

TRIED & TRUE

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SUMMER 2026

Fort Payne, Alabama

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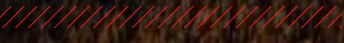
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Fratco family,

Summer has a way of putting everything to the test.

The pace picks up. The days get longer. Projects move from the planning stage to full production, and the work imagined months ago begins to take shape. It’s a season that reminds us that ideas only matter if we’re willing to put them into action.

That’s true in our industry, and it’s true here at Fratco.

This issue of *Tried & True* highlights organizations and people who are doing exactly that. You’ll read about our newest facility in Fort Payne, Alabama, and the partnerships that helped make it possible. You’ll meet the people laying the foundation for its future, and you’ll see how communities, manufacturers and industry leaders are working together to create opportunities that extend far beyond the walls of a single plant.

You’ll also read about changes happening across our industry—from the growing use of corrugated plastic pipe in transportation infrastructure to collaborative efforts like Plastic Pipe Truths that are helping tell our industry’s story with clarity and confidence.

While those stories focus on what’s ahead, they also reinforce something that hasn’t changed. Progress is still built on quality. It’s built on relationships. It’s built by people who show up every day, solve problems and look for better ways to serve their customers.

That’s a principle we’ve believed in for more than 100 years, and it’s one we’ll continue to build upon.

At Fratco, we know innovation isn’t just about new technology or new facilities. It’s about creating opportunities—for our employees, our customers and the communities we’re proud to call home. Every investment we make is rooted in the belief that we can always improve and that working together is the best way to move forward.

Thank you for being part of that journey. Whether you’re installing pipe, serving customers, operating equipment, supplying materials or supporting our industry in countless other ways, your work makes a difference.

I hope you enjoy this issue of *Tried & True*, and I hope you are having a safe, productive summer.

See you out there,



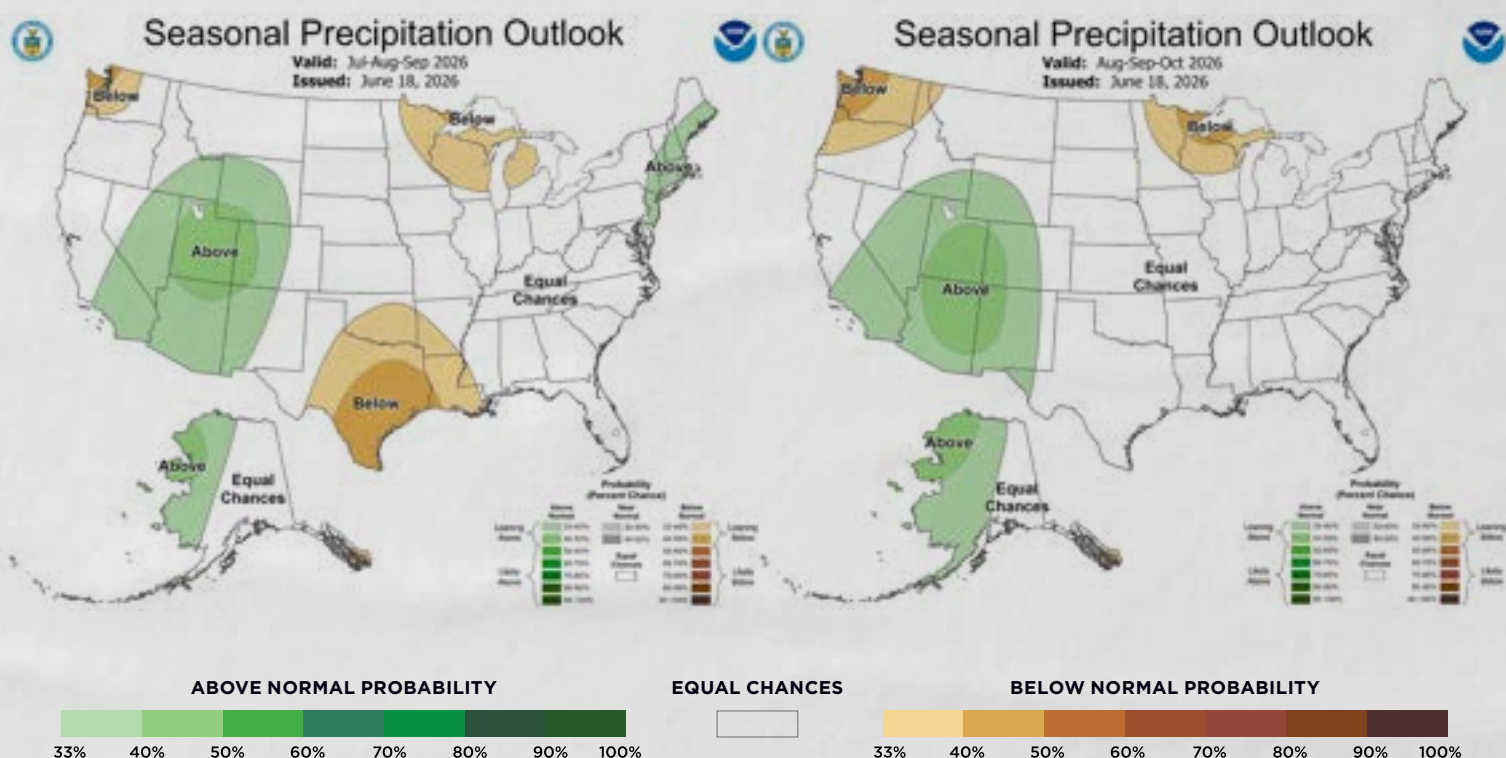
Chris Overmyer
President and CEO

Precipitation Outlook

FROM THE NATIONAL WEATHER SERVICE

JUL-SEP

AUG-OCT



The future brings a constantly shifting landscape, and weather predictions are no exception. In an industry where preparation is the cornerstone of success, having a glimpse into what lies ahead can make the difference between a normal day or an unforeseen setback. Staying vigilant with daily and weekly weather updates is essential. Take proactive steps towards a successful future by considering seasonal forecasts for a broader perspective on the coming season.

For the latest weather information, visit the National Weather Service's website.

www.weather.gov



Blueprint for Success

Energy and persistence conquer *all things*.

