

Fernco launch new drainage coupling for pipes encased in concrete: **ICON Coupling**



These high margin products, easily connect drain pipes when it's difficult to connect a traditional coupling on the outer surface. For example, when one of the pipes is encased in concrete. The alternative to this example is for the contractor to spend hours chipping away the encasing concrete.

The Icon Pushfit range consists of six variations designed to provide straight connections to DN100 and DN150 pipes, or to provide adaptor connections when DN100 pipes are connecting to DN150 pipe sizes. Connections can be made to any pipe material via their internal surfaces.

The materials and applications conform to the latest standards for below ground applications, plus are backed by WSAA Appraisal, whilst the visual appearance remains minimal when installed making it also ideal for above ground applications.

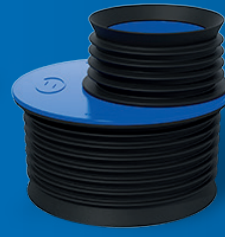
Hydroflow Code	Manufacturer Code	Nominal Dia. (mm)	Description	Common Pipes
FIC95P	IC95P	100	For connecting two pipes with internal diameters: 93mm-98mm	4" EARTHENWARE
FIC95-100P	IC95-100P	100	For connecting two pipes with small differences in internal diameters. Internal diameter pipe 1: 93mm-98mm Internal diameter pipe 2: 99mm-104.5mm	4" EARTHENWARE To... 4" DWV / PVC 4" CAST IRON 4" SUPERSLEEVE
FIC100P	IC100P	100	For connecting two pipes with internal diameters: 99mm-104.5mm	4" DWV / PVC 4" CAST IRON 4" SUPERSLEEVE
FIC150P	IC150P	150	For connecting two pipes with internal diameters: 148mm-153mm	6" DWV / PVC 6" CAST IRON 6" SUPERSLEEVE 6" EARTHENWARE
FIC95-150P	IC95-150P	100-150	For connecting DN100 pipes to DN150 pipes: Internal diameter DN100 pipe: 93mm-98mm Internal diameter DN150 pipe: 148mm-153mm	4" EARTHENWARE To... 6" DWV / PVC 6" CAST IRON 6" SUPERSLEEVE 6" EARTHENWARE
FIC100-150P	IC100-150P	100-150	For connecting DN100 pipes to DN150 pipes: Internal diameter DN100 pipe: 99mm-104.5mm Internal diameter DN150 pipe: 148mm-153mm	4" DWV / PVC 4" CAST IRON 4" SUPERSLEEVE To... 6" DWV / PVC 6" CAST IRON 6" SUPERSLEEVE 6" EARTHENWARE



4" Straight Connection
(IC95P, IC95-100P, IC100P)



6" Straight Connection
(IC150P)



4"-6" Adaptor Connection
(IC95-150P, IC100-150P)

Find the product you need in seconds



Here are some points to consider for when the stock arrives in your branch...

1) Product placement:

The Icon Pushfit Range is a new innovation and therefore unlikely to be known of by contractors. To gain initial interest place stock/samples on or near your counter to gain maximum exposure. We have point of sale displays available if required, just get in touch.

2) Explain the applications:

The new internal couplings will suit all 4" / 6" pipes. The user will see the benefits of this product when they struggle to secure an external connection using a traditional coupling, usually when the pipe has previously been encased in concrete. An easy way to establish the products into your market could be to discuss it with anyone who is already buying couplings for drainage as these will be quick win customers. Please see table Icon size ranges.

3) Upsell with pipes:

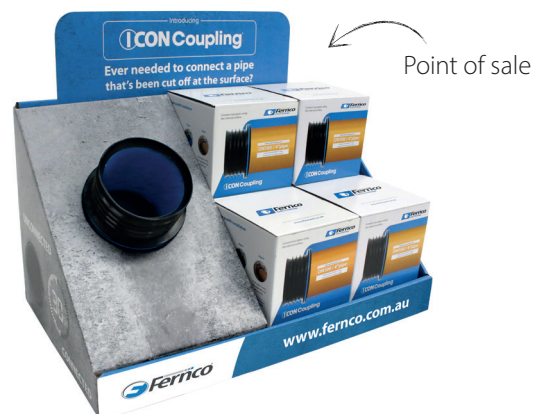
If a customer is buying DN100 (4") / DN150 (6") pipe, this presents a perfect opportunity to introduce the Icon Pushfit and, if possible, upsell the product with their order.

4) Justify the price if needed:

The products are designed to turn hours of labour time into a 30 second job when a pipe is cut off at the floor/wall or surrounded in concrete with no way to fit an external coupling. These products simply push into the existing pipe without the need to dig out or remove any concrete/brick surround – the value of time saved far exceeds the cost of the products.

5) It's not just for plumbers:

The Icon Pushfit Range can have multiple uses across many sectors not just plumbing and drainage. Make sure to ask your customer the right questions.





Step 1

Clean the internal surface of the pipe from slurry and debris.



Step 2

Push the Icon into pipe 1 up to the product's pipe stop.



Step 3

Push pipe 2 onto the opposite end of the Icon.

Ensure that the tapered edge on the rubber sleeve does not fold back when inserting into the pipe.

Here are some of the common pipes and the applicable connection...

Pipe Type	Nominal Diameter (mm)	Internal Diameter (mm)	Icon Pushfit Product Code	
Twinwall Stormwater Pipe	100	95	IC95P	
Solvent Cement PVC Pipe	100	96		
Crevet Double Spigot Cast Iron	100	97.5		
Pipe Connex PVC DWV	100	98.00		
PVC DWV Pipe 99.6 - 104	100	99.6 - 104	IC100P	
Cast Iron AS2544	100	100		
Cast Iron AS1631	100	100		
Vit Clay AS1741	100	100		
Ductile Iron AS2280	100	100		
FRC	100	100		
Stainless Steel	100	100		
Asbestos Cement AS1712	100	100.5		
Rehau Raupiano PVC	100	104.6		
Twinwall Pipe	150	148		IC150P
DWV Pipe 149-152mm	150	149 - 152		
Concrete Pipe	150	150		
Cast Iron AS2544	150	150		
Cast Iron AS1631	150	150		
Vit Clay AS1741	150	150		
Ductile Iron AS2280	150	150		
FRC	150	150		
Galvanised Iron	150	150		
Stainless Steel	150	150		
Rehau Raupiano PVC	150	152.2		