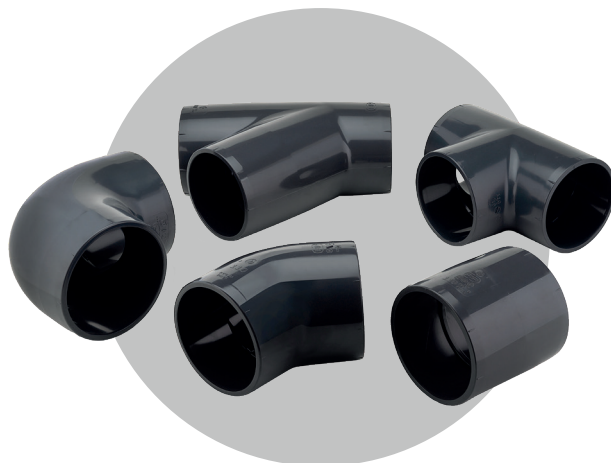




Casella, 16 February 2022

Subj: New FIP U-PVC pressure fittings



Dear Colleagues,

In addition to our previous communication, in order to promote the launch of the new PVC-U fittings range, the following Marketing tools have been created. We hope these tools can support your marketing activities online and off line.

- **Tutorial Video:** a simple and clear render animation to summarize all the technical features and unique selling points of the new fittings.

You can watch on our You tube channel [New FIP U-PVC Pressure Fittings ENG - YouTube](#) and share directly on your social channels, or you can use the local language version we have made available.

Local language versions already done are available on [Kadanza platform](#), if you wish to create your own local version, please, let us know!

- **Promotional Video:** an emotional video explaining the commitment of Aliaxis for an ecological transition. We consistently put an increasingly sustainable production at the top of our priorities and at the basis of our future projects. By sharing our values, we will be proud to be part of it!

You can watch on our You tube channel [Spot New FIP U-PVC pressure fittings ENG - YouTube](#) and share directly on your social channels, or you can use the local language version we have made available.

Local language versions already done are available on [Kadanza platform](#), if you wish to create your own local version, please, let us know!



- **New Technical catalogue:** to find out the new complete and updated range in terms of figures, sizes and dimensions, you can page the new technical catalogue.

The pdf file as well as the indd pack in English version is also available on [Kadanza platform](#), while the printed copy can be requested with the code **LERACCV0122** to our Customer Service office.



- **Sample box:** a dedicated box, containing a sectioned sample, highlighting the key features and showing how the material has been redistributed thanks to the sustainable reengineering process.

This practical and space-saving box can be displayed in the store to attract the attention of your Customers.



- **Product certifications:** all available product certifications can be downloaded in pdf format from the Customer Area on [fipnet.com](#) website after logging in.
- **Social media post planning:** A promotional campaign is scheduled starting from February 2022 on the Italian market. We hope that the material provided will support you organizing your campaigns locally.

For any further information you may need, please contact our PVC-U Fittings Product Manager Mrs. Silvia Porcile at sporcile@aliaxis.com

Best regards,

Industry Category Manager pipe and fittings EMEA

Luca Palman