

Nothing Protects Like Gray

McWane DuraPipe



” McWane | DuraPipe™

Nothing Protects Like Gray

Despite being technically superior, DuRa Pipe™ cast iron pipes and fittings were easy to overlook. In a category where competitors' red and green pipes dominated job sites and spec conversations, DuRa Pipe's gray, dual-coated system was often passed over before it was even considered. DuRa Pipe™ needed to break through default behavior in a low-awareness category, earn a place earlier in the spec process and elevate “protection” beyond surface-level visual cues.

Our insight was that when infrastructure fails, reputations crumble. What's hidden behind the wall isn't just pipe. It's a reflection of judgment. In a world of rising infrastructure risk, outdated specs and color-based assumptions aren't safe. While engineers and specifiers rely on habit to move fast. Habit is often the real hazard.

Our strategy was to reframe gray from a visual weakness into a symbol of unmatched protection, using the connection point: **“Nothing protects like gray.”**

The campaign leveraged the fierceness of the gray wolf as a visual metaphor for the protection only DuRa Pipe™ could deliver. In the wild, weakness doesn't get a second chance. And neither do commercial buildings. DuRa Pipe™ was positioned as engineered to protect not just plumbing systems, but the reputations and investments behind them.

The campaign came to life through a fully reimagined collateral system—sales brochures, spec sheets, and trade show signage—paired with organic and paid social designed to challenge category norms and shift the color conversation. We transformed gray pipe from drab to the leader of the pack, turning a perceived brand weakness into a competitive strength.

NOTHING PROTECTS LIKE GRAY



Built to survive. Engineered to outlast. DuRa Pipe™ starts with the same high-strength cast iron core trusted for generations. But instead of single-layer protection, each pipe is fortified with a dual coating — sealed inside and out. For double the defense against corrosion and harsh environments. Making it tougher. Smarter. And more resilient.



TYLER PIPE & COUPLING VERSION

The pipe that leads the pack.

Introducing the next generation of dual-coated pipe for aggressive DWV applications.

In the wild, weakness doesn't get a second chance. And the same goes for your DWV system. One corroded pipe can bring an entire operation to its knees. That's why DuRa Pipe™ is the right choice for aggressive applications.

What makes DuRa Pipe™ different?
Our full line of DuRa Pipe starts with our same high strength, U.S.-made cast iron trusted for generations. Then, we apply our enhanced epoxy coating, taking the system beyond standard cast iron performance with dual coatings inside and out. Specifically designed for environments exposed to corrosive substances, DuRa's dual coating is built to fend off both internal and external threats.

UP TO 2X THICKER

DuRa Pipe combines the optimal flow and excellent corrosion resistance of plastic pipe with cast iron's strength, sound attenuation, non-smoke and non-flammability needed for plenum applications. Making it tougher. Smarter. And more resilient.

**RESISTANT TO EXTREME CORROSIVES
RESISTANT TO SALT WATER,
AGGRESSIVE SOILS AND OTHER
EXTERNAL CORROSIVES**

Dual coated for zero worry.
DuRa Pipe features dual coating technology that provides interior and exterior protection specialized for unique environments. Purpose selected. Purpose driven. Purpose proven.

FIERCE PROTECTION INSIDE AND OUT

Important Note: This is not an equivalent or viable option for acid waste pipe.
Disclaimer: Tyler Pipe and Coupling is a registered trademark and DuRa Pipe is a trademark of McWane, Inc.

Ideal applications:

- Commercial kitchens
- Hospitals & medical offices
- Casinos
- Soda fountains
- Seasonal occupancy buildings
- Any area exposed to chemicals with pH range of 2 to 12

FITTINGS
Fully coated with fusion-bonded epoxy for consistent performance in harsh environments.

SIZE & AVAILABILITY

- Sizes: 2" to 15"
- Types: No-Hub and Service Weight
- Pipe Length: 10 ft

DuRa Pipe™
2,223,144 followers

Nature has its guardians. Now infrastructure does too. DuRa Pipe™ is the next generation of dual-coated pipe and fittings for aggressive DWV applications. With up to 54% more coating than other products, it goes beyond standard protection. Built not just to survive but to protect your systems, your reputation and your bottom line. Come see it in person. Stop by the McWane booth #XXXX at ASPE this September.



NOTHING PROTECTS LIKE GRAY

Stop by the McWane booth #XXXX at ASPE this September. [Learn More](#)
www.tylerpipe.com/products/dura-pipe/

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Heading to ASPE? Visit the McWane Plumbing booth #106 to see DuRa Pipe™ in person. As the next generation of dual coated pipe for aggressive DWV applications, it's engineered to outlast any challenge.

- ✔️ Dual coating inside and out for maximum corrosion protection
- ✔️ Coatings up to 2X thicker than competitors
- ✔️ U.S.-made cast iron strength for unmatched durability

While you're there, check out our full family of plumbing products and get expert advice from our Technical Services team.



LEADS THE PACK

Come see it in person. Stop by the McWane Plumbing booth #106 at ASPE. [Learn More](#)
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That's a wrap on ASPE. Thanks to everyone who stopped by the McWane Plumbing booth to check out DuRa Pipe™ and our complete line of plumbing products.

Didn't make it to the show? You can still connect with our Technical Services team for info and support on your next project. Message me for details. And learn more about DuRa Pipe™ here:

[Insert link to DuRa Pipe webpage]



DUAL COATED. ZERO WORRY.

Nothing protects like gray. DuRa Pipe® [Learn More](#)
www.tylerpipe.com/products/dura-pipe/

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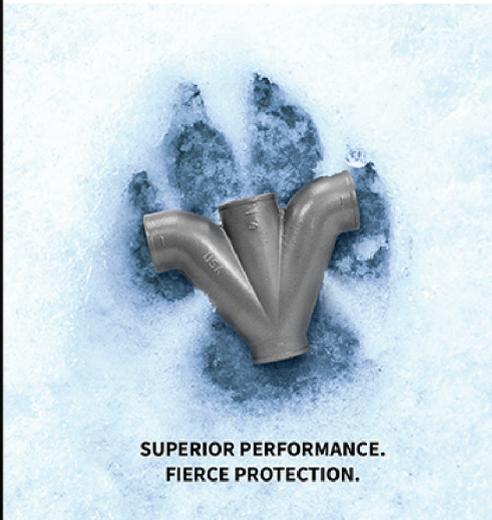
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DuRa Pipe™
2,223,144 followers

If you didn't get a chance to see DuRa Pipe™ at ASPE, here's what makes it different:

- ✔️ Best-in-class dual coated pipe for aggressive DWV systems
- ✔️ Coatings up to 2X thicker than competitors
- ✔️ U.S.-made cast iron strength core

Got a project that involves commercial kitchens, hospitals, casinos or any area exposed to chemicals within a pH range of 2 to 12? Let's connect.



SUPERIOR PERFORMANCE. FIERCE PROTECTION.

Nothing protects like gray. DuRa Pipe® [Learn More](#)
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DuRa PIPE

NOTHING PROTECTS LIKE GRAY

Introducing the next generation of **dual-coated pipe** for **aggressive DWV** applications.



AB&I
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