

The Value of the Water Test Kit in the Selling Process

There is a serious perception in the marketplace that steel culverts rust. Galvanizing was introduced over 100 years ago as a means of extending the service life of steel culverts. Environmental changes through the years from acid rain, the lack of buffering calcium carbonate ion (CaCO₃) in soft water, heavy road salt usage and high chloride levels in our water ways necessitated coating alternatives in specific waters. Aluminized Type II (1948) and Polymer Laminated (1972) CSP were introduced into the Canadian marketplace and are now accepted standard solutions throughout Canada. Sales Representatives have multiple steel products today to match the environment and overcome this negative perception.

“The pessimist sees difficulty in every opportunity.

The optimist sees the opportunity in every difficulty.” – WINSTON CHURCHILL

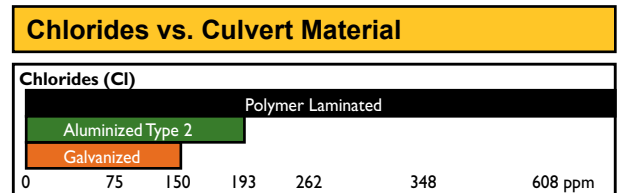
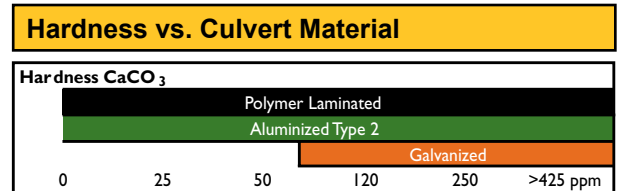
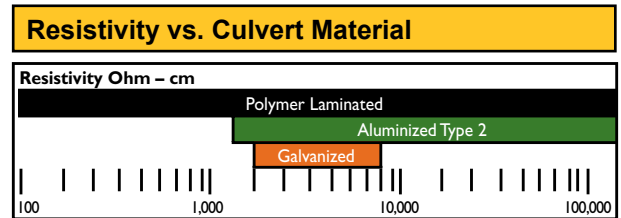
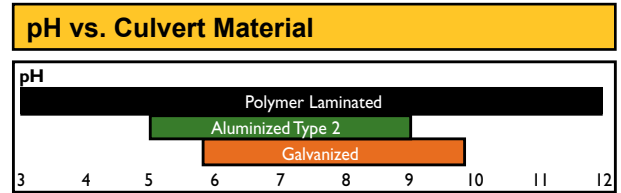
Water is a reflection of local soil chemistry and water in direct contact with the pipe will determine the long term performance of pipe materials. As water samples are easily collected and measured, this Test Kit puts the Sales Rep in the driver’s seat with engineering consultants, owners and contractors as they can match environment, steel material and material service life. Owners typically demand 50 to 75 year material service life to match their project’s design service life. Thus, you are the expert and a valuable resource to the decision makers.

There are three simple strip tests for measuring critical water characteristics:

- Water Hardness
- Water PH
- Chloride Levels

With readings from Hardness & Chlorides, one can compute resistivity using the calculator on the CSPI website.

Using these graphs, one can quickly suggest the proper coating for any site environment.



BE THE EXPERT. OVERCOME THE PERCEPTION. MAKE THE RIGHT CHOICE.