- BENJAMIN FRANKLIN, FOUNDING FATHER OF THE UNITED STATES OF AMERICA

Built to Endure

Summer is often the busiest season of the year. Projects stack up. Days start early and end late. Everyone is working to make the most of the season while conditions allow. Benjamin Franklin's observation about energy and persistence is a good reminder that success isn't usually the result of one big effort. More often, it's the result of doing the right things consistently over time.

In drainage and construction, most problems don't come from a lack of effort. They come from running out of momentum. A project starts strong, but details get overlooked. A schedule falls behind. Small issues are ignored until they become bigger ones. That's where persistence matters.

The most successful people in our industry understand that steady progress often beats

short bursts of intensity. They focus on the fundamentals, even when they're busy:

- Double-checking measurements
- Taking time to inspect materials before installation
- Maintaining equipment before it becomes a problem
- Communicating clearly with customers and crew members
- Finishing projects with the same attention to detail they started with

None of these actions are complicated. In fact, that's the point. Success is often built on ordinary habits repeated consistently. Energy helps us tackle the workload in front of us. Persistence

helps us maintain quality when schedules get tight and conditions become challenging.

As summer continues, consider one area where consistency could improve results. Maybe it's communication. Maybe it's equipment maintenance. Maybe it's simply slowing down enough to verify the details before moving on to the next task.

Small disciplines practiced consistently tend to produce the biggest results over time. That's true in business. It's true in the field. And it's true in life. Success isn't just built by working hard. It's built by continuing to do the right things long after the excitement of getting started has worn off. ■

INDUSTRY NEWS

A NEW SOLUTION FOR NUTRIENT LOSS

Illinois researchers have paired traditional woodchip bioreactors with a specially designed biochar to dramatically improve phosphorus removal from agricultural drainage water, offering a promising new approach to edge-of-field conservation.



Scan here to read more about this new research from drainagecontractor.com.

AI BOOM CREATING NEW WATER INFRASTRUCTURE CHALLENGES

AI-driven data center growth is increasing pressure on freshwater resources, prompting greater interest in water-efficient cooling technologies and long-term infrastructure planning. As demand for water continues to rise, communities and industries involved in water management, including drainage professionals, may see increasing emphasis on conservation, reuse and sustainable infrastructure.



Scan here to read the full article from eesi.org.

FREE CONSERVATION GUIDES

Get **six** downloadable guides that cover some of today's most effective conservation practices, from engineered infrastructure to nature-based practices.



Scan the code or visit fratco.com/conservation-guides



MEET BUDDY GOOLESBY

FORT PAYNE PLANT MANAGER



When Fratco decided to expand into Fort Payne, Alabama, the company needed someone who could do more than manage a plant. They needed someone who could build a team from the ground up. For Buddy Goolesby, that kind of challenge felt right at home.

Buddy joined Fratco in January 2026 as Plant Manager of the Fort Payne facility, bringing with him a wide range of experience across transportation, facilities management and plastic recycling. While his career path has taken a few turns over the years, each stop along the way helped prepare him for what he's doing today.

"I've kind of done a little bit of everything," Buddy says.

After studying engineering and starting a family, he spent over a decade in the trucking industry before moving into facilities and data center management, where he oversaw projects across multiple states. He later transitioned into the recycling industry, serving as Plant Manager for Jet Polymer for 10 years and helping grow the operation before it was acquired by Advanced Drainage Systems.

Most recently, he worked in a leadership role overseeing multiple facilities, equipment upgrades and plant operations. But when he saw the opportunity with Fratco—especially one so close to home, it caught his attention.

"I live just down the road," he says. "After years of traveling, that was a big deal for me."

Now, instead of walking into an established operation, Buddy is helping build Fratco's newest facility from scratch. The Fort Payne plant is launching with two production lines and a small team, with plans to grow steadily over time.

"We're starting lean and building into it," he explains. "That gives us the chance to train people the right way and grow as we go."

So far, that approach is paying off. With support from local workforce programs and strong interest from the community,

Buddy has been able to put together a team that mixes experienced workers with those new to the industry.

"You don't want all one or the other," he says. "The mix is what makes it work."

While the Alabama facility may be smaller than some of Fratco's other locations, the expectations are the same. For Buddy, one of the things that stands out most is the company's culture.



***They've been around over 100 years
and still feel like a family business.
You don't see that very often.***

He also points to Fratco's investment in new equipment and technology as something that sets it apart—especially compared to some of the older systems he's worked with in the past.

Outside of work, Buddy stays busy in a different way. After years of coaching his sons in sports, including a state championship basketball run, he now spends much of his time cattle farming, managing around 200 acres and a herd of about 100 head. He and his wife are also active in their church, where he teaches Sunday school and occasionally preaches.

Between work, family and farm life, there's not a lot of downtime, but that's just how he likes it.

As the Fort Payne facility begins to ramp up production, Buddy is focused on building a strong team and setting the foundation for long-term success. With a steady approach and a willingness to take on whatever comes his way, he's helping bring Fratco's newest operation to life one step at a time. ■

MOVING INTO THE FAST LANE

WHY PLASTIC PIPE IS GAINING MOMENTUM IN DOT APPLICATIONS

In one capacity or another, corrugated plastic pipe has been used under Interstate highways for more than 30 years. For much of that time, engineers considered it a niche alternative to the more conventional concrete and steel, recognizing plastic's low-cost advantages, but only spec'ing it in when conditions weren't too demanding.

Today, though, thanks to a steady engineering evolution, particularly in HDPE and HDPP materials and pipe design, corrugated plastic pipe has risen to meet or exceed the linchpin AASHTO and ASTM standards that define department of transportation applications—with some state Department of Transportations from New York to Ohio to California now allowing plastic pipe diameters of 48 to even 60 inches.

AGING INFRASTRUCTURE IS OPENING THE FIELD OF COMPETITION

Reports of decades-old infrastructure systems reaching the end of their service life are extensive, and the key elements of transportation, including stormwater

management, are no exception inspiring states across the country to usher in a large-scale era of infrastructure rehabilitation.

Federal funding programs like 2021's Infrastructure Investment and Jobs Act are moving to accelerate replacement cycles, while they're also encouraging the use of modern materials that can challenge the aging corrugated steel and reinforced concrete systems that are failing.

