

## For Immediate Release

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## California PEX Microsite Educates Consumers and Builders on the Superior Plumbing Alternative

In response to the recent approval of PEX in the California Plumbing Code, Uponor, a leading manufacturer of PEX—a plumbing, fire safety and radiant systems, recently launched the [www.CaliforniaPEX.com](http://www.CaliforniaPEX.com) microsite to educate consumers and builders about the benefits of PEX as the superior plumbing alternative to copper and CPVC.

The site features practical information about PEX, or crosslinked polyethylene tubing, which is used for residential and commercial plumbing applications worldwide. Users can access links to PEX in the news, learn about the sustainability factor of PEX, read about PEX FAQs and also view testimonials from customers.



The [www.CaliforniaPEX.com](http://www.CaliforniaPEX.com) microsite offers valuable information about crosslinked polyethylene (PEX) tubing for residential and commercial plumbing applications.

“Uponor developed this site for consumers and professionals in the building industry who want to research what PEX is and what it can offer them,” says Rich Houle, Uponor associate product manager, Commercial. “Even though 180 municipalities and counties within the state of California have approved the use of PEX tubing as an alternate material to copper and CPVC, we want to get the word out to everyone about the lasting benefits of this superior product.”

CaliforniaPEX.com is regularly updated with new information from plumbing and heating contractors and other building professionals who are successfully specifying and installing PEX plumbing, fire safety and radiant floor heating and cooling systems everyday in residential and commercial projects. In addition, the site is aggregating news about PEX and its applications from both the general media and various trade journals.

Uponor has been actively pursuing the adoption of PEX tubing in the California Plumbing Code since 2000. Three years of litigation resulted in a decision by the California Building Standards Commission (CBSC) to conduct a full Environmental Impact Report (EIR) on PEX tubing and its impact on air quality, water quality and performance. In addition, the report evaluated PEX tubing installation, use and disposability, as well as manufacturing processes in the areas of waste, recycling, energy consumption and natural resources.

Conducted from October 2007 through December 2008, the EIR states that the adoption of PEX tubing into the California Plumbing Code with proposed regulations would be “an environmentally superior action with respect to public health and hazards, water quality and air quality.”

For more information, visit [www.californiapex.com](http://www.californiapex.com) or visit [www.uponor-usa.com](http://www.uponor-usa.com).

**Uponor Corporation** is a leading supplier of plumbing, fire safety and radiant heating and cooling systems for the residential and commercial building markets across North America and Europe, and a market leader in municipal infrastructure pipe systems in the Nordic countries. Uponor Corporation employs 3,800 people in 27 countries and is listed on the NASDAQ OMX Helsinki Ltd., Finland.

**Uponor, Inc.** is headquartered in Apple Valley, Minn. For more information, visit [www.uponor-usa.com](http://www.uponor-usa.com) or call (800) 321-4739.

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**For more information about Uponor**, visit the Uponor media room at <http://www.lnccommunications.com/uponor-media.html>

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**Hi-res versions of a photograph to accompany this release** are available for immediate download in .tif format by using this link:

<http://www.LNCmail.com/pr09/up0928/california-pex.html>

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