



## McElroy's PolyHorse™ Pipe Handling System

### Help to Achieve 150% Productivity Improvements Fusing 3'' - 20'' (90 mm – 500 mm) HDPE Pipe

#### 1. Product Description

The McElroy PolyHorse consists of a series of adjustable racks to store and help install pipe on the jobsite. For use with polyethylene pipe sizes 3'' through 20'' OD (90 mm - 500 mm), the PolyHorse can reduce manpower expenses, provide an efficient, less hazardous environment for handling pipe bundles, and enhance productivity by as much as 150%.



The polyethylene pipe is off-loaded from the delivery truck directly onto the PolyHorse, off the ground and out of the way, until needed. In use, the operator rolls the pipe down the rack and onto the integrated pipe rollers where it is easily loaded into a McElroy fusion machine. This eliminates the costs of operating a backhoe or other lifting device along with the associated manpower.

The PolyHorse's productivity-enhancing design was recently bolstered by the addition of the PowerAssist. The PowerAssist is a hydraulically powered roller that helps maneuver the pipe up, down, and into your fusion machine. The accessory easily taps into the fusion machine's hydraulic facer lines with no tools required to perform the addition of equipment.



#### 2. Target Market and Positioning Strategy

The PolyHorse, combined with McElroy's line of PolyPorters, pipe stands, and other pipe-handling equipment, can provide significant productivity gains when installing HDPE pipe on jobsites. These tools are part of enabling technologies that speed up the fusion process and lower the cost of installing HDPE pipe on many projects. Research has shown that a significant barrier to the adoption of HDPE pipe is the perceived complexity of the pipe installation. The PolyHorse, with its potential for one operator fusing even large-diameter pipe, negates this perceived complexity.

The PolyHorse is targeted at any underground contractor, municipality or utility installing 3” to 20” OD (90 mm – 500 mm) pipe. It is suitable for use with McElroy fusion machines from the PitBull® No.14 to the TracStar® 500. In addition, the PolyHorse makes an excellent addition to distributor rental fleets providing both additional revenue opportunity and enhancing the distributor’s image as a provider of HDPE pipe fusion expertise.

### 3. Product Details

#### a. Configurations

- **Part No. 1875501:** Basic PolyHorse Kit with three horizontal trusses, three vertical stanchions, six screw jacks for holding and leveling the trusses, two stationary roller supports, one pivoting roller support, and one speed wrench. To learn more about this configuration, visit the following URL:  
[http://www.mcelroy.com/fusion/accessories/polyhorse/opt\\_machine.htm](http://www.mcelroy.com/fusion/accessories/polyhorse/opt_machine.htm)
- **Part No. 1875502:** PolyHorse Kit with PowerAssist Option comes with three horizontal trusses, three vertical stanchions, six screw jacks for holding and leveling the trusses, two stationary roller supports, one powered roller, and one speed wrench. To learn more about this configuration, visit the following URL:  
[http://www.mcelroy.com/fusion/accessories/polyhorse/opt\\_machine.htm](http://www.mcelroy.com/fusion/accessories/polyhorse/opt_machine.htm)
- **Part No. 1874401:** PowerAssist Roller Assembly Kit. Complete attachment kit to replace one pivoting roller support with one powered roller. To learn more about this configuration, visit the following URL:  
[http://www.mcelroy.com/fusion/accessories/polyhorse/opt\\_machine2.htm](http://www.mcelroy.com/fusion/accessories/polyhorse/opt_machine2.htm)

#### b. Features and Benefits

- Three truss system with rollers reduces the need for additional manpower and equipment
- Pipe can be loaded directly from a truck to the PolyHorse without unbundling, reducing the hazard of unbundled pipe
- Modular design allows for the use of additional trusses and rollers to meet various jobsite needs
- Handles a range of pipe sizes from 3” to 20” OD (90 mm – 500 mm)
- When combined with a McElroy fusion machine, up to 150% increase in the number of fused joints per day
- The new PowerAssist easily taps into the fusion machine’s hydraulic facer lines with no tools, allowing the user to more easily maneuver pipe up, down, and into the fusion machine.
- Patent-pending design

#### c. Specifications

For specifications on the PolyHorse, visit the specifications page located at this URL:  
<http://www.mcelroy.com/fusion/accessories/polyhorse/specifications.htm>

#### **d. Pricing**

The most current list prices for the PolyHorse are available on the McElroy website: [http://www.mcelroy.com/fusion/accessories/polyhorse/parts\\_machine.htm](http://www.mcelroy.com/fusion/accessories/polyhorse/parts_machine.htm). Normal distributor discounts apply.