As a result, plastic pipe is getting a renewed opportunity to prove itself, earning a growing share of municipal and state drainage upgrades in the U.S. for a number of attributes that uniquely align with current industry trends.

CROSSING THE PERFORMANCE THRESHOLD

Lower material costs, lighter weight that cuts shipping expense and faster installs that have contractors reporting labor efficiency improvements approaching 40% are all advantages that have long made plastic pipe attractive to

DOT officials trying to stretch budget-allocation dollars. What's changed so dramatically with pipe-engineering improvements is how plastic is equaling or outperforming its material competitors in a number of ways.

Unlike extremely rigid materials, corrugated plastic pipe distributes loads through soil interaction and is more resilient to ground movement caused by freeze-thaw cycles, flooding or soil instability—all factors known to cause cracks, joint separation and, ultimately, catastrophic failure in legacy steel and concrete systems.

Additionally, plastic pipe is highly resistant to corrosion, a major cause of failure in metal culverts. Studies indicate that a large percentage of pipeline failures in traditional systems are linked to corrosion, a problem essentially eliminated with HDPE. For DOTs, this means fewer emergency repairs, lower maintenance budgets and more predictable asset management.

Finally, with more frequent and intense rainfall events in many regions, plastic pipe is getting attention for its dual-wall design, featuring a corrugated exterior for strength and a smooth interior for optimum hydraulic flow. Not only does this dual-wall feature move water faster, but it creates the force necessary to propel sediment down the line, further reducing maintenance.

PRESENTING UNIQUE APPLICATION SOLUTIONS

With HDPE pipe establishing itself in the DOT mainstream, engineers are also finding new and advanced ways to use it.

Trenchless Relining of Failing Culverts

Instead of replacing deteriorated metal or concrete culverts via expensive, disruptive, open-cut excavation, DOTs are using smaller diameter corrugated plastic pipe as a "slip-liner" inserted into the existing pipe. The annulus (space) between the old and new pipe is filled with grout, restoring structural integrity and extending the culvert's life by decades.

Rapid Installation for Stormwater Management

Due to its light weight and ease of handling, corrugated plastic pipe allows for quick installation in time-sensitive roadway projects. Meanwhile, its flexibility serves extremely well in constricted areas where rigid pipe would require massive excavation.

Water Quality Polishing and Retention

Beyond just conveying water, perforated corrugated plastic pipe is often preferred in storm management as part of a filtration system to collect groundwater and reduce erosion in road embankments.

CONTINUE READING ►►►





WANT TO LEARN MORE ABOUT FRATCO'S QUALITY RESIN AND HOW IT'S USED IN OUR PIPE? SCAN THE QR CODE TO WATCH A BRIEF VIDEO!



CLEARING AN EXCITING NEW HURDLE IN MINNESOTA

Engineering cost out of DOT projects is a box that never really gets checked as “done.” And that’s perhaps the one reality that most significantly expands plastic pipe’s potential.

Until 2018, only plastic pipe made of virgin resin was cleared for use in DOT applications. Since then, changes in AASHTO and ASTM standards allow for pipe made of recycled plastics, which can further reduce project costs substantially.

While government adoption of such fundamental changes tends to take time, a report published by the Minnesota DOT last summer could be the tipping point that shifts use of HDPE pipe into overdrive.

There, officials used a state highway culvert replacement project as an opportunity to conduct a side-by-side test of HDPE pipe made of virgin material against that with a 40:60 virgin/recycled blend.

Three years in the ground with no discernible performance difference, the recycled-blend scored a savings of \$16.4 million (7.1%) in a life-cycle cost assessment comparing “present value costs (over a 100-year period) of a 1,000-foot pipe system, (based on) materials; installation; maintenance and replacement; and anticipated service life.”

Plus, because it requires less energy to produce it, the recycled-blend pipe also scored better for its environmental benefits that MnDOT reported as “decreased impact on global warming, acidification, eutrophication (when water becomes overly enriched with nutrients) and smog”—all features sure to resonate with government transportation agencies pushing sustainability initiatives.

SET TO IMPROVE THE ROAD AHEAD

The increasing use of corrugated plastic pipe by U.S. state DOTs reflects a broader transformation in infrastructure priorities. Once focused primarily on upfront material costs, agencies are evaluating lifecycle performance, environmental impact and construction efficiency.

Corrugated HDPE pipe delivers strong advantages across all of these dimensions. It is lighter, more cost-effective, corrosion-resistant and easier to install than traditional materials, while also supporting sustainability goals and improved water management.

As infrastructure investment continues and standards evolve, the role of corrugated plastic pipe in road construction is likely to expand even further. What was once an alternative material is rapidly becoming a default choice for modern transportation systems. ■

SOURCES: Plastic Pipe Institute | Texas Tech Transportation Research Report | Global X | Global Growth Insights | Recycling Today | Minnesota Transportation Research



WORK ANNIVERSARIES

Willie Parish, Jr.	39 years	Tommy Mangan	4 years	Noah Johnston	2 years
Kent Towler	31 years	Tyler Jordan	3 years	Carlos Otero Chavez	2 years
John Danford	22 years	Madison Moseley	3 years	Joseph Rudish	2 years
Raymond Carter	11 years	Pablo Enrique Perez Reyes	3 years	Tyler Jordan	2 years
Roger Cavness	11 years	Sergio Medina	3 years	Ryan Quezada	2 years
Jeffrey Webb	10 years	Maria Andrade	2 years	Erik Abel	1 year
Oscar Velasquez	9 years	Aditya Kotecha	2 years	Jordi Arvizo Perez	1 year
Brendan Noggle	8 years	Fabricio Barrera Ramos	2 years	Janell Odom	1 year
Hans Peter	7 years	Blake Christofferson	2 years	Brian Miranda Ortiz	1 year
Mark Garay	6 years	Alfonso Martinez	2 years	Carlos Ramon Paguaga Gutierrez	1 year
Jerry Weiland	6 years			Collin Penton	1 year

Jose Almerida	Ethan Lincourt	Konnor Hanselman
Otto Christofferson	Herbertta Moore	Danglool Price
Gabriel Ellis	Owen Sifrit	Martin Reyes Y Reyes
Buddy Goolesby	Dominick Stonebraker	Jacob Smith
Jose Hurtado	Shawn Bryson	Amir Wilson

FORT PAYNE, ALABAMA:

A LEGACY OF MANUFACTURING,
A FUTURE OF OPPORTUNITY



Rather than relying on a single industry, Fort Payne diversified. Community leaders, manufacturers and Northeast Alabama Community College worked together to retrain workers and prepare them for opportunities in steel, automotive manufacturing, distribution, welding, maintenance and other skilled trades. Within little more than a decade, the local economy had transformed.

