates the broad spectrum of JM Eagle’s innovation by highlighting three of its most unique and ground-breaking products, Eagle Corr PE, Eagle Loc 900 and Ultra Blue PVCO (attached), while three other versions break out each of those products’ overwhelming benefits.

The magazines’ readerships are largely municipal engineers who specify pipe for their cities’ water systems. Combined print circulation will reach nearly a half a million subscribers. Online banner ads on magazines’ websites and e-newsletters will reach an even larger Internet audience.

“Trend data show that plastic pipe from JM Eagle is being used increasingly in cities replacing their failing infrastructures, and this campaign is designed to accelerate that movement,” says Gordon. “And with the JM Eagle 50-year warranty* on its engineered pipe, cities can feel confident that they are replacing their infrastructures with the right product.”



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visit www.jmeagle.com/warranty for complete details.