

FOR DRAIN AND PIPE CLEANING, INSPECTION AND REHABILITATION PROFESSIONALS

JULY 2020  
CLEANER.COM

# Cleaner®

BETTER BUSINESS / 32  
SAFETY FIRST / 52  
INDUSTRY NEWS / 64



**NEXT PLUMBING'S SECRETS FOR  
RETAINING TOP TALENT**  
/ 36

**MONEY  
MACHINES**  
/ 46

# BUILDING A BRAND

A MEMORABLE MASCOT AND DISTINCTIVE  
RADIO ADS PROMOTE SAN DIEGO FIRM'S  
SERVICES AND PUSH PROFITS HIGHER / 16



**BEST OF THE DECADE**  
OUR TOP TECH STORY TAKES  
THE GUESSWORK OUT OF  
BORE PLANNING / 26







**WHEN YOU  
NEED AN  
EXTRA HAND**

## The Power-Vee®



When a drain cleaning job puts you in a tight spot, using the Power-Vee is like having an extra hand. Just squeeze the feed lever and the Flexicore® cable spins into the line at up to 16 feet per minute. Retracting the cable is just as easy.

An indispensable tool for any Pro, the Power-Vee, with its quick-change cable cartridge system, durable metal and Dyna-thrust bearings, easily clears sinks, tubs and laundry drains.

Upgrade from manual feed machines. Have a Power-Vee ready for your next tight spot. It puts power in the palm of your hand.

Call the Drain Brains® at 800-245-6200, or visit [www.drainbrain.com/powervee](http://www.drainbrain.com/powervee)



© 2020 General Wire Spring

**The toughest tools down the line.™**

**General  
PIPE CLEANERS**





THE LEADING SUPPLIERS OF HIGH QUALITY  
CURED-IN-PLACE-PIPE (CIPP) PRODUCTS IN NORTH AMERICA

**EXPERIENCE INNOVATION SERVICE SUPPORT**



**SPRAYED-IN-PLACE-PIPE  
COATING SYSTEM**



**CURED-IN-PLACE-PIPE  
INSTALLATION EQUIPMENT**



**PIPELINING MATERIALS  
LINERS-RESIN-CALTUBE-PULL TAPE**



**PIPE CLEANING AND  
INSPECTION EQUIPMENT**

1-833-663-2477 | [PARAMOUNTPIPELININGPRODUCTS.COM](http://PARAMOUNTPIPELININGPRODUCTS.COM)  
SALES @ [PARAMOUNTCIPP.COM](mailto:PARAMOUNTCIPP.COM)

**1-833-ONE-CIPP**



THE INDUSTRY'S BEST NEW FRANCHISE OPPORTUNITY:

# Z PLUMBERZ

A BELFOR  COMPANY

We're here to lead the industry. Are You?

Z PLUMBERZ is the choice for plumbing and drain cleaning specialists who want to break away from the pack and become a stand out business in their markets.

CALLING ALL PLUMBING & DRAIN CLEANING BUSINESS OWNERS:



We want YOU to join our Z PLUMBERZ family!

Our blueprint for a successful business:

- Proven business model
- Established training system
- Sales & marketing support
- Customer-focused approach
- Professional branding



If you're a skilled, dependable, and motivated plumber or drain cleaning professional, and you're ready to take your business to the next level, Z PLUMBERZ has the opportunity you've been looking for.

Now's the time to start leading the industry.  
Become a Z PLUMBERZ owner today!

Ready to get started?

Call **866.351.1746** or visit [zplumberzfranchise.com/cleanermag7](http://zplumberzfranchise.com/cleanermag7) to learn more.



3 COMPANIES



1 COMMITMENT

# WASTEWATER

HELPING **ESSENTIAL INFRASTRUCTURE** ENDURE

## DRAIN INSPECTION & CLEANING



- cable machines
- drain cameras
- cables & blades
- leak detectors
- jettors
- locators
- rentals



[www.mytana.com](http://www.mytana.com)  
(800) 328-8170

## SEWER INSPECTION



- crawlers
- zoom survey cameras
- push cameras
- lateral launch
- video nozzles
- manhole scanners
- software
- CCTV trucks
- rentals



[www.envirosight.com](http://www.envirosight.com)  
(866) 936-8476

## SEWER & DRAIN REHAB



- rehab cutters
- point repair
- CIPP light cure
- CIPP monitoring
- camera jettors
- rentals



[www.pipeliner.com](http://www.pipeliner.com)  
(866) 936-8476



# CONTENTS

July 2020

## FEATURES

- 16 **Profile:**  
**Building a Brand**  
A memorable mascot and distinctive radio ads promote San Diego firm's services and push profits higher.  
By Ken Wysocky
- 36 **Profile:**  
**The Golden Rule**  
George Garner treats both customers and employees so well that his business can't help but succeed.  
By Giles Lambertson

## DEPARTMENTS

- 10 **From the Editor:**  
**Your Version of Success**  
Every business takes a different journey on the path to success.  
By Kim Peterson
- 12 **@cleaner.com**  
Be sure to check out our exclusive online content.
- 26 **Tech Perspective:**  
**Bore Planning Made Easier**  
Intuitive and user-friendly software helps progressive contractors take the guesswork out of planning horizontal directional drilling projects.  
By Greg Ehm
- 32 **Better Business:**  
**Get a Better ROI on Your Training Dollars**  
Training is effective when it is just one part of a larger system of growth and improvement.  
By Kate Zabriskie
- 46 **Money Machines:**  
**A Clean Look**  
Rhode Island drain company uses new technology to clean and inspect drainlines simultaneously.  
By Ken Wysocky
- 52 **Safety First:**  
**Meeting Expectations**  
A commitment to safety requires actively seeking employee involvement, and it starts from the top down.  
By Giles Lambertson
- 60 **Product News**  
**Product Spotlight: UV technology speeds up CIPP projects**  
By Craig Mandli
- 64 **Industry News**



## ON THE COVER

Mitch Kenney, owner of Colepepper Plumbing & Drains, started as a one-man operation in 2014 and has grown his company rapidly into a multimillion-dollar enterprise, without letting customer service standards drop. Kenney works hard at creating a recognizable brand and hopes to open another location in the next five years.  
(Photography by Ed Carreon)

## COMING IN AUGUST

**Waterblasting & Waterjetting Cleaning and Accessories**

**MONEY MANAGER:** Learning the rules of overtime pay

**SAFETY FIRST:** In-house safety audits are good for business

**TOUGH JOB:** Dewatering challenges for a big pipeline project



NuFlow has teamed up with Pro-Kanal to introduce our newest technology, NuCure Cold Cure UV (CCUV), the original true cold cure UV-LED system. Pro-Kanal has been supplying their Double Helix, low voltage LED UV light core technology to the market since 2016. By combining Double Helix technology with NuFlow's proprietary Cold Cure UV resins we've created an evolutionary leap in light curing technology.

### WHAT MAKES NUFLOW'S UV-CURED LINING DIFFERENT?

#### Proprietary Double Helix Light Core Assembly

NuFlow's unique Double Helix CCUV technology ensures light penetrates the entire surface of the liner. The Double Helix design entwines multiple LED light ropes into 3', 10' and 30' CCUV light cores to cure the CCUV resins while creating a redundancy to ensure there are no disruptions during the process. The liners are also available as Wyes and Tees for lining branch connections, allowing for the full structural rehabilitation of a piping system. The LED light emitters significantly lower thermal emissions and are more efficient than phosphorous bulbs used in large diameter light trains. Reducing the thermal emissions is a key factor to eliminate the need for a larger footprint and additional equipment such as high CFM ventilation and air drying.

#### Cold Cure Resin Technology

NuCure CCUV resin offers many advantages over the legacy CIPP resins. These resins are shelf stable allowing the contractor to wet-out on or off-site, provides a longer pot life, and enables exceptionally fast UV cure times. NuFlow's CCUV resins cure densely within 10 to 20 minutes, drastically reducing installation times and limiting the duration of thermal energy release. The low temperatures and durations mean NuCure CCUV liners can be installed within thin walled plastic pipes, which could not be lined with other CIPP technologies. In addition, the resins have zero VOC avoiding nuisance odors and resident concerns at the jobsite.

#### NuCure GRP Liner Tubes

NuFlow's NuCure GRP Liner Tubes are engineered for performance. These seamless, radially expandable, ECR, fiberglass tubes are engineered to conform to bends and size transitions. Utilizing NuFlow's Precision PIP (push or pull-in-place) installation methods enables the CCUV to achieve reliably accurate placement without any cumbersome inversion equipment or complex robotics.

The ECR glass features inherent corrosion resistance while the fiberglass reinforcement provides a thin wall, high strength structure to avoid flow loss. The Resin Protection System consists of an integral PU outer coating which offers high thermal stability and a removable inner calibration bladder that assists with containing and evenly distributing the resin, protecting the resin from excessive bleed-out, blowout, wash-out, emulsification, and protects against resin slugs.

#### Backed by NuFlow

NuFlow equipment and liners are backed by a Manufacturer's Warranty and includes customer support from their North American Equipment Maintenance Center. The NuFlow team offers on-site training, virtual training through their Learning Management System, and true 24/7 job support. NuFlow Certified Contractors are trained with Apprentice, Journeyman and Master level courses, as well as continuing education courses, online tutorials and unique industry-specific educational intensives.





# RAT OUT YOUR ROOT PROBLEMS



Uniquely designed nozzles for big sewer line headaches – roots and encrustations in all sorts of pipe.

Interchangeable heads: chain rotor or cable rotor.

Simplified service means extra uptime.

Call 330.874.4300 to learn more about the nozzle you've been waiting for



3/8", 1/2", 1" nozzles come in kit form.



Patented • Made in USA • www.rootrat.net

## Cleaner

FOR DRAIN AND PIPE CLEANING, INSPECTION AND REHABILITATION PROFESSIONALS

Published monthly by COLE Publishing, Inc.

1720 Maple Lake Dam Rd., PO Box 220, Three Lakes, WI 54562

Call toll-free 800-257-7222 | Outside of U.S. or Canada call 715-546-3346

Mon- Fri., 7:30 a.m.-5 p.m. CST

Website: www.cleaner.com | Email: info@cleaner.com | Fax: 715-546-3786

**SUBSCRIPTION INFORMATION:** A one year (12 issue) subscription to *Cleaner* in the United States or Canada is free to qualified subscribers. A qualified subscriber is any individual or company in the United States or Canada that is involved in the inspection, cleaning, repair and installation of residential and commercial sewer lines. Non-qualified subscriptions are available at a cost of \$60 per year in the United States and Canada/Mexico. Subscriptions to all other foreign countries cost \$80 per year. To qualify, visit www.cleaner.com/order/subscription or call 800-257-7222.

Our subscriber list is occasionally made available to carefully selected companies whose products or services may be of interest to you. Your privacy is important to us. If you prefer not to be a part of these lists, please contact Holly at holly.gensler@colepublishing.com.

**CLASSIFIED ADVERTISING:** Submit classified ads online at www.cleaner.com/classifieds/place\_ad. RATE: No Photo Classified \$25 for 20 words, each additional word \$1. All classified advertising must be PAID IN ADVANCE. DEADLINE: Classifieds must be received by the first of the month for insertion in the next month's edition. PHONE-IN ADS ARE NOT ACCEPTED. Ads may be faxed only when charging to MasterCard, VISA, Amex or Discover. Please supply all credit card information with faxed ads. Be sure to include your phone number (with area code) in your ad. Make checks payable to COLE Publishing Inc. and mail with classified ad to the address above. CLASSIFIED ADVERTISING APPEARS NATIONWIDE AND ON THE INTERNET. Not responsible for errors beyond first insertion.

**DISPLAY ADVERTISING:** Contact one of our sales staff at 800-994-7990. Publisher reserves the right to reject advertising which in its opinion is misleading, unfair or incompatible with the character of the publication.

**REPRINTS AND BACK ISSUES:** Visit www.cleaner.com for options and pricing. To order reprints, call Jeff Lane at 800-257-7222 (715-350-8447) or email jeff.lane@colepublishing.com. To order back issues, call Holly at 800-257-7222 (715-350-8424) or email holly.gensler@colepublishing.com.

**CONTROLLED CIRCULATION:** 21,500 per month  
This figure includes both U.S. and international distribution.

© 2020 COLE Publishing Inc.