Today, DeKalb County is home to a diverse manufacturing base that includes steel products, building materials, playground equipment, windows, distribution operations and now corrugated plastic pipe.

MORE THAN A RIBBON CUTTING

Economic development is often measured in numbers—capital investment, square footage and jobs created. But for Dr. Brett Johnson, the true impact of a project isn't found in a spreadsheet.

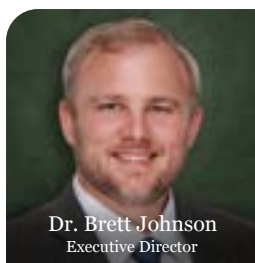
“A lot of people think our job is about getting to the groundbreaking and cutting a ribbon and producing a headline about a new win,” he said.

“But the reality is it’s about the single mom who wakes up every day and is getting dressed for work that six months ago she was dreaming of.”

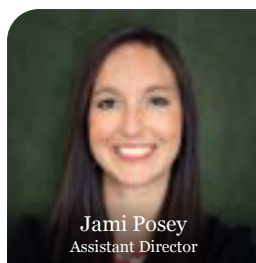
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When Fratco began searching for the right location to serve the growing southeastern United States market, the company evaluated countless factors—logistics, workforce, infrastructure and long-term growth potential. What ultimately stood out in Fort Payne, Alabama, was something harder to measure: a community built on resilience.

That resilience is something Dr. Brett Johnson and Jami Posey of the DeKalb County Economic Development Authority know well.



Dr. Brett Johnson
Executive Director



Jami Posey
Assistant Director



The organization serves DeKalb County and its 17 municipalities, working to attract new investment and support economic growth throughout the region. In early 2024, a regional partner, the Greater Chattanooga Economic Partnership, connected Fratco with DeKalb County as the company explored potential locations in the Southeast. After months of conversations, site visits and collaboration, Fratco officially selected Fort Payne as the home of its newest manufacturing facility in August 2024.

But the story of Fort Payne began long before Fratco arrived.

A MANUFACTURING COMMUNITY

In the late 1800s, Fort Payne experienced a boom fueled by iron ore and coal discoveries throughout the southern Appalachian region. Although much of that early industrial activity eventually shifted elsewhere, the infrastructure, workforce and entrepreneurial spirit remained.

Those foundations helped establish an industry that would define the region for generations.

“For about 100 years, the biggest industry in Fort Payne and DeKalb County was the sock industry,” Dr. Johnson explained. The community became known as the “Sock Capital of the World,” producing hosiery shipped across the globe.

When global trade changes and offshore manufacturing dramatically impacted the textile industry in the early 2000s, thousands of local workers faced uncertainty. What followed, however, became a defining chapter in the region's history.



The groundbreaking ceremony in October of 2025 with Noah Johnston, Jami Posey, Jason Lingenfelter, Alabama Senate Majority Leader Steve Livingston, Fort Payne Mayor Brian Baine, Alabama Department of Commerce Project Manager Angela Smith and Dr. Brett Johnson.

It's a perspective that shapes the way Johnson views every project that comes to DeKalb County.

Behind every new manufacturing job is a person who gains the opportunity to provide for their family, build stability and plan for the future. Those opportunities create a ripple effect that extends far beyond the walls of a facility.

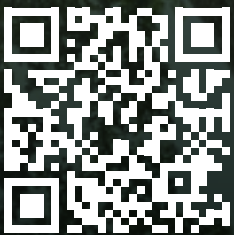
Dr. Johnson believes steady employment can be transformational not only for individuals, but for entire families and future generations.

“The difference between a steady job in a manufacturing environment with a growth trajectory and the alternative is just night and day,” he emphasized.

Dr. Johnson went on to explain that without reliable employment, families can face challenges that reach far beyond financial hardship. Economic uncertainty can contribute to mental health struggles, substance abuse, crime and educational setbacks that affect children and create cycles that are difficult to break. Conversely, meaningful work provides stability, purpose and opportunity.

LISTEN HERE!

Tune in to hear more about DeKalb County from Dr. Brett Johnson.



Jami Posey and Jessica Townsel, the Fort Payne Chamber of Commerce Executive Director.

When companies like Fratco invest in communities such as Fort Payne, Johnson sees much more than payroll numbers.

“When we’re celebrating those 60 jobs being created, we’re celebrating the 150 or 200 humans in those households that those jobs might represent, and the generational change that could come behind that.”

That outlook reflects the mission of the DeKalb County Economic Development Authority. While attracting new investment is important, the ultimate goal is creating opportunities that strengthen families, support local schools and help communities thrive for years to come.

For Dr. Johnson, every groundbreaking represents something much bigger than a new building. It represents possibility.

INVESTING IN OPPORTUNITY

Bringing a new manufacturer to a community requires more than a good location and a skilled workforce. It requires partnership.

Throughout the site selection process, the DeKalb County Economic Development Authority worked with local and state leaders to develop a competitive package to support Fratco’s investment and long-term success in Fort Payne.

One of the most significant contributions came from the City of Fort Payne, which provided 32 acres for the project as part of the incentive package approved to attract Fratco to the area. The City of Fort Payne also partnered with Fratco, other nearby manufacturers and the Alabama Department of Transportation to improve portions of the city and state roadway to accommodate the new traffic patterns.

Additional incentives included noneducational property tax abatements and noneducational sales and use tax abatements on construction costs and equipment purchases. Dr. Johnson noted that Alabama already ranks as the state with the lowest property taxes in the nation, with DeKalb County recognized as having the lowest property taxes in the country.

State-level support also played a key role. Through Alabama’s economic development programs, Fratco qualified for incentives tied to both job creation and capital investment. The company also partnered with Alabama Industrial Development Training (AIDT), which provided assistance with recruiting, hiring and training employees as the new facility prepared to begin operations.

