

# Know You Should



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A Message from the American Concrete Pipe Association

Bulletin No. 107

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## Here's an Ad that Makes You Think

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Attached is an advertisement that recently ran in a trade publication. It's a good illustration of how some organizations hope you don't think about their ads too much. Because if you examine their statements and ask a few questions, you'll find serious flaws in their message. Here are some examples.

AD: "Speed is everything" Q: Is speed my only consideration for this job? Or do I have to consider other factors, such as pipe longevity, structural strength and soil composition?

AD: "Corrugated HDPE pipe is lighter and easier to handle." Q: Does lighter automatically mean the pipe is easier to handle? Haven't some contractors complained about plastic pipe floating or snaking during installation? In fact, doesn't HDPE pipe's lighter weight add significantly to installation procedures and requirements?

AD: "That means less laborers on the job and less need for heavy equipment." Q: Nearly all HDPE manufacturers recommend extra compaction for successful installations. Doesn't that mean more, not less laborers? And because flexible pipe exceeds OSHA limits for manual lifting, it still requires heavy equipment, right?

AD: "It all translates into thousands of dollars in savings..." Q: Doesn't it cost extra to truck in select aggregate and provide the additional inspection required for a flexible pipe? And if I do a life cycle cost analysis using the proven long-term durability of concrete and a questionable 50-year life for HDPE, won't I incur additional costs in the future when replacement is necessary?

AD: The chart on installation measures HDPE "based on average installations," but the other two materials are based on "The Means Manual." Q: Why are different sources used to compare the different materials? Who assembled the numbers for HDPE's "average installations"? Was it an objective and scientific source?