No part may be reproduced without permission of the publisher.



Kayla Bisnette Jim Koshuta

<b>ALLAN J. COLEMAN</b> SINCE 1905	
Allan J. Coleman Co. ....	49
Arthur Products Co. ....	24
Bucher Municipal North America Inc. ....	21
Cable Center, The ..... 14, 29	
CAM Spray ..... 34	
Fat Pumps ..... 45	
Central Oklahoma Winnelson ..... 44	
Chemac Inc. (URACA) ..... 62	
Coast Manufacturing ..... 61	
Comet Industrial Pumps ..... 34	
COXREELS ..... 24	
CUES ..... 65	
Drincables Direct ..... 55	
Duracable Manufacturing Co. .... 13	
Electric Eel Mfg. .... 50	
Envirosight, LLC ..... 5	
Enz USA, Inc. .... 63	
EPL Solutions, Inc. .... 56	
Forbest Products Co. .... 59	
GapVax, Inc. .... 71	
General Pipe Cleaners/General Wire Spring ..... 2	
GI Industries, Inc. .... 39	
Gorlitz Sewer & Drain, Inc. .... 51	
HammerHead Trenchless ..... 41	
Hannay Reels ..... 19	
Hurco Technologies ..... 57	
KEG Technologies, Inc. .... 50	
Ken-Way Corporation ..... 56	
MaxLiner USA ..... 25	
Milwaukee Rubber Products, Inc. .... 30	
Milwaukee Tool ..... 35	
Navitas Credit Corp. .... 58	

Nu Flow Technologies ..... 7	
Paramount Pipe Lining Products LLC ..... 3	
Pearpoint (USA) ..... 11	
Petersen Products Co. .... 54	
Picote Solutions ..... 59	
Pipe Lining Supply ..... 10	
Pipe Tools, Inc. .... 56	
Pipeline Renewal Technologies ..... 33	
PrimeLine Products, Inc. .... 57	
Ratech Electronics, Ltd. .... 61	
RELINER/Duran Inc. .... 44	
Rock Equipment Sales & Rentals ..... 15	
RODDIE, Inc. .... 30	
Root Rat ..... 8	
Rooter Hero Plumbing ..... 9	
SECON ..... 63	
ServiceCore ..... 50	
Sewer Equipment CO. of America ..... 43	
Sewer Pro Shop, LLC ..... 58	
Sonetics ..... 31	
Southland Tool Mfg. Inc. .... 23	
Spartan Tool, LLC ..... 72	
SubSurface Instruments, Inc. .... 62	
SubSurface Locators, Inc. .... 61	
T&T Tools, Inc. .... 54	
The Strong Company, Inc. .... 47	
Ultra Shore ..... 63	
USB-USA LLC ..... 14	
Vivax-Metrotech Corp. .... 24	
Warthog Nozzles by StoneAge ..... 20	
Westmoor Ltd. .... 58	
Z PLUMBERZ ..... 4	
<b>Classifieds</b> ..... 68-69	
<b>Marketplace</b> ..... 66-67	



# I Want to Buy Your Plumbing Company...

**And keep you on as part owner**

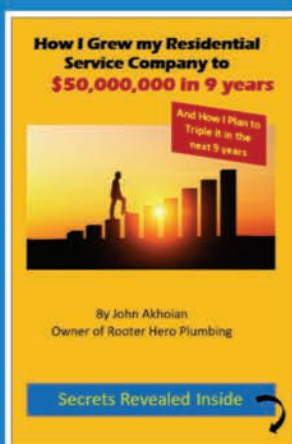
Hello, I'm John Akhoian, owner of Rooter Hero Plumbing. Imagine getting an influx of cash for your retirement or investment plans. Imagine still owning your company but letting go of the liabilities. Imagine becoming a division of a multi-million-dollar company.

**Partnering with us eliminates your headaches. You'll share our**

- Payroll Department – No more worrying about meeting payroll.
- Call Center – No more subletting the calls. We have a 97% closing ratio
- HR department – We handle the onboarding, licensing, required training, etc.
- Accounting – Our full-service department means less paperwork for you
- Recruiting – No more looking for applicants. Our recruiter will handle that for us
- Marketing – We get the phone ringing, update the website, handle radio, TV, etc.
- Training – We conduct regular sales, safety, and technical training.

**You can keep your company name or switch to the Rooter Hero brand, that's up to you, Call us at 844-311-5940. It never hurts to explore new opportunities.**

**John Akhoian**  
Owner of Rooter Hero Plumbing



P.S.  
Call today and I'll send you a copy of my latest book. It will give you an in-depth look at how to grow your business. It also tells you how a partnership with Rooter Hero can instantly improve your sales and bottom line



**All back-end costs are at our cost.  
No markup to you.**

**This is NOT a Franchise Offer  
No Fees - No Royalties  
We win, when you win.**



# Your Version of Success

Every business takes a different journey on the path to success

**B**usiness success means something different to everyone. Some people want to work for themselves. They have an entrepreneurial spirit that drives them to build and create. They want to make the decisions and set their course.

Others enjoy the work and take it seriously but don't want the added responsibility and pressure of running their own business; they are happy being a valued employee.

Obviously there's no one career path that fits everyone. We all have to find our own way.



Kim Peterson

In May, *Cleaner* featured a company that started out small — one guy going out on his own. Bizzy Bee Plumbing has since grown into a large, profitable business, passing the million-dollar mark in revenue while continuing to expand. Owner Robert Schwachenwald emphasizes quality and professionalism. He invests in advanced technology and training for his employees, and he maintains a strong marketing effort that includes custom branding.

Last month, we featured a completely different kind of company, but it's no less successful. Big Dawg Plumbing & Backflow is owned by Michael Reed, and he's a one-man operation.

It's not that Reed doesn't want to grow. He has carved out a niche in the plumbing and drain cleaning industry, has a strong clientele for whom he does backflow testing, and has built a reputation for high-end shower installation.

That reputation is important to him. It's built on his honesty and directness with customers — and it's crucial to his business. Reed hired an employee two years ago and eventually had to let him go when his high standards for service weren't being met. Having all the control over each interaction with his customers guarantees the same high level of service on each job. Because of that dedication, Reed's customers don't call someone else when he can't give them immediate service.

Here at *Cleaner*, one of the ways we measure success is how many eyes we get on our content when it's posted on the website. The analytics for our online content help gauge what topics you're most interested in and what articles you find the most helpful.

I usually only look at recent content to see how it was received, but taking a look back over previous years also provides a lot of insight into what topics are most popular and what may be worth re-visiting. Since this is the start of a new decade, I spent some time looking back at the content that filled the pages of *Cleaner* over the past 10 years.

Starting this month, for the rest of 2020 *Cleaner* will be featuring a different Best of the Decade article. July starts out with the top Tech Perspective story, which discusses how bore planning software can make your horizontal directional drilling jobs more efficient, cost-effective and safe. Vermeer provided the expert source in that article and has also contributed an update on how the technology has evolved over the past 10 years while still fulfilling the original goal of helping contractors do their jobs safely and profitably.

No matter what your version of success looks like, I hope you are on your way to achieving it.

Enjoy this month's issue. **c**

**PIPELINING SUPPLY**

**PROVIDING QUALITY, TESTED AND APPROVED MATERIALS!**

Our materials are independently tested and meets the standards of ANSI, ASTM, ICC and IAPMO.

**FULLY STOCKED WAREHOUSES**

888-354-6464 | WWW.PIPELININGSUPPLY.COM



*A compact and rugged weatherproof enclosure that can fit into an ATV, van, or pickup truck.*



## C550c HUNTER Base Station

- EASY TO USE
- PORTABLE
- COMPACT
- RUGGED



[cuesinc.com/HUNTER](http://cuesinc.com/HUNTER)

800.327.7791

[salesinfo@cuesinc.com](mailto:salesinfo@cuesinc.com)





# @Cleaner.com

Visit the site daily for new, exclusive content. Read our blogs, find resources and get the most out of *Cleaner* magazine.



## BRANCHING OUT

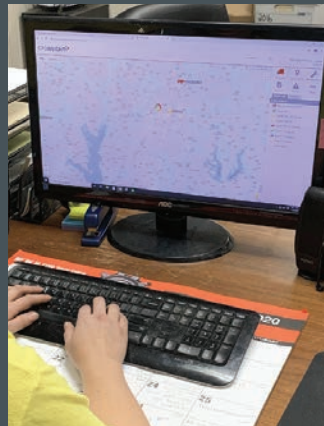
### Finding a Niche in Municipal Work

If you've stuck to serving residential customers for many years and never ventured into the world of municipal contracts, making the move could be intimidating. But if you can get a foothold with municipalities in your area and prove yourself, it can lead to consistent and profitable work. Contractors who have regularly done work on the municipal side offer some advice in this online exclusive. >>[cleaner.com/featured](http://cleaner.com/featured)

## VEHICLE TRACKING

### GPS System Improves Company's Profitability

This online exclusive takes a look at Rub-A-Dub Plumbing of Tyler, Texas, and the many benefits the company realized once it made an investment in GPS tracking software for its vehicle fleet. If that's something you've considered but haven't yet made the move, use Rub-A-Dub Plumbing's experiences with the software for some insight. >>[cleaner.com/featured](http://cleaner.com/featured)



"Everyone wants their website to rank No. 1 ... but don't obsess over rankings. Searchers are savvy to ads, and they know that just because a website is first or an ad is first, that doesn't mean it's the best choice."

— The Ways Online Marketing Has Shifted and How You Should Respond

>>[cleaner.com/featured](http://cleaner.com/featured)



## BE BOLD

### The Benefits of a Good Branding Strategy

It doesn't matter how well you can do the work if you're not the company that comes to mind for people when they encounter a plumbing-related problem. Memorable branding is vital, and the companies featured in this online exclusive have all put careful thought into how they go about it.

>>[cleaner.com/featured](http://cleaner.com/featured)



## Emails and Alerts

Visit [Cleaner.com](http://Cleaner.com) and sign up for newsletters and alerts. Get exclusive content delivered right to your inbox and you'll stay in the loop on topics important to you!

## Join the Discussion



[facebook.com/CleanerMag](https://facebook.com/CleanerMag)



[twitter.com/CleanerMagazine](https://twitter.com/CleanerMagazine)



DURACABLE DALE



WORDS OF WISDOM

IT'S NOT WHAT'S UNDER A MAN'S



FINGERNAILS

-THAT COUNTS-

IT'S WHAT'S IN HIS TOOLBOX.



CABLES



BLADES



MACHINES



DRAIN CARE

[DURACABLE.COM](http://DURACABLE.COM)



DURACABLE  
— MANUFACTURING CO —

800-247-4081

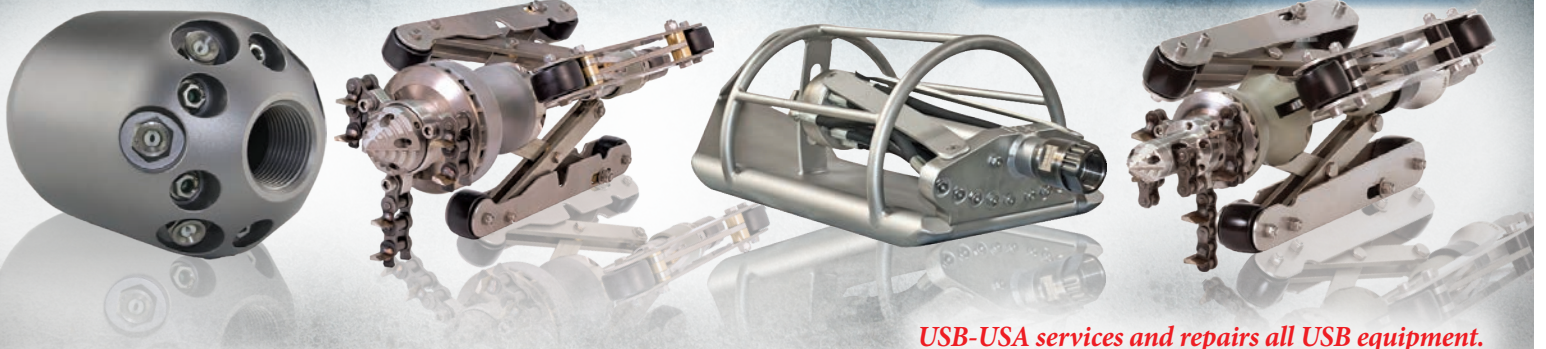
WANT PROMOTION INFORMATION? CALL OR SIGN UP ONLINE FOR TIPS & SPECIAL SAVINGS.