The partnership extended well beyond financial incentives. During the construction and startup phase, the DeKalb County Economic Development Authority opened its facilities to Fratco, providing space for interviews, employee training sessions and leadership meetings as the company established its presence in Alabama.

For Dr. Johnson and his team, these efforts are all part of a larger mission.

“We kind of served as the gateway for them through the economic development office,” he said. “The City of Fort Payne, our partners and the community sealed the deal.”

That collaborative approach helped Fratco move quickly from site selection to production while building relationships that continue to support the company’s growth in the region.

A NATURAL FIT

From the beginning, Posey said one thing stood out about Fratco.

“They talked about community involvement. Wherever they ended up, they wanted to be involved in the community.”

That commitment aligns naturally with Fort Payne’s culture.

As a family-owned company, Fratco’s values mirror many of the businesses that have shaped the region over the years. Dr. Johnson described Fratco’s leadership team as “down-to-earth, conversational, real people”—the type of people who fit comfortably into a community built by generations of hardworking manufacturing families.

The timing also proved meaningful. As one of the area’s remaining large hosiery operations wound down, Fratco began hiring. Many workers who suddenly found themselves seeking new opportunities were able to secure jobs at the new facility, continuing Fort Payne’s long tradition of adapting to change while preserving its manufacturing roots.

LOOKING AHEAD

For Fratco, Fort Payne serves as a strategic southeastern hub, providing access to growing markets across Alabama, Georgia, Tennessee and beyond. For DeKalb County, Fratco represents another chapter in a long history of manufacturing and economic growth.

Most importantly, the partnership reflects a shared belief in investing for the future, whether that’s building infrastructure, creating jobs or strengthening communities.

As Fort Payne continues to grow, Fratco is proud to be part of a community that understands the value of hard work, adaptability and opportunity. ■

*Photography on this page and front cover are courtesy of John Dersham.



The country music band, Alabama’s, Fan Club and Museum, who are all from Fort Payne.



Alabama’s statues at the downtown park in Fort Payne.



The DeKalb Theatre on Fort Payne’s Main Street corridor.



The Main Street corridor with “Christmas in Dixie” (famous Alabama song) decorations.

THE TRUTH ABOUT PLASTIC PIPE

REFRAMING THE NARRATIVE

In today's environment, few materials face as much scrutiny as plastic. From legislative chambers to social media feeds, a steady stream of messaging has shaped public perception, often casting plastics in a negative light. For the plastic pipe industry, that broader narrative has become impossible to ignore.

That's what led to the launch of the Plastic Pipe Truths campaign, a collaborative effort aimed at reshaping the conversation.

"This really comes down to the 'plastics are bad' theme that's out there," said Daniel Currence of the Plastics Pipe Institute (PPI). "Some of it comes from competitors, some of it doesn't, but it's everywhere. And we felt like we needed a consistent voice to respond."

A UNITED INDUSTRY FRONT

What makes this campaign different is the collaboration behind it.



Daniel Currence

For the first time, three major industry organizations—PPI, the Plastics Pipe and Fittings Association (PPFA), and Uni-Bell PVC Pipe Association—have aligned to deliver a unified marketing initiative. While these groups have long shared common goals, this marks their first coordinated push to communicate directly and consistently to a broader audience.

"We've talked at the leadership level for years," Currence explained. "But we've never worked together like this to create a unified marketing effort."

The goal is simple in concept but ambitious in execution: create a steady drumbeat of clear, factual messaging that reinforces the value, performance, and sustainability of plastic pipe.

FROM FRUSTRATION TO STRATEGY

The campaign didn't emerge overnight. According to Currence, it's the result of years of frustration.

Individual sectors within the industry, including drainage, have attempted to push positive messaging in the past. But those efforts often lacked the scale and repetition needed to truly influence perception.

"Marketing messages have to show up again and again, from different places, with the same core idea," he said. "That's something we've struggled to do as individual groups."

Plastic Pipe Truths is designed to solve that problem by creating a shared platform and encouraging widespread participation across the industry.

WHAT ARE THE "TRUTHS?"

At the heart of the campaign are short, digestible facts, referred to as "truths," that address common misconceptions and highlight key benefits of plastic pipe.

While the campaign playfully suggests there could be 99 truths, the initiative has already developed more than 70, with new ones continuing to roll out. These messages are intentionally varied, covering multiple applications and themes—from stormwater and drainage to drinking water and sustainability.

"We're trying to spread the messages across different pipe uses and different themes," Currence said. "Not every message applies to every audience, so we're working to keep it balanced."

New truths are released monthly, helping maintain visibility without overwhelming the audience.

REACHING BEYOND THE INDUSTRY

Although PPI's core audience has traditionally been engineers, contractors and agencies, this campaign takes a broader view.

"We know our first ripple is going to be technical audiences," Currence noted. "But we want messaging that can go beyond that—something the general public can understand and connect with."

To achieve that, the campaign leans heavily on social media, supported by digital placements and, most importantly, participation from member companies.

CONTINUE READING ►►►

TRUTH #06

Did you know plastic pipe is cousin to the earthworm? Not actually, it's just good in soil.

TRUTH #40

Here's a stat for you: If you buy a new home, there's a 90% chance you'll be housemates with plastic pipe.

TRUTH #47

We weigh less, cost less, produce less greenhouse gases and even fail less. I am pretty sure four negatives make a positive.

TRUTH #27

Rigid plastic pipes don't contain phthalates, which is good, because it is hard to spell!

TRUTH #71

Plastic pipe lowers costs and promotes environmental stewardship. We're giving Smokey Bear a run for his money.

TRUTH #53

It's what inside that counts — and inside plastic pipe is millions of pounds of recycled plastics.

AN OPEN INVITATION TO PARTICIPATE

One of the defining features of Plastic Pipe Truths is its flexibility. Rather than enforcing rigid brand standards, the campaign encourages companies to adapt and amplify the content in ways that fit their own voice.

“If members want to take a truth and put their own imagery behind it, that’s great.”

For companies like Fratco, that opens the door to meaningful involvement. From social media and digital storytelling to customer education and publication features, the opportunities to extend the campaign are wide-ranging.

