

BIONAX®

IPEX Celebration Encourages Guests to 'Experience the Exceptional'

This past May, more than 900 Ontario municipal engineering staff and consulting engineers converged in London, ON for the annual spring Ontario Water Works Association (OWWA) Conference and Tradeshow to network and learn about technical, regulatory and equipment developments in the water industry. The conference combines educational sessions with a tradeshow that features 100+ manufacturers of water industry products and services.

“The OWWA conference is an excellent opportunity for us to grab the attention of key industry decision makers and reinforce everything that is exceptional about IPEX and the Bionax product line; including the new pipe sizes we are bringing to market”, commented Bill Hawke, Marketing Manager – IPEX.

As the 2014 OWWA Conference Platinum Sponsor, IPEX unveiled these new additions to the Bionax line in similar fashion to Bionax’s initial launch in 2008—with an exciting and entertaining celebration. In 2008, IPEX’s Bionax Monster Event was a memorable experience that marked the introduction of Bionax pipe.

This year, former Toronto Maple Leaf captain Wendel Clark and Olympic Hockey Gold Medalist Jayna Hefford hosted IPEX’s open-house-style celebration, offering each of the 200 “Experience the Exceptional” guests their own personal framed and signed photo opportunity. Other event highlights included a Bionax information station, Mysterion the Mind Reader and an Oculus Rift virtual reality console.