**TRUSTED,  
AFFORDABLE,  
LONG LASTING**

- Easily adjustable Turbo Chain Cutters from 2" – 48"
- Nozzles with 3D Fluid Mechanics capable of being used with fresh or recycled water
- High-grade stainless steel construction for long lasting quality
- Precise state-of-the-art manufacturing processes
- Low maintenance for all nozzles and root cutters
- Unmatched pricing



*USB-USA services and repairs all USB equipment.*

Contact Us Today!

1-844-285-5770 | Fax: 678-649-1766 | [info@usb-usa.com](mailto:info@usb-usa.com) | [www.usb-usa.com](http://www.usb-usa.com)

We're **OPEN** and taking **EXTREME SANITATION MEASURES** for all inbound and outbound merchandise to ensure the **SAFETY** of our customers and employees



NAVITRACK SCOUT

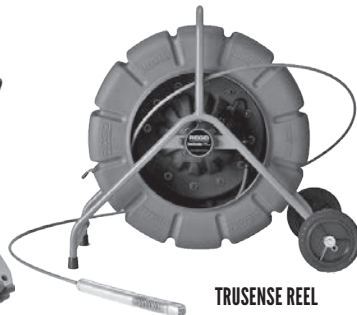


K9-204

K9-102



VERSA MONITOR



TRUSENSE REEL

## THE CABLE CENTER

1-800-257-7209

**WE WON'T BE BEATEN ON SEESNAKE PRICING**

**LARGEST  
FACTORY-AUTHORIZED  
REPAIR CENTER OF SEESNAKE**

FULL CATALOG OF RIDGID  
REPAIR PARTS AND ACCESSORIES

**24<sup>HR</sup>  
TURNAROUND  
ON REPAIRS**

**BUY  
ONLINE!**

**NO  
SALES TAX  
ON OUT-OF-STATE  
SALES**

THE CABLE CENTER  $\frac{1}{2}$  OPEN - M-F, 7AM-3:30PM CST St. Louis, MO • 314-993-3099 • [www.TheCableCenterInc.com](http://www.TheCableCenterInc.com)



**WE'RE IN THE  
EXCAVATING,  
DISPLACING,  
VACUUMING,  
JETTING,  
INSPECTING,  
LOADING,  
CLEANING,  
AND  
MAKING YOU LOOK GOOD  
RENTAL BUSINESS.**



When you require rental or used equipment for your toughest jobs, Rock Equipment Sales & Rentals is contractor tested and industry approved. Offering a large variety of equipment for the contractor market, we have machines available for immediate delivery. Financing a problem? Rock Equipment works with nationally-recognized institutions with financing programs to fit your individual needs.



**See Available Equipment:  
ROCK-EQUIPMENT.COM**

Combination  
Sewer Cleaners

Hydro Excavators

Industrial  
Air Loaders

Truck and  
Trailer Jetters

Multi-Purpose  
Tractors

Air Excavators

Camera  
Inspection



1.888.477.7906 | [sales@rock-equipment.com](mailto:sales@rock-equipment.com) | [rock-equipment.com](http://rock-equipment.com)



▼ Mitch Kenney, owner of Colepepper Plumbing & Drains, started as a one-man operation in 2014 and has grown his company rapidly, without letting customer service standards drop.

# BUILDING A BRAND

A memorable mascot and distinctive radio ads promote San Diego firm's services and push profits higher

By Ken Wysocky // Photography by Ed Carreon



**M**any factors have contributed to the dramatic and rapid growth at Colepepper Plumbing & Drains, which morphed from a one-man operation into a multimillion-dollar-a-year enterprise since its inception in 2014.

But to owner Mitch Kenney, it all essentially boils down to three simple business strategies: Charge premium service rates. Hire people who know how to sell those services. And use the company's trucks and radio ads to project a brand image that makes the phone ring.

In addition, the San Diego-based company aims to dramatically increase its drain cleaning business, which currently generates about 50% of the company's revenue. Kenney would like to see higher-margin drain work eventually produce 70% of the company's revenue.

"If customers use us to clean their drains, there's a good chance they'll use us for plumbing, too," he says.

Some plumbers might scoff at the notion that a company can succeed by charging substantially more than competitors, or that hiring salespeople is a worthwhile expenditure, or that building brand recognition should be a top priority.

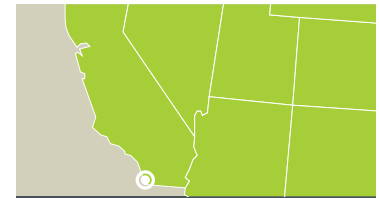
Nonetheless, it's difficult to argue with the results at Colepepper. Kenney started out with one truck in 2014; by 2018, he was running 16 service trucks. Employment grew from one to 24. And gross revenue roughly doubled every year, he says.

Furthermore, the company moved into a new 1,800-square-foot facility in 2017. And it doesn't appear as though the rapid growth has affected customer service; the company currently has a 4 1/2-star rating out of a possible five stars on Google reviews, based on more than 325 reviews.

## UNFORGETTABLE TRUCKS

The company's 16 service vehicles — mostly Nissan NV2500 high-roof cargo vans — are the linchpins in the company's branding campaign. Kenney, 34, opted for the Nissans for several reasons, including their warranties and reliability.

But he also liked their taller bodies, which provide more room for parts and equipment; each truck carries about \$10,000 worth of repair parts and other items. They also provide more space for advertising.



## Colepepper Plumbing & Drains

**LOCATION:** San Diego

**OWNER:** Mitch Kenney

**FOUNDED:** 2014

**EMPLOYEES:** 24

**SERVICES:** Residential service and repair, drain cleaning

**SERVICE AREA:** San Diego County

**WEBSITE:**  
[www.colepepperplumbing.com](http://www.colepepperplumbing.com)



» Technician Jeff Willis uses a RIDGID SeeSnake to inspect a line in a residential bathroom after clearing a blockage.





San Diego-based Colepepper Plumbing & Drains separates sales from fulfillment and lets technicians and the sales team each focus on their strengths.

## Creating a bond with customers

At Colepepper Plumbing & Drains in San Diego, an integrated marketing campaign that centers on eye-catching new vinyl wraps for service trucks also includes another important branding element: radio advertising.

Since April 2019, the company has run roughly 300 30-second radio ads a month, aimed at raising the company's profile for drain cleaning services. Mitch Kenney, company owner, declines to say how much the company spends on radio ads, but notes that it works.

"It's a lot of money," he says. "But we know it's been successful because we always ask customers how they heard about us."

Kenney decided to invest in radio advertising because he heard how successful it could be both from speakers at seminars and from his experience at other plumbing companies. He believes his company's ads make the company's phones ring because they create a likeable image for the company that's relatable to the average customer, as opposed to ads that do little more than tout a company's abilities.

"We call it customer bonding," he explains. "Most companies use typical ad speak: 'We're Joe's Tile. We're the best tilers on the planet, and we've been doing it since 1952,' for instance. Most people just tune out stuff like that. But our ads don't sound like your typical radio ads."

Most of the ads are humorous and center on two things: a \$71 drain cleaning special aimed at getting customers to call or Kenney talking with his 7-year-old daughter, Brooklynn, who plays the role of an aspiring drain cleaner. "She's adorable," Kenney says. "You can't go wrong with kids in ads."

"The taller roofs make them more visible," he says. "Think about how much companies are willing to pay for a billboard located alongside a freeway. These trucks essentially are rolling billboards."

Furthermore, Kenney hired a marketing firm in 2019 to develop a more memorable visual brand for the company. A designer at the firm felt an animated mascot would stand out compared to other plumbing trucks in the market. The result is a play on the company's name: A hip, friendly looking hot pepper, wearing a smile and sunglasses and wielding a pipe wrench.

"He's kind of cute and cuddly," Kenney says. "We call him 'Mr. Colepepper.' He gives off a very positive vibe."

Then Kenney invested in vinyl wraps featuring the pepper and a striking color combination of black, green and orange. Before, Colepepper trucks were orange, which Kenney describes as noticeable, but not really memorable.

"But now that they're rebranded with the new pepper logo, our trucks get noticed big-time," he says, noting that more and more customers now tell dispatchers that seeing the trucks prompted them to call. "We never really used to hear that before."

### SPEND MONEY TO MAKE MONEY

The price of visibility is not cheap: \$15,000 for design services and another \$50,000 for the vinyl wraps. But Kenney says he knows it'll pay for itself in the long run, if it hasn't already done so.



“If people remember us, then it shows we’re top of mind in terms of awareness,” he says. “That’s what it’s all about when you’re building a brand. But it takes time, too — that phone doesn’t start ringing right away.”

A third-generation plumber (his father and grandfather were plumbers), Kenney concedes that his approach to branding isn’t for everyone. “It all depends on your goals,” he says. “If you want to stay small, then you really don’t need to build a brand — it’s probably a waste of money.

“But if you want to be a household name like I do, then you need to shift over to building a brand,” he continues. “My goal is to be omnipresent in the San Diego market.

“We need to build a brand because, in this industry, customers tend to commoditize plumbing (choose contractors based on only price),” he adds. “But since we charge premium prices, we need to build a brand that people like and feel good about. ... And that can help overcome price objections.”

“If people remember us, then it shows we’re top of mind in terms of awareness. **That’s what it’s all about when you’re building a brand.**”

Mitch Kenney

### A NEW PATH

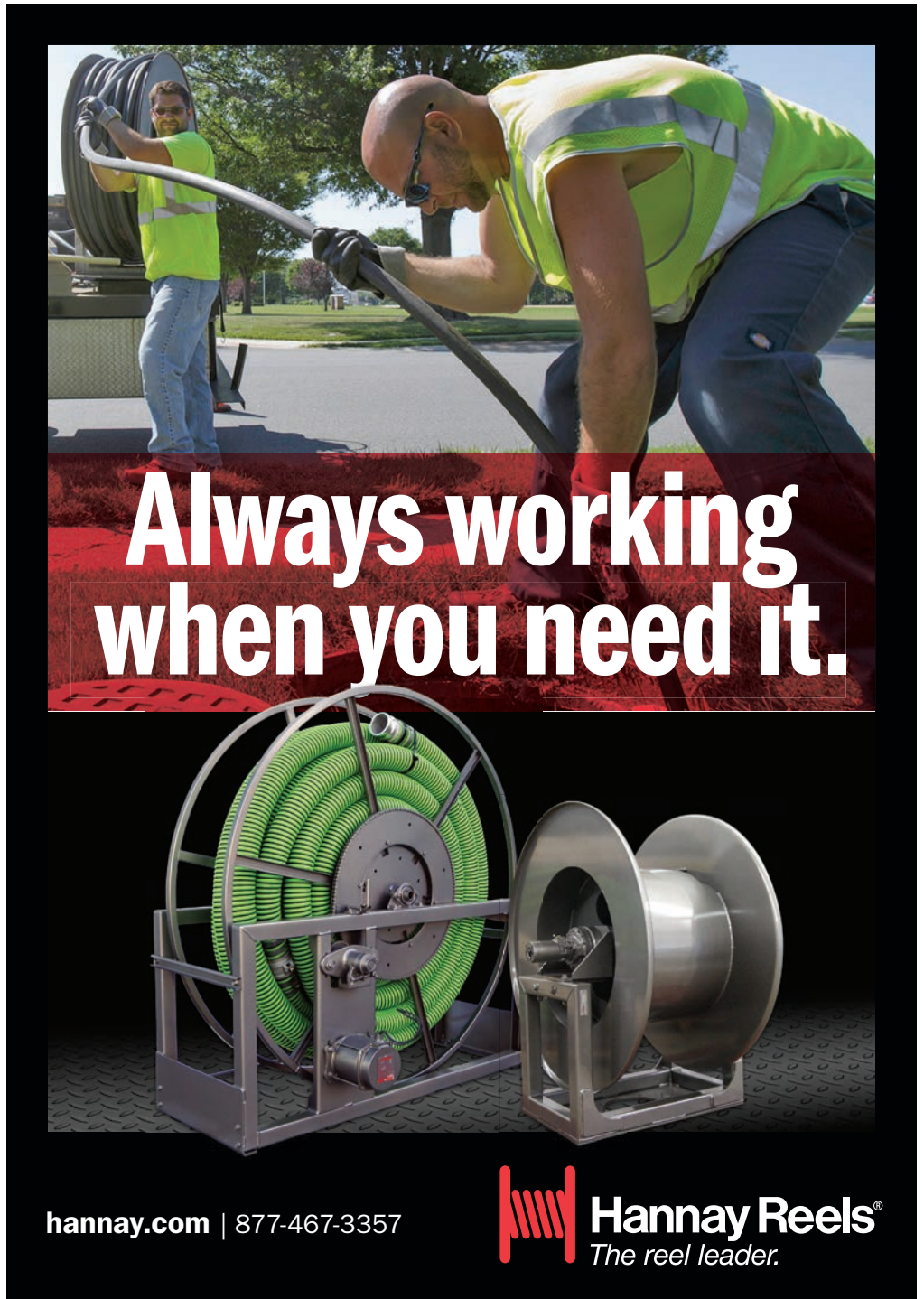
Kenney never planned to be a plumber and drain cleaner. While growing up in Denver, he worked for his father and at one time considered taking over the family business upon his dad’s retirement. But that didn’t pan out, so in 2008, he took a different path.

