

# The Blue Line

The Foust Marketing, Inc. Newsletter

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## New and Improved NIBCO Website



We are very excited to announce that they recently launched their new and improved NIBCO website. The new site features a new design, better search functionality, easier and faster navigation, and expanded features.

Their website is the most public marketing vehicle, and they want the new website to better serve their customers and enable them to quickly and easily find the information they need.

The new platform integrates the three NIBCO family brands, Webstone®, Sure Seal® and Chemtrol®, for a one-stop, seamless experience. NIBCO's standalone sites, including the NIBCO Poland site, have been integrated onto one platform enabling all users to have the same experience.

The redesigned site features:

- Better and faster search functionality across all 36,000 flow control products
- Improved product "Where to Buy" feature that directs visitors to stocked distributors in their area
- Build-A-Submittal function
- Download library with improved filters
- CAD/BIM product database with more than 1,200 product families and over 11,000 SKUs

Visit [www.nibco.com](http://www.nibco.com) to see the new website for yourself.

### Industry Events

- TWQA (Texas Water Quality Association)  
Frisco, TX  
Jul 25-28, 2022  
[www.twqa.org](http://www.twqa.org)
- MSSA (Mid-South Sign Association)  
Chattanooga, TN  
Jul 27-30, 2022  
[www.midsouthsign.org](http://www.midsouthsign.org)
- TSSA (Tri-State Association)  
Joplin, MO  
Aug 4-6, 2022  
[www.tristatesign.org](http://www.tristatesign.org)

### Notes of Interest

- "Look to the LORD and his strength; seek his face always."  
—1 Chronicles 16:11
- "A little bit of summer is what the whole year is about."  
—John Mayer

### Company News

- Foust Marketing offers a complete line of chemical feed equipment from skids, pumps, controllers, and accessories.

## Discover King StarBoard® ST for a Variety of Innovative Applications



Sort your trash and recyclables in a Dual Purpose Receptacle, as seen here, designed with a

3/4" gauge, 48" x 96" size sheet of King StarBoard® ST in mocha brown. One side for trash, one side for easy disposal of recyclables. The trash receptacle helps sort, seal out odors and protect the waste from weather, wind, and animals.

Essentially maintenance free!

King StarBoard® ST, the polymer building sheet that lasts a lifetime, will not rust, delami-

nate or rot when exposed to UV, humidity, or water. It is one of our most scratch-resistant polymers, making it an excellent construction material for cabinetry, furniture, and architectural partitions. The polymer sheet never needs painting or refinishing, works like wood, and is easy to fabricate using standard woodworking tools and techniques. For more information, visit [www.kingplastic.com](http://www.kingplastic.com).

## IPS Weld-On®—Certification for Solvent Cement Welding Plastic Piping



Weld-On's technical training is available to our distribution partners and their customers. The training is a value added benefit! Training sessions are also NOW available via online classes if needed.

Foust Marketing in partnership with Weld-On offers basic training, and industrial training with certification to ASME B31.3. The industrial training includes the Weld-On seminar, field practice, and bonder qualification. With the bonder qualification the participant makes a pipe joint assembly with pipe and end caps. The assembled sample is then hydrostatically pressure tested per ASME B31.3 bonder qualification standard. If the sample passes the pressure test, a qualification card is issued to the participant. Contact our sales team to setup training.

## Mativ Merges with SWM (Delstar)



We are pleased to announce the completion of the merger of equals between SWM (Formerly Delstar) and Neenah, Inc. as of July 6, 2022. Today, SWM and Neenah are now Mativ, a global leader in specialty materials.

Mativ manufactures an extensive line of Coretec™ profile extrusion products. Mativ manufactures high-end tubing, rods, pipes, and open-profile shapes designed to meet aggressive requirements related to temperature, chemicals, moisture, and other extremes. They produce a range of stock tube, rod, and

pipe materials, as well as customized solutions, and take pride in their ability to offer unmatched products and services to demanding industries.

Through best-in-class innovation and unrivaled collaboration, they are making products and solutions stronger and safer for industries of today and tomorrow.

Their organization will be led by their proven management team, which reflects our combined organization's strengths and capabilities. Your sales, customer service, and R&D team will not change. As of right now, your invoicing and ordering terms, process, and service level will not change.

## Win Personalized Louisville Slugger!

Foust Marketing is offering the opportunity to win a prize in this issue of [The Blue Line](#).

The dog days of summer baseball are back! We are offering personalized Louisville Slugger bats to the top three entries courtesy of NIBCO and Foust Marketing.



Enter by visiting below link with the answers to the questions.

1. What are one of the redesigned features of the new and Improved NIBCO Website?
2. What does the trash receptacles made from King StarBoard® ST help seal out?
3. What type of training does Foust Marketing offer in partnership with IPS Weld-On?

4. With the merger of Mativ and SWM, what are some of the products that will now be offered by Mativ?
5. What did John Mayer say about the summer?

Winner of the Sand Cloud sand-free, quick-dry beach towel courtesy of King Plastic and Foust Marketing.

**Cortney Narup**  
Sidener Environmental—St. Louis

Complete the entry form at [www.foustmarketing.com/entry-form](http://www.foustmarketing.com/entry-form).



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### Main Office

Foust Marketing, Inc.  
P.O. Box 7413  
The Woodlands, TX 77387-7413  
Tel: 281-296-2500  
Fax: 281-296-2566  
[www.foustmarketing.com](http://www.foustmarketing.com)

Pulsafeeder



NIBCO



King



Harrison



IPS



Mativ



Lutz



Champion