### **4. Collateral Material Availability and Description**

#### **a. Specification Sheets**

A specification sheet in Adobe Acrobat PDF format can be downloaded from the website at this URL: <http://www.mcelroy.com/specsummary/polyhorsespecsheet2009.pdf>

#### **b. Product Manual**

The PolyHorse user's manual in Adobe Acrobat PDF format can be downloaded from the McElroy website at this URL: [http://static.mcelroy.com/parts\\_finder/documents/2682.pdf?1669577181](http://static.mcelroy.com/parts_finder/documents/2682.pdf?1669577181)

#### **c. Catalog Placement**

The current McElroy catalog features a two-page spread for the PolyHorse showing complete product information including various configuration examples. Reprints of these pages are available in Adobe Acrobat PDF format from the McElroy website at this URL: <http://www.mcelroy.com/catalog/polyhorse.pdf>.

#### **d. Photography and Video**

Images suitable for websites, PowerPoint presentations, email newsletters, etc., are available at <http://www.mcelroy.com/fusion/accessories/polyhorse/images.htm>

A video of the PolyHorse in action is also available on the McElroy website at this URL: <http://www.mcelroy.com/fusion/accessories/polyhorse/polyhorsevid.htm>

An animation of the PolyHorse and PowerAssist is available on the McElroy website at this URL: <http://www.mcelroy.com/fusion/accessories/polyhorse/animations.htm>

#### **e. Drawings, part numbers, and additional information**

McElroy's Parts Finder has also been updated to include complete drawings and parts ordering for the new PolyHorse. Go to this URL: <http://fusion.mcelroy.com/parts/exec?service=external/Home&sp=S1875501>

#### **f. Case Study Results**

A white paper showing the results of a jobsite case study and the gains in productivity is available at: <http://www.mcelroy.com/fusion/articles/polyhorse.htm>

A PowerPoint Presentation that outlines the features and benefits of the PolyHorse in more detail is also available at: <http://www.mcelroy.com/documents/AMIPP08c2.ppt>

## **5. Advertising and Promotions**

### **a. Email Campaigns**

As part of McElroy's on-going "product update" email campaign, The PolyHorse was featured on 6/4/2008. This email was sent to 600 owners of McElroy equipment that is compatible with the PolyHorse. A copy of this email can be found at:

<http://mcelroy.com/documents/productupdates/polyhorse.htm>

### **b. Features in Email Newsletters**

The PolyHorse was featured or mentioned in the following editions of the McElroy Connections email newsletter

February 2007: [http://www.mcelroy.com/fusion/newsletter/February\\_07.htm](http://www.mcelroy.com/fusion/newsletter/February_07.htm)

November 2007: [http://www.mcelroy.com/fusion/newsletter/November\\_07.htm](http://www.mcelroy.com/fusion/newsletter/November_07.htm)

April 2008: [http://www.mcelroy.com/fusion/newsletter/april\\_08.htm](http://www.mcelroy.com/fusion/newsletter/april_08.htm)

June 2008: [http://www.mcelroy.com/fusion/newsletter/june\\_08.htm](http://www.mcelroy.com/fusion/newsletter/june_08.htm)

August 2008: [http://www.mcelroy.com/fusion/newsletter/august\\_08.htm](http://www.mcelroy.com/fusion/newsletter/august_08.htm)

October 2008: [http://www.mcelroy.com/fusion/newsletter/october\\_08.htm](http://www.mcelroy.com/fusion/newsletter/october_08.htm)

November 2008: [http://www.mcelroy.com/fusion/newsletter/november\\_08.htm](http://www.mcelroy.com/fusion/newsletter/november_08.htm)

### **c. Magazines/Journals and Other Print**

The PolyHorse continues to be promoted through various advertisements, product placements, feature articles, case studies, etc., in various industry publications.

### **d. Direct Mail**

The Polyhorse has also been featured in various direct mail campaigns with the most recent being April 2008. These campaigns have been targeted to owners of McElroy fusion equipment in the same size range as the PolyHorse.

Future mailings are planned for 2009 to highlight the addition of the PowerAssist option.

### **e. Web Ads – Internal and Purchased**

The PolyHorse is also featured in the "rolling" ads that appear on the McElroy fusion website home page. Currently no paid web placements are being used.

## **6. Public Relations**

### **a. Press Releases/Media Kits**

In February 2007, a press release was sent to numerous industry magazines and other media outlets. A copy of the initial press release can be found here:

<http://www.mcelroy.com/fusion/pressreleases/polyhorse.htm>

The PolyHorse was also mentioned in the July 2007 press release for the Manual Fusion Stand that can be found here:

<http://www.mcelroy.com/fusion/pressreleases/manualfusionstand.htm>

In March 2009, McElroy issued a news release regarding the introduction of the PolyHorse PowerAssist attachment. A copy of the news release can be found here:

<http://www.mcelroy.com/fusion/pressreleases/powerassist.htm>

## **7. Trade Shows, Seminars and Open Houses**

Information and images of the PolyHorse are present at most trade shows where McElroy exhibits. At ConExpo 2008, a PolyHorse was on display complete with pipe and a TracStar fusion machine. This provided for a very effective visual so that booth visitors could see first hand, the features and benefits of the PolyHorse.

Plans are in place to display the PolyHorse at the ICUEE show in 2009.

The PolyHorse with PowerAssist will also be part of McElroy's 2009 Road Show.