“I tried to make money in different ways over the years,” he says. “I had minor success, but nothing noteworthy. ... I wasn’t even sure I wanted to stay in plumbing. But eventually I decided I had to pick one thing and focus on it. And I decided that plumbing had the biggest upside.”

So in 2014, he established Colepepper as a part-time venture that quickly turned into a full-time job. (The company’s name comes


from his father’s surname; Kenney thought Colepepper Plumbing sounded better than Kenney Plumbing.)

Kenney says a lot of his business knowledge came from working for larger, successful companies and observing what they did right. And a big part of that was pricing services high enough to account for their costs and providing high-enough profit margins to plow money back into their businesses.



**Always working  
when you need it.**

**hannay.com | 877-467-3357**

 **Hannay Reels®**  
The reel leader.





◀ Technicians Mike Myers (left) and Jeff Willis clear a clogged lateral with a RIDGID KJ-1350 jetter.



**WARTHOG**  
SEWER NOZZLES BY **STONEAGE**®

**2020 MAGNUM NOZZLES OPTIMIZED FOR DESTROYING ROOTS AND PREVENTING BLOWN TOILETS**



**THE ROOT DESTROYER**



**THE CONTROL CLEAN**

**SCHEDULE A DEMO AT [WWW.WARTHOG-NOZZLES.COM/FIND-A-DEALER](http://WWW.WARTHOG-NOZZLES.COM/FIND-A-DEALER)**

**WWW.WARTHOG-NOZZLES.COM** •





Too many contractors base their rates on what everyone else is charging. Or they have only a vague idea of what their costs are and subsequently don't charge enough to be able to pay employees well or invest in newer, more productive tools and equipment and nice-looking service vehicles, he says.

"For most guys, it's a crapshoot. If you don't know how to price things, find someone who can help you do it. Single-digit profit margins are fairly common in this industry. But we help protect the health of this country. Why should we settle for 5% profit margins?"

Kenney says he aims for a 35% net profit margin. "We're currently not achieving that, but it's our goal."

### SERIOUS SELLING

To generate significant revenue that, in turn, results in substantial profit margins, technicians are trained to thoroughly inspect homes for possible major problems. For a clogged sink drain, for instance, technicians always examine the line with a pipeline inspection camera. But they also then inspect as many other drainlines in the home as possible, including sewer laterals, to uncover potential problems, Kenney says.

If technicians identify a serious pipe problem that requires a whole-house repipe, for instance, or (trenchless) pipe rehab using pipe

"Single-digit profit margins are fairly common in this industry. But we help protect the health of this country. Why should we settle for 5% profit margins?"

Mitch Kenney

lining or epoxy-spray technology, one of the company's two salesmen visits the job site. It takes professional communicators to sell expensive projects like these, and overcome price objections, Kenney says. (The company currently subcontracts pipe lining and epoxy-spray services.)

"Like many industries, we've decided to separate sales from fulfillment," he explains. "We let the technicians (the fulfillment side) do what they are great at, which is the technical part of the job. And on the sales side, we develop and seek out professional communicators and relationship builders to do what they are great at, which is to generate sales."

To prevent price objections, technicians and salesmen are trained to let customers know in advance that Colepepper charges more than the average plumber. But here's the key: They also explain *why*, pointing out things like technicians' experience, the technology they use, their ability to do jobs right the first time, how clean they leave job sites and how fast they complete projects, as opposed to contractors that start a job, leave for a week and then return.

# 5 THINGS YOU MUST KNOW BEFORE BUYING A SEWER CLEANING TRUCK

**BUCHER**  
municipal

T 704.658.1333  
WWW.BUCHERMUNICIPAL.US

SCAN THIS QR CODE TO FIND OUT



#### CityFlex 205®

Compact size, increased mobility, long hose reel, and a telescopic boom can get you where your competitors can't.



#### Easement Reel

Get the job done in any terrain and spaces where a normal jetvac cannot reach.



#### RECYcler® 208 and 315

Continuous water recycling technology, the Bucher RECYclers® are good for the environment and great for your business.



#### CityCat 5006

A performance package in the compact class, with high suction power, large hopper, and an enormous water supply.



» Jeff Willis feeds jetter hose into a toilet drain to clear a blocked lateral line.

» Operations Manager George Alvarez (standing, left) holds a weekly meeting with employees. Creating a strong foundation with everyone on the same page is key to Kenney's plans to expand the business.



“We also offer a lifetime warranty on our work, which is huge for combatting price objections,” he adds. “So if we mess up and something fails prematurely, the customer is covered for life. And if customers say they don't need a lifetime warranty, we use it as a negotiating tool — say, drop it down to a five-year warranty in exchange for a lower price.”

Some plumbers charge lower prices because they want to gain the proverbial “customer for life.” But Kenney says that philosophy isn't always valid, citing studies that show after 12 months most customers don't call the same contractors over and over, no matter how pleased they are with the work performed.

“It's not that we don't want customers for life,” he explains. “We're just facing the reality that the odds of them doing business with us, no matter how much they like us, go way down after 12 months from their initial purchase. This has been proven by a lot of sophisticated testing and surveying.

“It's easier to retain long-term business with a low-cost business model, but it's harder with a high-cost model like ours.”

## EMPHASIS ON DRAINS

Looking ahead, Kenney sees a continued shift toward cleaning drains, which is more profitable than plumbing repairs.

To clean larger drains, the company owns a Brute cart-mounted water jetter (9 gpm at 4,000 psi) made by Jetters Northwest, with nozzles made by StoneAge, Enz and US Jetting.

The company also owns Super Midi Miller and Mini Miller drain machines built by Picote Solutions. Service trucks carry drum cable machines manufactured by Gorlitz Sewer & Drain, one for small drains and one for mainlines. For inspecting drainlines, the company owns seven RIDGID SeeSnake standard, Mini and nanoReel pipeline cameras.

“We'd like to own the drain cleaning market here in San Diego,” he says. “We want to be the No. 1 company people think about when they have a clogged drain.”

In five years, Kenney's goal is to have 100 service trucks and open another location, perhaps in the Southwest or in Florida. To him, it's just a matter of repeating what the company currently is doing in terms of branding, pricing and selling.

“Right now we're slowing down a bit and shoring up our processes — making sure we have a strong foundation and good margins,” he says. “I want to get really good at developing repeatable processes so we can easily scale them in other locations. If we can make it work here (in a tough state regulatory climate), we can make it almost anywhere.” c

## featured equipment

**ENZ USA INC.**  
87-362-8721  
[www.enz.com/en-us/home](http://www.enz.com/en-us/home)  
(See ad page 63)

**GORLITZ SEWER & DRAIN, INC.**  
877-446-7548  
[www.gorlitz.com](http://www.gorlitz.com)  
(See ad page 51)

**JETTERS NORTHWEST**  
877-901-1936  
[www.jettersnorthwest.com](http://www.jettersnorthwest.com)

**PICOTE SOLUTIONS**  
708-267-6366  
[www.picotesolutions.com](http://www.picotesolutions.com)  
(See ad page 59)

**RIDGID**  
800-769-7743  
[www.ridgid.com](http://www.ridgid.com)

**US JETTING**  
800-538-8464  
[www.usjetting.com](http://www.usjetting.com)

**WARTHOG NOZZLES  
BY STONEAGE**  
866-795-1586  
[www.warthog-nozzles.com](http://www.warthog-nozzles.com)  
(See ad page 20)



# SOUTHLAND TOOL MFG. INC.

Building Innovative Tools for Municipalities



**SOLUTIONS TO SEWER  
CLEANING THROUGH:**

**CONCEPT  
DESIGN  
PRODUCTION**

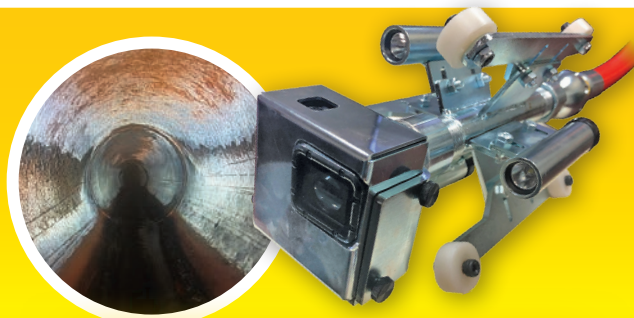
## WORKER SAFETY PRODUCTS FOR COVID-19 PANDEMIC

### PLEXI-PROTECTION GRILL FOR JETTING AND VACUUMING

Universal anti-splash  
and anti-mist guard

- Covers 24" to 36" manholes
- Plexiglas under cover prevents sewer mist becoming airborne
- All aluminum safety roller cover
- Bolt opening has sliding covers for added protection
  - Weighs 15 Lbs
  - 600 Lbs weight capacity
- A worker protection must-have

**NEW**



### "ST-PRO CAM" JET CAMERA NOZZLE

Self-leveling GO-PRO 7 CAMERA • Superior illumination  
 • Stainless steel enclosure • 6"-8" adjustable skids,  
 nylon wheels (up to 18") • Mini SDI card and card reader,  
 App readable • Rear 1" thrust nozzle with 8 jets (plugs  
 included for lower gpm) • 3 adjustable 1600 lumen LEDS,  
 3 extra batteries • Wi-Fi integrated wireless,  
 downloadable to phone app



Pipeline Inspection • Manhole Tools • Debris Baskets • Vac-Traps • Root Saws • Calcium Cutters  
 Sewer Rods • Handy Clams • Nozzle Extensions • Deep Vac Tube Holder • Grabbers Claws and Hooks  
 Diamond Tap Cutters • Fiberglass Poles • Hydraulic Cutters • Top Manhole Rollers • Sewer Spoons  
 Continuous Rod • Carbide Saws • Vacuum Coupling • Reducers • Hydro Excavation



1430 N. Hundley St  
Anaheim, CA 92806

ph: 714.632.8198  
fax: 714.632.8228

YouTube  
www.SouthlandTool.com



Full HD  
1080p



### vCam-6 HD Inspection System

- MP4 Video format
- 1TB Hard drive
- 1080 HD Cameras
- 512Hz Sonde
- Locatable Pushrod
- PACP/LACP Compatible



### vCam Live View App

- Add text to the vCam screen
- Add text to recording video or pictures
- Switch between HD and SD video stream
- Edit files in the phones/tablets operating system
- Share via iOS sharing features (email, text message, DropBox, OneDrive)

Download our free app from the Apple or Android Stores

### vCamMX-2 Mini Inspection System

- 512Hz Sonde
- Locatable Pushrod
- High Resolution Cameras
- Direct USB Recording



### vLoc3-Cam Sonde and Utility Locator

- Directional arrow guidance
- Locates sondes and pushrod
- Graphical user interface
- Optional Bluetooth connectivity
- 4.3" Full-color display
- Free mobile mapping app

# Inspect and Locate with Speed, Accuracy and Confidence



**VIVAX  
METROTECH**

Vivax-Metrotech Corporation

3251 Olcott Street  
Santa Clara, CA 95054, USA

Toll Free: 800-446-3392  
Instagram: vivax\_metrotech

Email: SalesUSA@vxmt.com  
www.vivax-metrotech.com

# TACKLE THE TOUGHEST JOBS

WITH QUALITY YOU CAN TRUST!



