

# **Crown Asia Chemicals Expands Product Line**

**Publicly listed Crown Asia Chemicals Corporation ( Crown Asia ), manufacturer of premium PVC compounds and world Class CROWN pipes, recently launched its new product offering, the CROWN ENDURO line.**

**The ENDURO line is a complete range of pipes and fittings for sanitary and drainage pipes made for value conscious markets. It offers good value for money with the same reliable product quality and strength that professionals and consumers have come to expect from CROWN PIPES.**

**The new ENDURO line was launched to reach out to a largely underserved market segment, a prime example of which are the mass housing projects which provide affordable dwellings to the broader base of the mass population with estimated backlog of 5.0 million units.**

**The ENDURO will also be marketed thru traditional sales channels like wholesalers, dealers and hardwares nationwide.**

**"We expect our value engineered ENDURO pipes will broaden our market base by servicing the mass housing market and value conscious consumers with high quality yet affordable sanitary and drainage pipes. No doubt this inroad will contribute to increase our revenue stream even further. " Said Derrick P. Villanueva, General Manager of the PIPE Division.**

**The launching of the ENDURO line comes in the heel of the company's recently introduced PPR and HDPE pipes which are required by projects that specify high pressure strength pipes. The company is also looking forward to manufacture heavy duty and wider diameter CROWN PVC pipes for drainage purposes in the very near future.**