MEASURING EARLY IMPACT

As a relatively new initiative, officially launched in December, the campaign is still in its early stages. Initial metrics have focused on website traffic and engagement.

“We’re seeing a bump each time we release something,” Currence said. “The question is whether those bumps keep growing over time. That’s going to tell us a lot.”

More comprehensive data is expected as the campaign matures, with additional insights anticipated following PPI’s upcoming annual meeting.

WHY IT MATTERS: ADVOCACY AND THE BIGGER PICTURE

Beyond marketing, the campaign plays a critical role in industry advocacy.

Currence, who regularly engages with legislators at both the state and federal levels, sees firsthand how deeply anti-plastic sentiment can influence decision-making.

“You can walk into a conversation and immediately feel that bias,” he said. “People don’t want to do plastics any favors, and that puts us one step away from policies that could restrict their use.”

In that context, Plastic Pipe Truths serves as a foundation, helping shift perception before those critical conversations even begin.

“We’re trying to move people from ‘plastics are bad’ to ‘this is the material I should be using, and here’s why.’”

That shift doesn’t happen overnight. But consistent, credible messaging can begin to close the gap.

LOOKING AHEAD

The long-term vision for Plastic Pipe Truths is still taking shape. Meanwhile, industry volunteers continue to refine messaging, prioritize topics and guide execution.

In many ways, the campaign is evolving in real time, driven not just by strategy, but by participation.

And that may ultimately determine its success.

“This only works if the industry picks it up and runs with it,” Currence said.

For companies like Fratco and the broader drainage community, that presents both an opportunity and a responsibility: to help shape the narrative, reinforce the facts and ensure the truth about plastic pipe is not only told, but heard. ■



TO LEARN MORE ABOUT THE PLASTIC PIPE TRUTHS, SCAN HERE.

TRUTH #19

Plastic pipe is resistant to a wide range of chemicals; it’s your knight in shining (plastic) armor.

TRUTH #78

Plastic pipes are less expensive — they won’t ask you to tap, swipe, or insert nearly as often as metal pipes.

TRUTH #46

Plastic pipes take less water to manufacture, so it can move more water more efficiently.

TRUTH #10

Plastic pipes pass the hardest tests for safe drinking water — and they’re top of their class in more ways than one.



5 MILLION FEET OF
PROVEN PERFORMANCE.

FLEX CORR



FROM CLAY TO CORRUGATED

WHAT HASN'T
CHANGED IN 100
YEARS OF DRAINAGE?

A century of innovation has transformed the drainage industry but some fundamentals remain as important today as they were in 1923.

When E.C. Overmyer purchased the Francesville Clay Products factory in 1923 and focused the business on drainage products, the industry looked dramatically different from what it does today.

Clay tile was the standard. Installation required intensive labor. Contractors worked without GPS, laser guidance, computer mapping or the specialized equipment that has become commonplace across today's job sites.

Over the past century, nearly every aspect of drainage has evolved. Materials changed from clay to plastic. Installation methods became faster and more precise. Manufacturing technology advanced. Equipment grew larger, smarter and more capable.

Yet for all the innovation that has shaped the industry, some things have remained remarkably consistent. The fundamentals that drove successful drainage projects a century ago continue to drive successful projects today.

WATER STILL FOLLOWS GRAVITY

Perhaps the simplest truth in drainage is also the most important. No matter how sophisticated equipment becomes, water still moves according to the same natural laws that governed the first drainage systems installed generations ago.

Contractors today have access to technologies that provide levels of accuracy unimaginable in the early twentieth century. GPS systems, laser-guided equipment and digital mapping tools help achieve precise grades and efficient designs. But the objective remains unchanged: create a pathway that allows water to move where it needs to go. Technology may have changed how drainage is installed, but it hasn't changed how drainage works.



PRODUCT QUALITY STILL MATTERS

Over the decades, drainage materials have evolved significantly. Clay tile gave way to corrugated plastic pipe. Manufacturing methods improved. Product offerings expanded to meet the needs of agricultural, residential, commercial and municipal applications.

Despite these changes, one principle has remained constant: the quality of the materials used influences the long-term performance of the system. Whether a contractor was installing clay tile in the 1920s or HDPE pipe in 2025, the expectation has always been the same. The system should perform reliably for years to come.

The products may look different from what they once did, but the importance of quality has never diminished.

GOOD INSTALLATION NEVER GOES OUT OF STYLE

Modern drainage contractors benefit from equipment that can install more pipe in a day than previous generations could have imagined. Yet even with advancements in machinery and technology, successful projects still depend on skilled people. Experience, attention to detail and a commitment to doing the job correctly remain essential components of every installation.

Equipment can improve efficiency. Technology can improve accuracy. But neither can replace craftsmanship. The industry's best contractors have always understood that quality work begins with the people performing it.

CONTINUE READING >>>





EVERY PROPERTY IS DIFFERENT

One lesson that has remained true across generations is that no two projects are exactly alike. Soil conditions vary. Topography changes. Weather patterns differ from region to region. Each site presents its own challenges and opportunities. For that reason, successful drainage has always required problem-solving.

The tools available today are more advanced than ever, but the ability to evaluate conditions and adapt solutions to meet specific needs remains one of the industry's most valuable skills. There was no one-size-fits-all solution in 1923, and there isn't one today.

RELATIONSHIPS CONTINUE TO DRIVE INDUSTRY

Perhaps the greatest constant throughout the history of drainage has been the importance of relationships. For generations, the industry has been built on trust between manufacturers, contractors, dealers, engineers and property owners.

Technology has transformed communication. Businesses have expanded beyond local markets. Projects have grown larger and more complex. Yet success still depends on people working together toward a common goal. The strongest businesses in the industry are often those that understand this principle best. Equipment changes. Products evolve. Relationships endure.

THE NEED FOR DRAINAGE HASN'T CHANGED

While methods and materials have advanced, the reason drainage exists remains exactly the same. Farmers need productive fields. Communities need reliable infrastructure. Property owners need protection from excess water.