### PRO GRADE HOSE, CORD, & CABLE REELS

- ✓ Efficient Septic & Sewer Clean-Up Operations
- ✓ Enhance Worksite Safety
- ✓ Corrosion Resistant, Powder-Coat or Stainless Steel Finishes

MADE IN THE  
**USA**  
SINCE 1923

PRESSURE WASH | FLUID TRANSFER | VACUUM | AND MORE

LEARN MORE:

TOLL FREE | 800.269.7335

FOLLOW US:



[www.coxreels.com](http://www.coxreels.com)

**ARTHUR PRODUCTS CO.**  
**Nozzles, that's US!**

[www.arthurproducts.com](http://www.arthurproducts.com)

1.800.322.0510    [apc@apclsq.com](mailto:apc@apclsq.com)



THE WORLD'S LARGEST SELECTION OF LINERS, CALIBRATION  
TUBES AND OTHER ESSENTIAL LINING MATERIALS.

# NEVER HEAD DOWN A HOLE ALONE.

Source only the highest quality liners and tubes from MaxLiner® and be more than prepared  
on each and every jobsite with the right lateral CIPP equipment, materials and support.



MAXLINERUSA.COM



**GO WITH MAXLINER: 877.426.5948**

*Source your next job with a knowledgeable MaxLiner professional.*





**EDITOR'S NOTE:** This month's Best of the Decade first appeared in the **October 2010** issue of *Cleaner* and has since been one of the most read Tech Perspective articles on *Cleaner.com*. Please note that the writer and source are no longer affiliated with Vermeer, and the company has provided an update about the software it offers today (see sidebar at end of article).

## tech PERSPECTIVE

# Bore Planning Made Easier

Intuitive and user-friendly software helps progressive contractors take the guesswork out of planning horizontal directional drilling projects

By Greg Ehm

**H**orizontal directional drilling is challenging and difficult work fraught with unknown obstacles. While it's not possible to eliminate every obstacle, bore planning software developed by drill manufacturers can help small and large contractors create a bore plan that minimizes risks.

Bore planning software was introduced 15 years ago. However, those basic programs helped contractors design only the pilot bore. While the software helped streamline the planning process, it was time-consuming and not widely used. Many contractors would just drill and hope for the best.

“Many of the software applications also allow users to create a permanent record of the completed bore that **can be used as a reference to help generate more accurate bids on future jobs.**”

Curt Dubbin

Tech Perspective looks at technology-related issues and provides information and advice that cleaning professionals can apply to equipment selection and to their daily work in the field. Industry members are welcome to offer ideas for this column. Please direct them to editor Kim Peterson, [editor@cleaner.com](mailto:editor@cleaner.com).



➤ Bore planning software helps companies plan bores quickly and easily. (Photos and screenshots courtesy of Earth Energy)

Today, bore planning software packages are more intuitive and user-friendly. The time to create a bore plan has shrunk dramatically, and the programs provide more information than ever about the bore and pullback. The software helps remove guesswork in determining elevations, and also in estimating the drill pitch for the pilot bore, the mud volume required and how hard the pipe will pull.

## MUCH SIMPLER

“These days, a contractor simply needs to gather the topographical elevations and required depth along the bore path, enter the data and hit Plan,” says Curt Dubbin, a trenchless solutions specialist with Vermeer. “The software will then produce a rod-by-rod plan of your bore.”

In the past, it seemed software tools were used only on the larger pipeline bores. That is changing as more contractors working on projects in the midsize range — 24,000 pounds and up — begin to use the tools for on-grade and profile bores.



Another reason for the increased popularity is the need to avoid existing underground facilities. “Bore planning tools can be used to help contractors develop a bore plan that will maintain proper separation distances between underground facilities,” Dubbin says.

“This is becoming ever so important as the vast amount of underground infrastructure continues to grow. Many of the software applications also allow users to create a permanent record of the completed bore that can be used as a reference to help generate more accurate bids on future jobs.”

## VARIED ROLES

There are a number of bore planning programs on the market, and each has a definite role in the planning process. Here is a quick summary of tools available to HDD contractors:

**Analysis.** Software programs can help contractors and engineers determine whether open cut trenching or HDD is appropriate for the installation. Nine aspects are considered, including customer expectations, contractor’s familiarity with technologies, project location, soil sample reports, competitors and risk factors. The software provides a detailed analysis and various considerations for choosing either method and explains the recommendation.

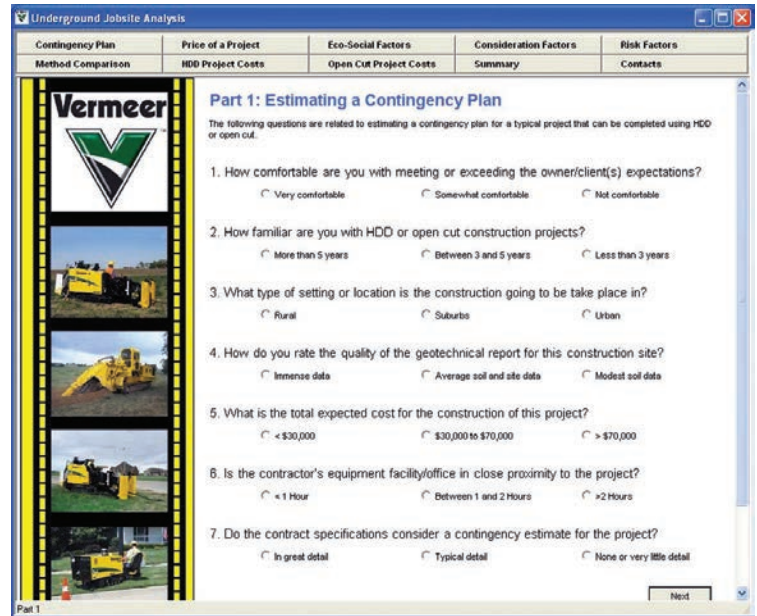
**Preplanning.** These tools help contractors select the appropriate drill and tooling based on the type of pipe to be installed and the anticipated soil conditions. Contractors can use a pulling load calculator to estimate the required pulling load for a specific HDD project based on the type of pipe, pipe diameter and total bore length. The calculator also recommends the appropriate drill size based on the bore specification entered for the project.

A soil classification guide helps contractors determine the site’s soil type and match the appropriate drill bit and backreamer. It also includes a fluid-mixing process map that shows how much mud should be used based on soil conditions, drill unit and tooling used.

**Terrain mapping.** This software is used in the survey phase where laser systems collect accurate topography and information about existing utilities along the bore route. In most applications, the information can easily be uploaded to the bore planning software.

**Bore planning software.** Using the data collected in the mapping phase, these programs provide a graphic visualization of the job, helping a crew see and perform the job from start to finish. By choosing drill stem diameter and length, the desired bore path depth, the desired minimum cover, and the diameter and allowable bend radius of the product pipe, the software plots a proposed bore path. The path is provided in two formats: one screen showing a top and side view and the other showing a report that lists the numerical depth and pitch of each drill stem. Once the bore is completed, the actual as-built depths can be entered into the designed profile and a comparison of design versus actual can be graphically shown.

**In-field calculations.** Any contractor knows things can change once they’re in the field, and a number of drill manufacturers also offer hand-held software tools just for those situations. These PDA



➤ Bore planning software packages allow contractors to avoid existing underground facilities and perform other planning functions. Above is an estimating screen from the Atlas Bore Planner software from Vermeer.

devices can calculate setback distances, figure point-to-point bore paths, estimate pullback time and hole volumes, and configure the outside diameters of multiple ducts.

## CHANGES ON THE HORIZON

While bore planning software has advanced by leaps and bounds in the past five years, manufacturers are constantly looking for ways to enhance their software packages. The trend is heading to more information.

“We are working to tie all of these applications into one complete package,” Dubbin says. “This will provide contractors with more in-depth information and data on proposed and completed bores. The software program will record everything from how hard the drill is working on a bore, to the mud pressures, to the amount of fuel consumed. A contractor will know exactly what happened on the bore and know the cost.”

With that kind of data on a project, contractors can increase their knowledge base and more accurately bid projects and manage their businesses. The integration will also make the planning process easier. Rather than jumping from one program to the next and then trying to bring it all back together into a cohesive piece, everything will be available in one place.

“Typically, contractors record data on only larger bores, but just imagine the competitive advantage a small to midsized contractor could have with this type of information,” Dubbin says. “It could make a significant impact on their business.”

## NOT JUST FOR CONTRACTORS

While HDD contractors routinely use bore planning software, engineers are also getting on board. “I receive calls every week from engineers asking about our software programs,” Dubbin says. “They



are using these tools to better plan underground installation projects that take into account a directional drill's capabilities."

The software will help engineers limit the risk of designing directional drill projects that are not mechanically feasible. For example, a plan based on too little data may call for a bend radius that is not possible with the pipe chosen or it may propose a machine that is underpowered for the project. In addition, the industry is asking for more on-grade boring, and the software can help engineers develop those projects in a realistic manner.

Furthermore, some communities require a formal plan to be submitted before a project starts. In Canada, an HDD contractor must submit a formal bore plan on all pipeline projects. Environmental guidelines do not allow for frac-outs on pipeline projects. Contractors must submit a plan that includes estimated mud pressures below ground and must have a plan in place to monitor downhole pressure to avoid potential frac-out situations.

### WORD OF CAUTION

Dubbin stresses caution when using bore planning tools, as unforeseen obstacles can always sidetrack a well-planned bore. "You can't see what is happening down in the ground during a bore, so you never know what may happen. There are a lot of variables that a person can't control, so it helps to be prepared."

One factor that can be difficult to prepare for is changing ground conditions. Dubbin encourages drill operators to watch the returns on a pilot bore. The colors provide clues to the type of soil in which they're working. If the returns are brown, then suddenly turn to dark brown, light white or gray, the drill is entering a different soil.

That soil type may require additional mud. For example, a contractor needs to pump three to four times as much mud into clay than into sandier soils, as it takes

more force to remove the dirt particles from the hole. This is a condition that bore planning tools cannot predict.

Drilling in rock is also unpredictable, because a 20,000 psi rock drills much differently than a 42,000 psi rock. However, core samples along the bore path can be extracted and factored into the plan. This helps determine, rod-by-rod, when the drill enters and exits unique rock formations.

Bore planning software helps save contractors time and money. More important, it helps account for unforeseen challenges before they become a reality. **c**

## BORE PLANNING SOFTWARE HAS EVOLVED OVER THE PAST 10 YEARS

2020

Over the past decade, bore planning software and its acceptance in the horizontal directional drilling market has continued to evolve. Bore planning software used to be available only on computers and had minimal PDA capabilities. Today, productivity tools like Vermeer Projects are available on smartphones, tablets, utility locating systems and on-rig displays. Also, more contractors are using bore planning software, including many smaller utility contractors. In some cases, utility companies now require bore planning documents before work begins. For many contractors, incorporating planning tools helps their crews operate more efficiently and allows them to provide professional documentation to their customers.

### DESIGNING A BORE

According to Cory Mass, sales manager for Vermeer Intelligent Worksite Solutions, bore planning software is being integrated into every step of the drilling process. "Using a smartphone or tablet with a GPS antenna, contractors can walk the anticipated bore path, add points to the plan for existing utilities and then make adjustments from there. It's much easier than it used to be."

### ON THE JOB

Once a plan has been reviewed, the bore plan can then be transferred to the HDD onboard display if crews are using a locating system designed to work with their software. With Vermeer Projects, the drill operator can use rod-by-rod information to track progress and any adjustments that were made from the original bore plan.

Also, using a GPS-enabled receiver, the drill locator can note landmarks around the area at the time of the bore to help identify buried utilities in the future. "Over time, things above ground can change dramatically, but what's underground remains unchanged," Mass says. "Capturing the distance between a landmark that is unlikely to change and the utility can help someone find it in the future."

### DOCUMENTATION

After the bore is complete, users can compare and update the bore plan with as-built information. "Many utility companies require contractors to provide as-built bore profiles because it will help with future expansions or replacements," Mass says. "As-built information will also help another contractor out as they're planning to install product in the same area."

With bore planning software like Vermeer Projects, the information collected during planning and execution can be stored in the system. Having this detailed historical information about what utilities are located where underground can also help reduce the number of utility strikes in the future.



