

The PE100+ Association was created by three raw material suppliers in February 1999 as a technical and marketing tool for monitoring the quality of PE100 pipes and for promoting the use of plastics pipes in general and PE100 pipes more specifically. Meanwhile, two more PE raw material suppliers have joined the Association.

The PE100+ Association is open to all PE100 raw materials suppliers, subject to regular strict quality control of their listed compounds by several independent institutes. We consider that only guaranteeing this high and constant quality of our products creates the necessary condition for our marketing activities.

Over the past three years, the Association has not only participated in several industry conferences but has also organized local seminars in countries such as Poland, France, Spain and Germany in order to support its marketing activities. These seminars were often organized in close collaboration with the local pipe maker associations. This collaboration with the plastic pipe makers has soon taught us that the key to success in promoting plastics pipes is presenting the message in a way that is respectful towards any other plastic pipe alternative. We feel that negative statements among the plastic pipe industry will cause confusion and mistrust at end users less familiar with the different types of plastic. The PE100+ Association has therefore, though showing the advantages of PE pipe systems, refrained from positioning PE pipe systems versus other plastic pipes systems.

The PE 100+ Association has created a platform dealing with specific questions about polyethylene as raw material for pipes. It has for instance played an active role in the organization of several other conferences promoting plastic pipes as a whole (e.g. the PE100+ Association has been at the origin of the "Wiesbadener Kunststoffrohrtage in Germany), and is one of the founding members of the new "Plastics Pipes Conference Association". Furthermore, the PE100+ Association has an Advisory Committee, representing all players in the market: pipe and fitting manufacturers, contractors, consultants, end-users in gas, water and other domains. At the last meeting of the Advisory Committee a very broad discussion was held about a decision model for choosing and designing plastic pipes. The PE100+ Association will continue to elaborate this concept.

During the short period of their existence the PE 100+ Association made a lot of progress in creating an added value for the whole value chain. As a result we expect an increase of the acceptance of plastics in general and polyethylene in particularly as a reliable piping material. It is therefore the intention of the PE100+ Association to continue this type of work, keeping in mind the above-mentioned respect towards other plastic pipe materials.