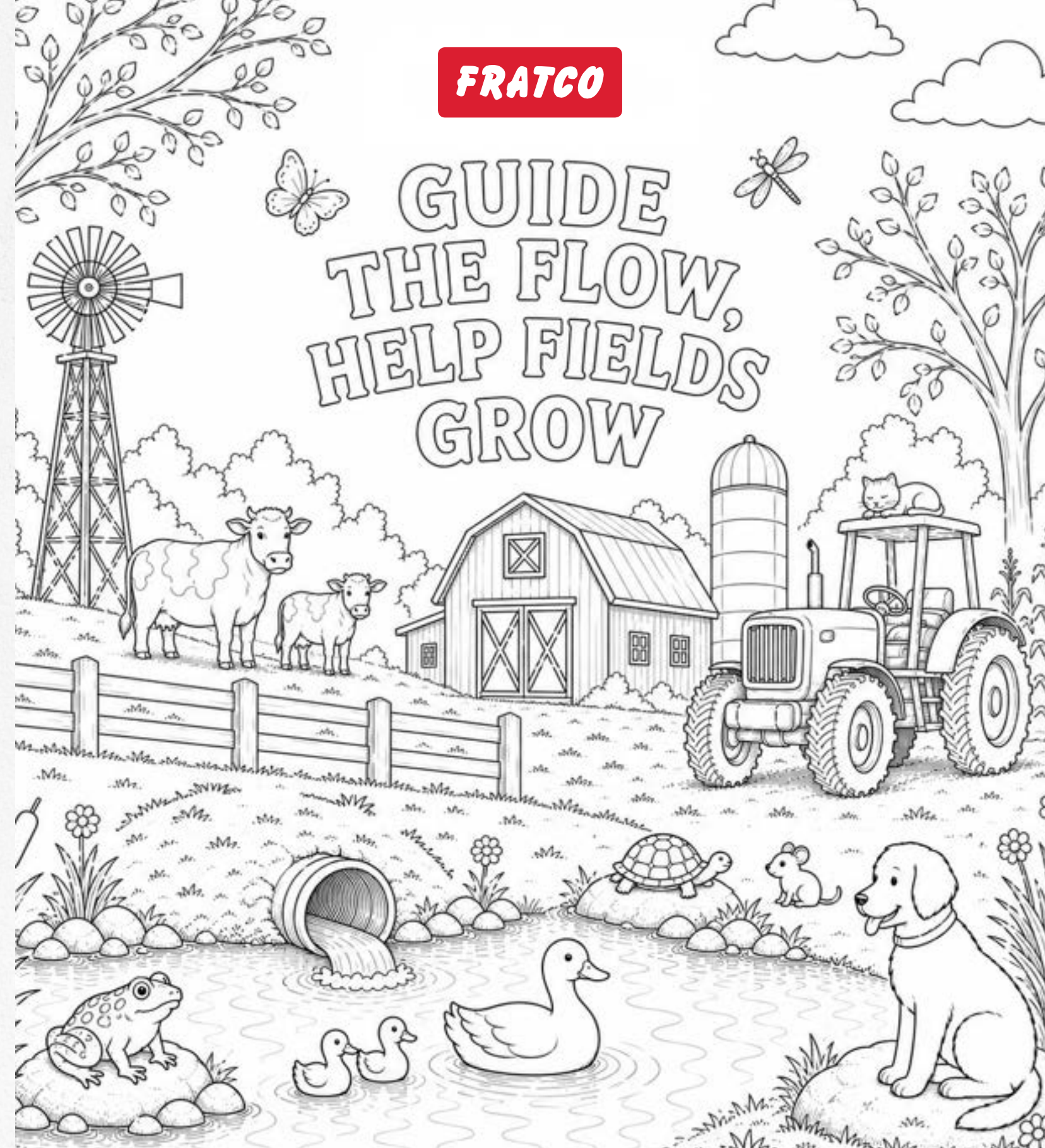
For more than a century, drainage has helped make land more usable, productive and resilient. That mission remains as relevant today as it was when clay tile first gained popularity across the Midwest.

LOOKING AHEAD

The next century will almost certainly bring innovations that are difficult to imagine today. Equipment will continue to improve. New materials will emerge. Technology will reshape how projects are planned and installed.

But if history teaches us anything, it is that the fundamentals will remain. Water will still follow gravity. Quality will still matter. Skilled contractors will still make the difference. Relationships will still be valuable. And the challenge of managing water effectively will continue to drive the industry forward.

After a hundred years of change, those are the principles that have stood the test of time. ■



Creativity has no age limit!

Grab your favorite coloring supplies and bring this farm scene to life! Whether you're coloring yourself or sharing the page with a young artist, we'd love to see your finished masterpiece.

Email a photo to tried-true@fratco.com for a chance to be featured on Fratco's social media channels!



FIELD JOURNAL

TRIED & TRUE TRICKS OF THE TRADE

KEEPING COOL UNDER PRESSURE

Heat doesn't just raise temperatures. It can also raise tempers. Deadlines tighten. Clients call. Equipment breaks. In the middle of summer pressure, professionalism matters most.

RESPOND, DON'T REACT

When something goes wrong, pause before speaking. A steady response solves problems faster than a heated reaction ever will.

KEEP COMMUNICATION CLEAR

Stress can cause assumptions and shortcuts. Be direct. Confirm instructions. Eliminate confusion before it spreads.

SUPPORT YOUR CREW

Morale can dip mid-season. A simple acknowledgment of hard work or a quick check-in can make a big difference.

STAY FOCUSED ON THE GOAL

Every job has challenges. Keep the team centered on the objective rather than on the frustration.

Anyone can lead when conditions are easy. Real leadership shows up when the pressure is on. Stay steady, stay professional and set the example others can follow.

Summer may test your patience, but it also builds your reputation.

Think first,
react second.

MANAGING DUST AND DRY CONDITIONS

By mid-summer, the mud is gone—but the dust rolls in. Dry ground creates a new set of challenges that can quietly impact safety, equipment performance and install quality.

CONTROL AIRBORNE DUST

Dust reduces visibility and creates breathing hazards. Use water when appropriate, especially in high-traffic areas. Keep truck speeds controlled on dry access roads.

PROTECT MOVING PARTS

Fine dust finds its way into filters, joints and hydraulics. Inspect air filters more frequently during dry stretches. Clean fittings before connections to prevent contamination.