# THE CABLE CENTER • 1-800-257-7209



WE'RE **OPEN** AND TAKING **EXTREME SANITATION MEASURES** FOR ALL INBOUND AND OUTBOUND MERCHANDISE TO ENSURE THE **SAFETY** OF OUR CUSTOMERS AND EMPLOYEES



## General Speedroter 92™

Basic Unit w/PowerFeed.  
No cables, No Cutters

Call for  
Special Pricing



## Gen-Eye USB®

200' Color,  
Self-leveling Options  
Available

Call for  
Special Pricing

Largest Factory-Authorized  
Camera Repair Center with  
24-Hour Turnaround -  
FULL CATALOG OF  
GENERAL WIRE SPRING  
PARTS AND ACCESSORIES



## JM-1000B

The lightweight, compact mini-jet  
gives you 1500 psi of cleaning  
power, yet weighs just 23 lbs.

Call for  
Special Pricing



## JM-3080

8 gpm without risking pump  
damage, 12 gallon tank,  
614 cc Honda engine with  
electric start, 3000 psi pump  
through a 2 to 1 gear reducer

Call for  
Special Pricing



## JM-2900

Basic Unit.  
No Hoses, No Nozzles

Call for  
Special Pricing



## Sewerooter T-4

Basic Unit w/Power Feed.  
No Cables, No Cutters

Call for  
Special Pricing



## Standard Wi-Fi Pod

200' Color

Call for  
Special Pricing



## DRZ-PH

Basic Unit w/PowerFeed.  
No Cables, No Cutters

Call for  
Special Pricing



**BUY  
ONLINE!**

[TheCableCenterInc.com](http://TheCableCenterInc.com)

THE  
CABLE  
CENTER

HOURS - MONDAY-FRIDAY, 7AM-3:30PM CST

8318 OLIVE BLVD. • ST. LOUIS, MO 63132 • 314-993-3099 • [thecablecenterinc.com](http://thecablecenterinc.com)





# R-8

Pipe Bursting System

# RODDIE inc.

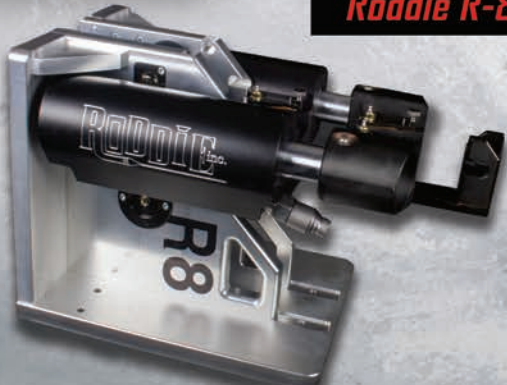
- Unit slides apart quickly into two components for easy handling and can be set up vertically or horizontally.
- Hydraulically powered by your tractor, or power unit.
- 1" - 12" pipe replacement,
- Cylinders 70lbs., Frame 70lbs.

**DIMENSIONS:**  
14" long by 12" wide  
22" high set  
vertically

SR Series articulating bursting heads:  
Pure cable locking system

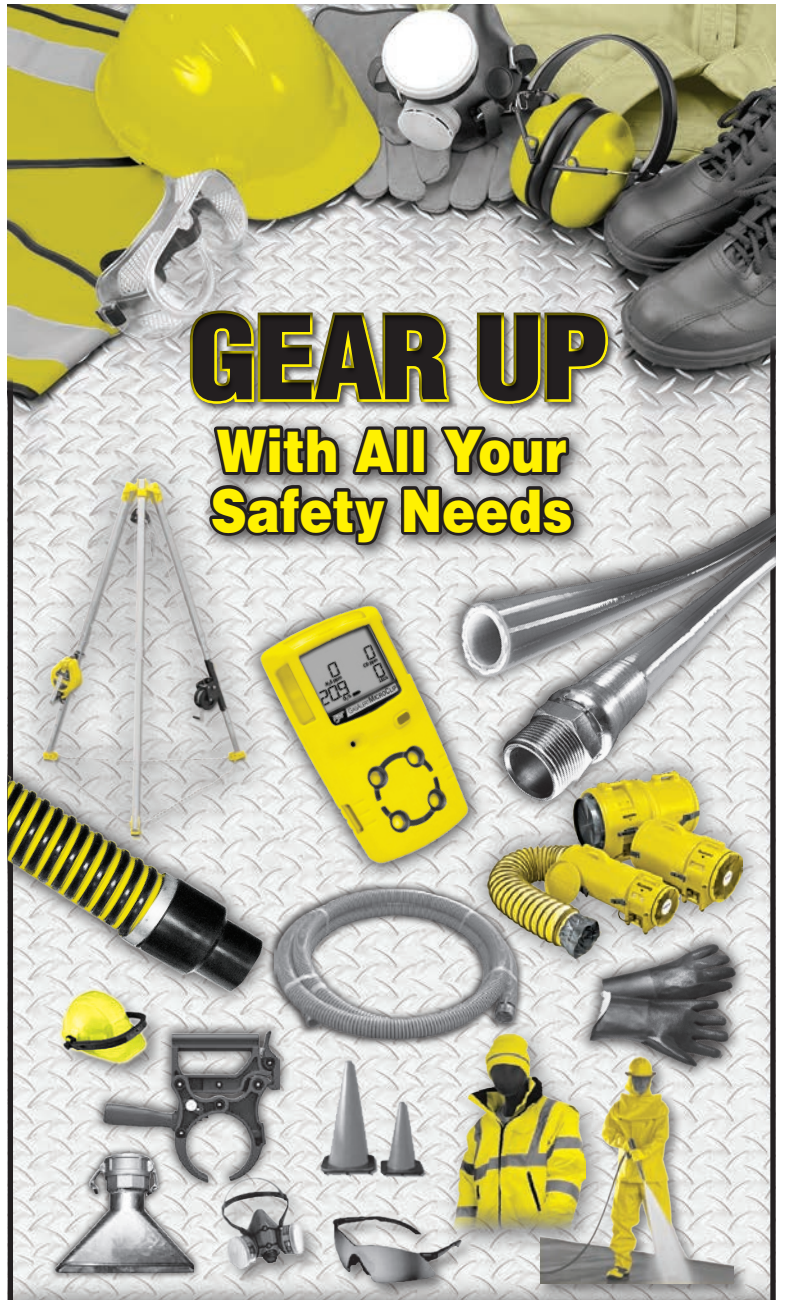


See it Work!  
 YouTube  
Roddie R-8



**888-406-3821**

Patent Pending • [RoddieUnderground.com](http://RoddieUnderground.com)



# GEAR UP

With All Your Safety Needs

**MRP**  
MILWAUKEE RUBBER PRODUCTS

Call Toll-Free  
**1.800.325.3730**  
[www.MilwaukeeRubber.com](http://www.MilwaukeeRubber.com)

GET  
EMAIL NEWS  
ALERTS FOR  
**Cleaner**

Go to  
[cleaner.com/alerts](http://cleaner.com/alerts)  
and get started today!



***Sonetics***<sup>®</sup>

SAFE AND EFFECTIVE  
**TEAM COMMUNICATION**  
**AT SOCIAL DISTANCE**



**Proven team communication solutions for the “new normal”**

Learn more at  
[soneticscorp.com/new-normal](https://soneticscorp.com/new-normal)

Communicate safely at social distance to move projects forward, avoid work stoppages, and effectively train new employees.





Kate Zabriskie

# Get a Better ROI on Your Training Dollars

Training is effective when it is just one part of a larger system of growth and improvement

By Kate Zabriskie

**E**ach year, companies waste time and money on training that doesn't deliver what the people who paid for it thought it would. Consequently, many of those remorseful purchasers determine that training has no value to their employees, the instructors don't know what they're doing, the program designers are out of touch with reality or a combination of all three.

If only the root causes of training failures were as simple as those. Even with willing learners, you can still encounter a host of problems that will keep you from realizing strong returns on your training investment. If your training isn't delivering what you think it should, you may be suffering from one of three major problems that plague businesses big and small.

## **PROBLEM NO. 1:** Training isn't part of a larger learning ecosystem

Just because people participate in a workshop, it doesn't mean they will change their behavior back on the job. In fact, even if they demonstrate an ability and willingness to do whatever is being taught while in class, all may be lost once participants exit the classroom.

Why does this happen? Good workshops usually fail to deliver because they are treated as a training solution instead of a component of one. In other words, more training isn't the answer in itself; rather, it should be part of a larger ecosystem.

## **SOLUTION**

Creating a strong learning ecosystem is an ongoing and often complex endeavor. It takes time to build a holistic structure that supports continuous development. That said, start small. For example, ask yourself:

- Prior to training, do you explain to people why they will attend the course and how they are expected to use what's learned after the session?
- Do you explain how the training ties into the bigger picture?
- Are there check-in opportunities after training to ensure participants are implementing new behaviors?

If you answer "no" to any of those questions, do what you need to do to shift those answers to "yes."

Next, think about the incentives you can put in place to encourage behavior changes, the barriers you need to remove to encourage success, and the corrective action you will take if what's happening in the classroom isn't replicated on the job.

Once you start thinking holistically and view training workshops as a component of learning versus learning in its entirety, you will have taken the first step in getting the most out of your training dollars.

## **PROBLEM NO. 2:** Continuous learning isn't part of the culture, and training isn't treated as a priority

You have great content and a skilled facilitator in place, but half the people attending don't actively participate because training isn't a priority to them.

When training occupies a position of "nice to have" and not "need to have," getting the most from it becomes problematic. This most often happens when people are in survival mode instead of on a growth trajectory. In other words, they are scrambling to get through the work instead of thinking mindfully about the work they're completing and how they're completing it.

In practical terms, if people are always putting out fires and don't regularly ask themselves how they can improve, why should they care about learning new skills?

## **SOLUTION**

Shifting from a reactive culture to one that is deliberate about its activities takes months or even years. However, it's not difficult to make big strides over time when you begin by asking the right questions up, down and across an organization.

Start the improvement conversation at multiple levels and at different times. Frequently ask questions after challenging jobs, meetings, trainings and so forth (e.g., What have we learned? What do we need to do better next time? What do we wish we'd known earlier?). In the rare instances when a project goes perfectly, remember there are still questions to ask: How can we replicate what we just did? Why did that work well? Is there any reason this approach won't work again in the future? And so on.



When questioning becomes the norm, the solutions offered via training should have stronger importance and value. For example, if turnover is an issue, you want to know why and may ask several questions: Are we hiring the wrong people? Are we expecting too much? Is there something better for the same money somewhere else? Do our managers not manage well? Do we need to provide people with better tools?

To get larger returns from training, use questioning to drive improvement. The answers will help people connect the dots and understand why training is a priority and not just something they do because you tell them to show up in a classroom.

### PROBLEM NO. 3:

#### Few annual development plans exist

The world doesn't stagnate, and your employees shouldn't either. If they're doing their work the same way they were five years ago and nobody is encouraging or demanding change, why should they care about training or think you care about them?

### SOLUTION

Every employee should have a development plan and some learning and growth goals that connect to the big picture and enhance their skills.

"I want to improve X skill to drive Y result, and Z is how I plan to grow," is a quick and easy format to follow when setting development goals, and three to five goals is a good number for most people.

Better still, if you can tie those goals to performance reviews, you'll be amazed at the interest people develop in improvement, training and implementing new skills.

As with the other two solutions, start small.

### ACT NOW

Whether you suffer from one, two or all three of the problems described, take action now. When thoughtful goals and development plans are put in place throughout a company, people are conditioned to ask the right questions and drive toward improvement; and when a strong learning ecosystem supports growth, it is almost impossible not to realize a stronger return on your training dollars. **c**

### ABOUT THE AUTHOR

KateZabriskie is the president of Business Training Works Inc., a Maryland-based talent development firm. She and her team help businesses establish customer service strategies and train their people to live up to what's promised. For more information, visit [www.businesstrainingworks.com](http://www.businesstrainingworks.com).



