

# PIPELINE

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## Indianapolis Water Company's Successful Transition to HDPE Pipe Marks Turning Point for Industry

In 1992, Indianapolis Water Company (IWC) began hunting for a piping material and method to install new water mains in established residential areas. The utility's primary objective was to reduce the restoration costs associated with conventional trenching methods.

### REDUCED RESTORATION COSTS

"We are a private municipality," says Earl Anderson, IWC's Director of Purchasing. "If we have an opportunity to save our company money, we must take advantage of it, just like any other business would do."

Ultimately, IWC decided high-density polyethylene pipe (HDPE) from ISCO Industries, Inc., installed via directional drilling technology, offered the best solution to its pipe restoration needs.

### INDIANAPOLIS IS A PIONEER

"The Indianapolis Water Company is truly a pioneer among its peers," says Jimmy Kirchdorfer, General Manager, ISCO Industries, Inc. "Their personnel constantly searches for better, more cost-effective solutions for their operation."

Introducing a new piping material is a tremendous undertaking for a municipality, Kirchdorfer acknowledges. "The water company is making a huge commitment," he says. It means new design considerations and installation procedures, as well as new fittings, tapping equipment, valves, fusion equipment, etc.

### ISCO LED A PARTNERSHIP ENSURING SUCCESS

Kirchdorfer makes available whatever ISCO resources are required to ensure the success of each project. To help navigate the transition in Indianapolis, ISCO led a partnering effort within the team, including representatives from IWC, Phillips Driscopipe and McElroy Manufacturing, the fusion equipment manufacturer.

### *The Search for Alternatives*

IWC chose directional drilling because the process would cause minimal disturbance to surrounding neighborhoods, thus minimizing low restoration costs for sidewalks, lawns, easements, and other impacted structures. Rather than dig a network of trenches throughout the project site, directional drilling can take place without inconveniencing residents, disrupting their routines, or otherwise impacting yards and other structures.

Most piping materials lack the physical properties to accommodate the rigors of directional drilling. However, the flexibility of HDPE and the strong joints created by the pipeline fusion process make it ideal for the task. This directional drilling project marked the beginning of IWC's successful application with HDPE pipe.

(continues on page 3)

Jim Kirchdorfer, (President of ISCO Industries) owner of two golf courses, is building a third, and is seeking further opportunities in the form of management contracts for private clubs.



If Kirchdorfer and Cunningham don't play as if they own the course when they're out on the links, it's a different story back in the clubhouse.

Their 8-year-old partnership, Kirchdorfer & Cunningham Inc., has produced the Hidden Creek Golf Club near Sellersburg, Ind., (1991) and Maywood Golf Club at Bardstown, Ky., (1994) – a 36-hole tandem that generates some \$3 million in annual revenues.

Their third course, The Bull at Boone's Trace at Richmond, Ky., should come on line May 1, and plans are in the works to expand the practice area at Hidden Creek into a "golf academy" for lessons and clinics.

And they're on the lookout for other opportunities – management contracts for private clubs that would enable them to realize revenues from their operational expertise without the up-front investment in new courses.

Industry sources say golf-course construction is still catching up with the demand of a golf boom that began in the 1980s and that has shown recent signs of accelerating again.

Surveys by the National Golf Foundation showed a 7 percent increase in the number of players in 1997, when 26.5 million golfers played 547 million rounds. That same year saw a 50 percent increase in the number of beginning golfers, to 3 million.

In 1997, 429 new or expanded courses were opened nationwide. In Kentucky there are 15 courses expanding or under construction.



*"Having our own golf courses allows ISCO to showcase many of our piping and irrigation products. It has also proven to be a*

*great testing ground for new products and ideas. Several of the products we offer now stem from these testing grounds."*

– JIM KIRCHDORFER

## Slip-Lining Culverts Is Readily Implemented You might say it's a "snap."

More and more, forward-thinking highway maintenance engineers are choosing high-density polyethylene (HDPE) SNAP-TITE® lining systems to rehabilitate aging or damaged culverts.

SNAP-TITE pipe is fabricated from PE 3408 HDPE pipe sections with the patented SNAP-TITE joining system. The joints are precision machined on the ends of the pipe to create a system of grooves. Out in the field,

the pipe sections are properly aligned, a gasket is included, and "locked" in place to create watertight seals that meet ASTM D3212.

According to Bruce Larson, Culvert Liner Manager for ISCO Industries, Inc., slip-lining a culvert with HDPE SNAP-TITE systems requires no special equipment or training. Call us for more information.



## ISCO Launches Web Site to Support Trenchless Piping Industry

Animated diagrams on ISCO Industries, Inc.'s new Web site at [www.isco-pipe.com](http://www.isco-pipe.com) demonstrate innovative trenchless piping installation methods, including directional drilling, pipe bursting, and slip lining. Contractors who work with ISCO use these methods to install high-density polyethylene (HDPE) pipe.

### ANIMATED DEMOS SHOW THE PROCESS

"In the past, we found it very difficult to explain over the phone or even in person the advantages of trenchless pipe installation," says Jimmy Kirchdorfer, General Manager, ISCO Industries. "When we developed our Web site, we included the animated demonstrations to visually describe concepts of trenchless technology, such as directional drilling or pipe bursting."

### "PEOPLE WILL LOOK TO ISCO FOR MORE INFORMATION."

Tim Storer is a Product Engineer with Phillips Driscopipe, which manufactures the piping products carried by ISCO. He praises ISCO for using advanced technology on its web site. "Thanks to ISCO's web site, we are now able to direct customers to an excellent source of information where they can see the process instead of trying to explain an intricate process over the phone," says Storer. "People will look to ISCO for more information."

### A VALUABLE RESOURCE ON TRENCHLESS TECHNOLOGY

ISCO is committed to maintaining its position as the technological leader in the HDPE piping industry. "Trenchless technology has been the best thing that has ever happened to the HDPE pipe industry," says Kirchdorfer. "We wanted to provide an information resource that will support the industry."



(cont. from front page)

### Other Applications in Indianapolis

Convinced of HDPE's suitability – thanks to the success of the initial directional drilling project, IWC gradually increased its usage of HDPE pipe.

- Cul-de-sacs
- Stream Crossings
- Main Replacements

### IWC's Piping Material of Choice

Clearly, HDPE is IWC's material of choice for many reasons, including its physical properties and ease of construction: The heat-fusion process used to join sections of pipe and fabricate ISCO's fittings produces superior joints and a 'zero-leak-rate' system.

Since the beginning of the first directional drilling installation, the project team has continued to meet monthly to discuss status, problems and solutions, training, upcoming projects, and

more. "By having all four parties in one room, we could address the immediate problems and deal proactively with anticipated problems," says Kirchdorfer. "Frankly, we probably learned as much from everyone else as they did from us."

"Our approach to working with customers is much more than simply showing up and saying, 'We sell better pipe,'" says Kirchdorfer. "Superior product is only one piece of the picture. What the customer needs is a complete system." The partnering process brings together all the expertise into one room – for the HDPE pipe, fusion equipment, fittings, installation procedures, all of it. This approach benefits the customer because it really focuses on providing solutions."

As a result of IWC's first HDPE project, many new fittings and associated equipment have been developed for polyethylene pipe. Not only have IWC and its water service customers benefited from the introduction of HDPE pipe, the utility has opened the door for other municipalities to realize the cost savings for years to come.