MAINTAIN PROPER BEDDING

Dry, loose soils behave differently than spring ground. Make sure bedding material is properly placed and compacted to avoid shifting after installation. (Source: PPI)

STAY AWARE OF FIRE RISK

In extremely dry conditions, equipment sparks and hot engines can pose fire hazards. Keep extinguishers accessible and monitor surroundings.

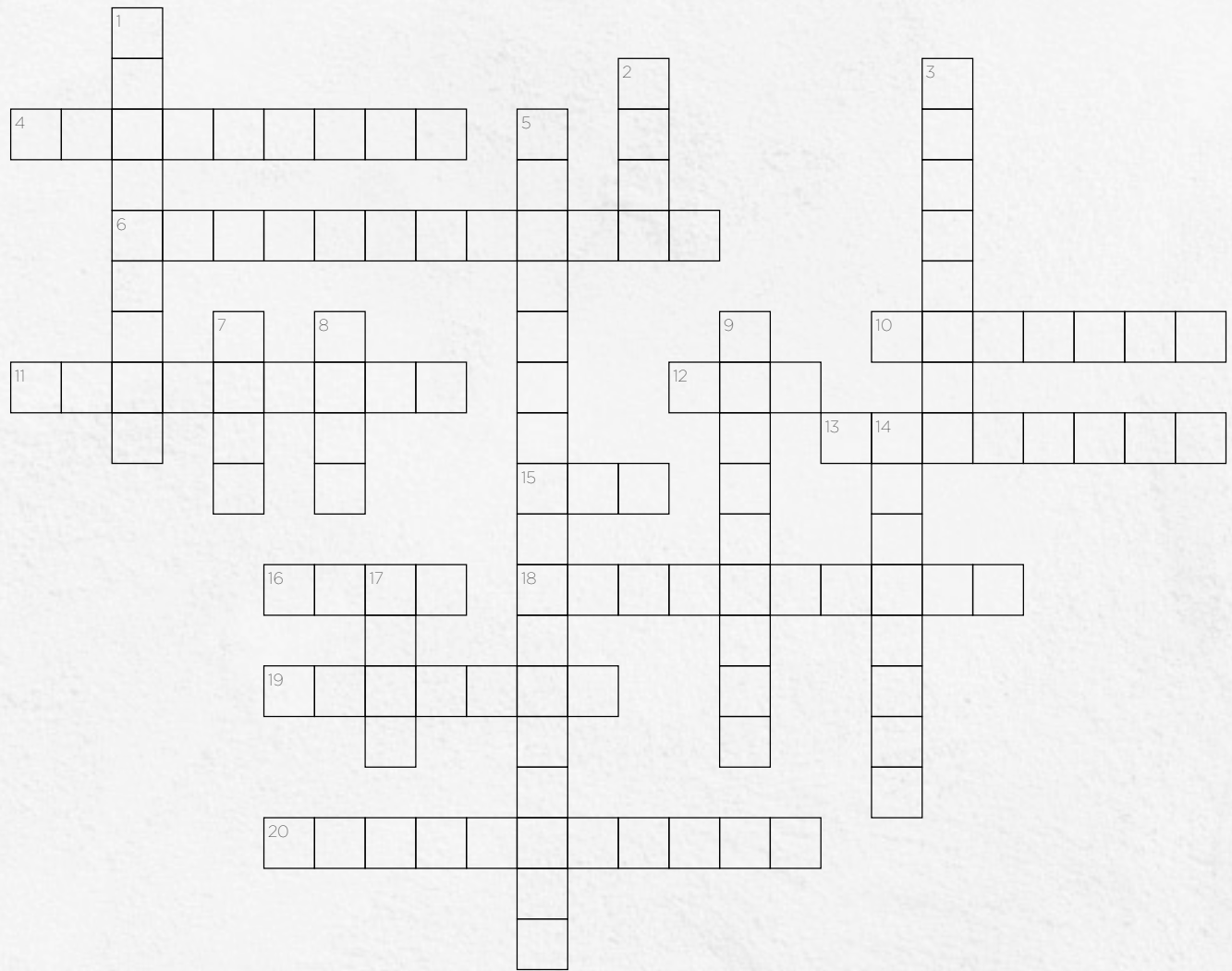
Summer dryness may look easier than spring mud—but it demands its own discipline. Control the dust, protect your equipment and keep installs clean.

Howdy, Fratco Family!

WIN THIS LIMITED EDITION *TRIED & TRUE* CAP

Complete the crossword, snap a picture of it and email it to tried-true@fratco.com by September 30th. We will pick FIVE lucky winners to receive a *Tried & True* hat! Fill out the information below and include it in your photo!

Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Email: _____



CROSSWORD CLUES

DOWN

- 1. Alabama city that's home to Fratco's newest manufacturing facility.
- 2. Plastic commonly used in modern corrugated drainage pipe.
- 3. Material traditionally used for many highway culverts before plastic gained popularity.
- 5. The campaign working to reframe the narrative around plastic pipe.
- 7. Fine particles that can reduce visibility and clog equipment during dry summer conditions.
- 8. The Alabama workforce training program that helped prepare Fratco's new employees.
- 9. Fratco selected Fort Payne to better serve the growing _____ United States market.
- 14. The process of inserting a new pipe inside an existing culvert to extend its service life.
- 17. Material that was the industry standard before corrugated plastic pipe.

ACROSS

- 4. Corrugated plastic pipe is highly resistant to this common cause of metal pipe failure.
- 6. Buddy Goolesby's role at Fratco in Fort Payne.
- 10. Material placed beneath pipe to provide proper support during installation.
- 11. Clear communication helps eliminate this before it spreads.
- 12. Three-letter abbreviation for state transportation agencies.
- 13. Real leadership shows up when this is on.
- 15. Industry organization involved in the Plastic Pipe Truths campaign.
- 16. Fort Payne was once known as the "____ Capital of the World."
- 18. The campaign aims to reshape public _____ of plastic pipe.
- 19. The force that has guided every drainage system for the last 100 years.
- 20. Every new manufacturing job creates this for families and future generations.



INSTRUCTIONS: Cut along the dotted line for 5x7 frames. Cut out the image for 4x6 frames.



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*“Strength and
growth come only
through continuous
effort and struggle.”*

- NAPOLEAN HILL

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