**SpeedyLight+ is LED-based**

# Light Cure

**Cures Faster,  
Relines Bends,  
No Styrene or Mixing**

- Works with many approved felt and glass fiber liners
- Cures up to 3.3 fps over 328'
- Handles bends, transitions
- 3 interchangeable heads for 4-12"
- Single component, off-site wet-out
- Forward-view camera

**PRT**  
Pipeline Renewal Technologies

[www.pipelinert.com](http://www.pipelinert.com) • 866.936.8476





**EFR 75/88**

23.0 GPM | 3,625 PSI  
Solid Shaft w/Gearbox



**EF H Series**

19.8 GPM | 4,060 PSI  
Solid or Female Shaft



**ET H Series**

38 GPM | 3,600 PSI  
Solid or Female Shaft, Self-Priming

PROUD SPONSOR



[www.CometPump.com](http://www.CometPump.com)

[CometPump@CometPump.com](mailto:CometPump@CometPump.com)

800-864-1649



**Pressure Washers & Drain Jetting Equipment**

**Van Mount Cold Water Jetter**

**VM4007H** • 7 gpm @ 4000 psi  
• 400' x 3/8" hose on DC Reel  
**\$8,995** • 690cc Honda

**VM2712H** • 12 gpm @ 2700 psi  
• 400' x 1/2" hose on DC Reel  
**\$9,599** • 690cc Honda

**Hot Water Cargo Van Jetter**

**CV4007H-HOT** • 7 gpm @ 4000 psi  
• 400' x 3/8" hose on DC Reel  
**\$15,299** • 690cc Honda

**CV2712H-HOT** • 12 gpm @ 2700 psi  
• 400' x 1/2" hose on DC Reel  
**\$15,995** • 690cc Honda

**Trailer Models**

**STB2712H** • 12 gpm @ 2700 psi  
• 400' x 1/2" hose on DC Reel  
**\$15,099** • 690cc Honda

**STB4012K-P00163** • 12 gpm @ 4000 psi  
• 400' x 1/2" hose on DC Reel  
**\$21,429** • 999cc Kohler

**TT4 Series** • 18 gpm @ 4000 psi  
• 500' x 1/2" hose/hydraulic reel  
**\$44,500** • 74 hp turbo intercooled HATZ Diesel



**We Custom Build  
Machines To  
Your Specifications!**

Kohler powered models available, call for pricing 800-648-5011  
Looking for smaller or larger models? See all the jetting equipment at [www.camspray.com](http://www.camspray.com)

800-648-5011 | [www.camspray.com](http://www.camspray.com) | [sales@camspray.com](mailto:sales@camspray.com)





# M12 TRAP SNAKE™

**THE INTERCHANGEABLE,  
POWERED AUGER SYSTEM**



**M12™ TRAP SNAKE™  
6' Toilet Auger**  
2576-20

**Also Available**



**M12™ TRAP SNAKE™  
4' Urinal Auger**  
2574-20



**LEARN  
MORE**



or visit <https://qr.mke.tl/22yec>





✔ George Garner, owner of Next Plumbing in Fort Myers, Florida, always strives to treat employees as part of a team and his high retention rate proves it works. He holds training sessions every Thursday to keep all crew members current on the latest tools and equipment.

# THE GOLDEN **RULE**

George Garner treats both customers and employees so well that his business can't help but succeed

By Giles Lambertson // Photography by Next Plumbing

When George Garner launched Next Plumbing 10 years ago, he hoped the company wouldn't be *too* successful. Business success, after all, would mean the challenges that come with expanding and retaining a workforce and constantly investing in new equipment.





« The team at Next Plumbing does both residential and commercial work, from drain cleaning and pipe replacement to servicing sewer pumps and lift stations.



“We didn’t want that. We ran small ads,” Garner says, referring to his wife and business partner, Roselyn Garner. “I told her that if we made \$500 a week, we would be good. We didn’t have debt. I just didn’t want to get back into plumbing. I wanted to enjoy my family.”

Garner rather spectacularly failed to avoid success. Today, Next Plumbing has established itself as a premier plumbing house in Fort Myers and across southwest Florida. From a one-man plumbing service shop, it has swelled to a full-service, multilocation enterprise with 24 employees, 20 service trucks and a customer base ranging along the Gulf Coast from Sarasota to Naples.

### THE COMEBACK

His reluctance to head up a thriving business was a consequence of experiencing genuine business failure. In 2006, Garner owned five Mr. Rooter franchises, part of a family of independently owned and operated plumbing companies in the U.S. You know what came next: the deep recession, which staggered home and construction trades, including plumbing franchises.

A frustrated Garner was forced from his business and, because of a noncompete clause, barred from any plumbing activity for three years. That’s a long time for a third-generation plumber to not pick up a pipe wrench or direct a jetter blast into a clogged sewer line. During that time, Garner began to lose his zeal for the craft that was part of his family heritage. The stress of the recession battle left him burnt out.

“I really didn’t want to get back into plumbing,” he says, “but that’s where the money was.” When the noncompete period was over, he put some tools in a secondhand van, slapped a Next Plumbing sign on the side of the truck and, with the help of his future wife, got back into business.

From working out of Roselyn’s Fort Myers home — where she kept the books and answered the phone — Next Plumbing has grown into an operation with offices in Fort Myers, Sarasota, Cape Coral and Naples. Year after year, the company continues to win accolades from its customers, who keep increasing in number.

Repeat customers represent 93% of Next Plumbing customer calls, according to George Garner. He attributes such loyalty to the company’s

## Next Plumbing

**LOCATION:** Fort Myers, Florida

**OWNER:** George Garner

**EMPLOYEES:** 24 including office staff

**SERVICES:** Drain cleaning, kitchen and bathroom fixture repairs, piping and repiping, remodeling of plumbing systems, sewer line service, video inspection, water heater repair and service

**SERVICE AREA:** Southwest Florida, from Sarasota to Naples

**WEBSITE:**  
www.asknextplumbing.com



## Hitting the gym

Of all the reasons to sign on as a plumber with a company, access to a physical fitness center might be quite a ways down the list. Not so at Next Plumbing in Fort Myers, Florida. “If you were to ask our team, they undoubtedly would tell you their favorite benefit of working at Next Plumbing is our gym,” says George Garner, company owner.

The gym is not a sweaty little room in the back of the warehouse with a couple of dumbbells and a treadmill. Rather, the \$200,000, two-story, state-of-the-art gymnasium that Garner built for his employees sports \$75,000 worth of cardio and weightlifting machines and 55-inch televisions. The second story takes things to another level: a mixed martial arts training area and arena.

“It’s something all the guys wanted,” Garner says of the facility. “We took a survey and the No. 1 choice was a gym with showers that they could access 24/7.” While there currently are no female plumbers at Next Plumbing, female office personnel also work out there. Personal trainers and dietitians come by weekly to monitor the progress of gym users.

Garner himself is among the gym rats. “I’m in the gym every day,” admits the 54-year-old owner, adding that the 250 pounds he carries on his 5-foot, 8-inch frame is firm, not fat. He thus leads his team by example. Some employees come to the gym before starting their workday, others come at more social times and enjoy camaraderie as they work out.

The purpose for the gym goes behind fitness. “We believe in promoting a healthy and active lifestyle because it will lead to a happier and more focused employee,” he says. “After building this gym, we’ve seen a sharp increase in productivity. And it has been very rewarding to see our team become closer.”



Next Plumbing crew members dig a trench to replace a wastewater line outside a commercial building.

demonstrated care for each customer. “We do what we say we are going to do. I’m not big on lip service.”

Next Plumbing offers virtually every plumbing service out there, though it rarely ventures into new-construction projects — mainly because the revenue stream from such work is relatively meager. Septic tank work was shelved after code changes made it unprofitable. Instead, the firm’s plumbers roll out of the equipment yard daily and head for service calls at homes, businesses, industrial properties, hospitals and colleges.

**“We do what we say  
we are going to do.  
I’m not big on  
lip service.”**

George Garner

The work varies widely, from servicing sewer pumps in force mains to installing kitchen sinks. Probably 55% of revenue comes from commercial accounts, according to Garner, though 75% of his customers are residential. “Drain cleaning is one of our top service jobs. That’s probably the dominant one, but we do big commercial jobs, too — lift stations and stuff. You name it, we do it.”

Water quality is an issue in Florida, which positively impacts the plumbing industry. The state is divided up between “very hard” water and “extremely hard” water regions. In response to the water-quality issue, Next Plumbing offers two water filtration systems — small reverse osmosis units and more comprehensive whole-home filters. They have become two of the company’s most requested products.

Next Plumbing has also developed a popular preventive maintenance program of inspection and service for homeowners. It offers three tiers of programs — silver, gold and platinum. The base plan includes such perks as 15% discounts on repairs, priority responses on nonemergency calls and thorough inspection of a plumbing system every six months. The benefits ratchet on up through the plans to include such things as free hose replacement





⚡ The one exception to the company's cross training of employees is use of the large US Jetting trailer jettors. Only specially trained personnel are sent out to clear lines.

and toilet tank overhaul. Some 23,000 of the policies have been sold.

Corrosive water is not the only reason for the popularity of the preventive programs. There's also the signature appeal of Florida as a winter getaway place. "We have a heavy influx of snowbird customers," Garner says, referring to residents of northern states who maintain winter homes in the Sunshine State. "They are part-time customers with our protection plan. A lot of them call us before they come down for the winter or before they leave to head north again."

### RETAINING TALENT

Incoming calls for help are answered by what Garner calls an "extremely experienced staff" with 150 years of combined plumbing expertise: Four plumbers have master licenses — including Garner, who has four such licenses from different states. The certificates are not just wallpaper either, he notes, but are keyed to requirements that vary significantly from state to state and genuinely attest to a plumber's expertise.

Though Garner firmly supports a local plumbing apprenticeship program, he has just one apprentice at a time on his team to ensure high-quality work on every call. Thursday training sessions keep all crew members current about tools and techniques, as do regular training meetings with vendors. Backflow certifications from American Society of Sanitary Engineering trainers are de rigueur.

As in the rest of the country, attracting and keeping top-grade tradespeople is a challenge for plumbing companies in southwest Florida.

# Still using a drill to power your drain cleaning?

## Jetter meets cable machine... end of story.

- Variable speed from 0 to 1,200 rpm
- Cutting/Cleaning, Grinding, Re-instating and Descaling
- Forward/Neutral and Reverse Rotation
- Cleans up to 150 ft.
- Built-in Air/Water Flush
- ID from 1/2" to 2 ft.
- Runs on 110/220 volt
- Universal tool attachment

**NEW**  
**WARLOCK**  
for less than **\$7,400**  
See the details at [www.giind.com](http://www.giind.com)

**Contractor's Package**  
Part Number - TCM-6001

- 1 TCM-6000
- 1 Flexible Shaft 100'
- 1 Flexible Shaft 50'
- 1 4" Pipe Cutter "Re-instater"
- 1 4" Flexible Hone
- 1 Expandable Root Cutter
- 1 Complete maintenance kit
- 2 Universal attachments
- 1 Flexible Shaft 25' (under 2" pipes)
- 1 2" Flexible Hone
- 1 1.5" Ball Grinder

Freight included  
**Package \$7,380.15**

**GI INDUSTRIES**

GI Industries Inc.  
800-724-1944 • [www.giind.com](http://www.giind.com) • [sales@giind.com](mailto:sales@giind.com)  
Owned/Operated and Made in the U.S.A.





« Employees participate in “Bring Your Child to Work” days, where the kids get to come see what their parents do at work all day.

Garner has managed to meet that challenge by creating a rather amazing package of benefits, compensation and work policies for his team.

It starts with a guaranteed weekly salary, a 100% company-funded medical, dental, vision and life insurance plan for each employee, and paid vacations and holidays. A “Golden Handshake” program has management putting aside money for each employee and giving the employee the option of cashing it in after five years. In effect, it’s a company-funded savings account to which an employee contributes nothing and wholly controls after five years.

“No one has taken out any money yet,” Garner says. The benefit for the company, of course, is that employees are given an incentive to stay aboard for at least five years. In that time, Garner is betting they will find a home at Next Plumbing and elect to remain with the company.

If that isn’t enough reason to become a long-term Next Plumbing employee, Garner offers another carrot: partial company ownership. He has pledged to turn over to employees up to 28% of the company as they accumulate seniority. So far, one employee has qualified and become a part owner. “This not only shows our appreciation to our team, but also gives them a stake in what we are all building toward. It provides a career and a retirement plan, not just a job.”

“I was working for a franchise before I bought my own. They only paid commission and loaded up with employees ...  
**so commissions were low. I said to myself that I would never do that to my guys.**”

George Garner

Understandably, retention is “very high,” Garner says. It all stems from his earlier experience as an employee. “I was working for a franchise before I bought my own. They only paid commission and loaded up with employees — they had 15 guys when they could have gotten by with three — so commissions were low. I said to myself that I would never do that to my guys.”

In short, he treats employees like he would want to be treated. “I know what employees think: I am not just a number. And I know what employees want: not to be called out to b.s. jobs in the evening. So, we only take emergency calls after 3 p.m. We stop taking other calls then. I not only want my guys to make \$100,000 a year, I want them to have great relationships with their families.”

He gives them the tools to do the job, too, including RIDGID NaviTrack locators and RIDGID K-60 and Gorlitz Sewer & Drain drain cleaning machines. Each of the Isuzu NPR box trucks or Dodge Sprinters in his service truck fleet carries a CCTV video inspection camera, either a RIDGID SeeSnake on a 200-foot cable or a Ratech

CONTINUED >>





# YOUR SINGLE SOURCE FOR TRENCHLESS REHAB & REPLACEMENT.



HammerHead Trenchless provides precision-manufactured equipment, comprehensive trenchless materials and supplies, and all the training and support you need to attack anything standing between you and rehabilitated pipes. Offering only the best and most innovative technologies available, our responsive team is by your side throughout the life of your quality HammerHead equipment – no matter how down and dirty your trenchless needs may be.



**TOUGH EQUIPMENT. TRUSTED SUPPORT.**

visit [hammerheadtrenchless.com](http://hammerheadtrenchless.com) or call 800.331.6653

**BURSTING | RAMMING | LINING | POINT REPAIR | GAS SLITTING**



Electronics color unit with a 200-foot cable. The cameras are used every day.

“On a job, we inspect every line,” Garner says, “even when we’re not cleaning a drain. Video work is a routine part of our home inspections. One reason we like the cameras is because it takes away the guesswork. People can see for themselves what the problem is.” Because Next Plumbing doesn’t have a dedicated camera service truck, every serviceman is cross-trained to use the cameras and other equipment.

The sole exception to the cross-training is large jettets. Only specially trained personnel are sent out to clear lines with the company’s Harben ET-180 trailered jettets. The ET-180 can produce up to 4,000 psi and 18 gpm — a lot of force for an untrained person to control. “I won’t let them take out the big jettets without being qualified, for safety and financial reasons.”

The jettets are the largest machines in the Next Plumbing equipment yard. The company does not, for instance, own a compact excavator. “I don’t need one here. The soil is mostly sand, and lines aren’t at much depth. I rent one when I need one,” Garner says. The absence of large powered machinery means he can maintain his equipment in-house, with the exception of large jettets, which he turns over to a US Jetting service station for maintenance.

## GIVING BACK

With its main office on Commerce Lakes Drive in Fort Myers, Next Plumbing adds to its high profile in the community through



« George Garner solders a fitting for a bathroom remodel job.

“Video work is a routine part of our home inspections. One reason we like the cameras is because it takes away the guesswork. People can see for themselves what the problem is.”

George Garner

charity work. Among recipients of its activism is the Fort Myers-based Special Equestrian horseback therapy program that serves disabled adult and youth in four counties of southwest Florida.

The company also reaches overseas in its philanthropy. Last August, the Garners traveled to the islands in the Philippines, Roselyn Garner’s heritage country, which they frequently visit. On the trip, they carried along clothes, medicine and several thousand blue or pink book bags after seeing a video of school children walking to school in the rain with their books and papers unprotected.

Other local charities the company supports include Partners for Breast Cancer — Next Plumbing being one of the largest contributors to the organization — and the Wounded Warrior Project for military veterans. Though George Garner is not a veteran, his company prioritizes vets in its hiring.

Garner’s son George, who goes by Patrick to avoid confusion, is a veteran. He also is a fourth-generation family member working in the plumbing business, a master license holder and, with three years’ tenure, the company’s operations manager. Under his leadership, the future for Next Plumbing is expected to include expansion into the Tampa and Orlando markets.

“I like to see myself being phased out,” George Garner says, still trying to get out of the plumbing business. ■

## featured equipment

**GORLITZ SEWER & DRAIN, INC.**  
877-446-7548  
www.gorlitz.com  
(See ad page 51)

**HARBEN, INC.**  
800-327-5387  
www.harben.com

**ISUZU COMMERCIAL TRUCK OF AMERICA**  
866-441-9638  
www.isuzucv.com

**MR. ROOTER**  
254-759-5820  
www.mrrooferfranchise.com

**RATECH ELECTRONICS, LTD.**  
800-461-9200  
www.ratech-electronics.com  
(See ad page 61)

**RIDGID**  
800-769-7743  
www.ridgid.com

**US JETTING**  
800-538-8464  
www.usjetting.com



# WE WANTED TO NAME IT **"THE BAD ASS"** BUT WE COULDN'T GET IT PAST LEGAL.

Fortunately, our engineers have more cojones than our lawyers, which is how we arrived at the new, all-weather Model 800 Series IV truck jet.

- Industry's True All-Weather Truck Jet • Optimized Operator Interface
- One Truck, Many Applications: Available In Dual Reel Configuration
- Wintertime Recirculation of All Water Systems at Highway Speeds



[sales@sewerequipment.com](mailto:sales@sewerequipment.com) / 1.888.477.7611 / [sewerequipment.com](http://sewerequipment.com)





# Wastewater Solutions from RELINER®/Duran Inc.

## Inside Drop Bowl Stainless Pipe Supports

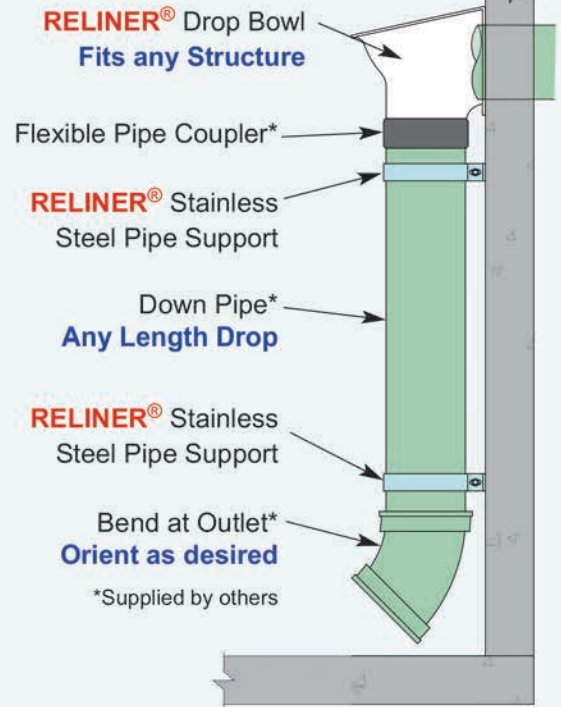
Type 304 & 316 Stainless Steel



## Manhole Invert Channels



- Eliminate outside drops
- Reduce maintenance
- Simplify cleaning
- Stop corrosion
- Install quickly
- Outlets from 4" - 24"
- Optional force line hood



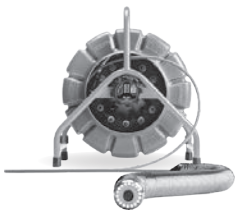
U.S. Patents #5553973, 6074130

[www.reliner.com](http://www.reliner.com)

Proudly made in the USA

1-800-508-6001

## YOUR SOURCE FOR RIDGID®



SeeSnake® TruSense™  
Camera Reel



Flexshaft  
K9-102, K9-204



CS12x Digital  
Reporting Monitor\*



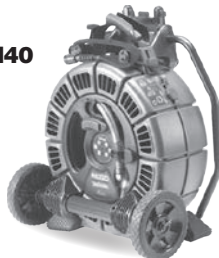
SeeSnake® Compact M40  
Camera System



CS65x Digital  
Reporting Monitor\*



microDrain Reel



SeeSnake®  
MAX rM200  
Camera System



CS6xVersa Digital  
Recording Monitor\*  
\*With Wi-Fi

## CENTRAL OKLAHOMA Winnelson COMPANY

**8% ONE YEAR FINANCING AVAILABLE!**  
Longer lease rates also available. Call Keith for details.

**BUYING A SEESNAKE?**

**CALL US FOR  
GREAT PRICING &  
FREE SHIPPING!**

**WE  
WILL NOT BE  
UNDERSOLD**

- Call Evenings and Weekends -

Keith: 405-602-9155

**CALL TOLL FREE: 888-947-8761**

5037 NW 10th • Oklahoma City, OK 73127

[www.centralwinnelson.com](http://www.centralwinnelson.com)



# Running Strong For Over 50 Years

For over half a century, market leaders have trusted Cat Pumps to keep their businesses operating. When they see Cat Pumps blue, they know they're getting the industry's most trusted products.

## Performance Range:

.13 – 240 gpm (.49 – 908 lpm)

100 – 10,000 psi (6.9 – 689 bar)



**660**  
10 GPM to 3000 PSI



**3560**  
25 GPM to 3000 PSI  
20 GPM to 4000 PSI



**1580**  
12 GPM to 3000 PSI

#1 for a reason: Performance you can count on.  
Contact Cat Pumps for more information.

[www.catpumps.com](http://www.catpumps.com) | [info@catpumps.com](mailto:info@catpumps.com) | (763) 780-5440



*The Pumps with Nine Lives*



# A Clean Look

Rhode Island drain company uses new technology to clean and inspect drainlines simultaneously

By Ken Wysocky

**C**leaning clogged drainlines used to be a prolonged and tedious job for Rob Broccolo Jr. Most drain cleaners know the drill all too well: Push an inspection camera into a pipe to diagnose the problem. Pull it out. Push in the drain

machine cutter for cleaning. Pull it out. Push the camera head back in again to check the progress. Then repeat as many times as necessary.

But the RIDGID series of FlexShaft drain machines — the K9-102, K9-204 and K9-306 — dramatically reduced that time-consuming process at Professional Drain Services of Southern New England, the company Broccolo owns with his father, Rob Broccolo Sr. The resulting improvements in productivity and per-job profitability offer vivid proof of the drain machines' game-changing capability.

“We now average four to five drain jobs a day, compared to two or three a day before we bought these machines,” says the younger Broccolo, who established the Westerly, Rhode Island-based company in 2017. The company serves customers throughout

CONTINUED >>



## PROFESSIONAL DRAIN SERVICES OF SOUTHERN NEW ENGLAND LLC

WESTERLY, RHODE ISLAND

**OWNERS:** Rob Broccolo Sr. and Rob Broccolo Jr.

**MACHINES:** RIDGID FlexShaft K9-102, K9-204 and K9-306 drain machines

**FUNCTION:** Cleaning 1 1/4- to 6-inch-diameter drainlines

**FEATURES:** K9-102 weighs about 24 pounds and comes with 50 feet of 1/4-inch-diameter cable. K9-204 weighs around 38 pounds and features 70 feet of 5/16-inch-diameter cable. K9-306 weighs 159 pounds and comes with 125 feet of 3/8-inch-diameter cable and a built-in dolly with four wheels and a telescoping handle. Smaller machines powered by an 18-volt drill; K9-306 powered by a 1 1/2 hp electric motor (15-amp draw).

**COST:** Approximately \$880, \$1,320 and \$4,000, respectively

**WEBSITE:** [professionaldrainservicesofsne.com](http://professionaldrainservicesofsne.com)

◀◀ Rob Broccolo Jr. uses a RIDGID K9-306 FlexShaft drain machine and a RIDGID SeeSnake Compact M40 inspection camera equipped with a RIDGID CS6x monitor to remove roots from a 4-inch drainline at a residence.



# Strong-Seal<sup>®</sup>

SYSTEMS



*The Technology Leader in  
Manhole  
Rehabilitation!*



## Complete Family of Products:

- MS-2A - Portland cement based structural lining material
- MS-2C - Calcium Aluminate based structural lining material
- High Performance Mix - 100% pure-fused Calcium Aluminate Cement and aggregate structural lining material
- Profile Plus - Calcium Aluminate underlayment for epoxy/urethane coating
- Strong Plug - Stops active infiltration
- Quick Set Repair (QSR) - Patching cement
- Bench Mix
- Storm Seal - Portland cement based structural lining material for culvert and corrugated metal pipe rehabilitation
- Strong-Seal<sup>®</sup> Geopolymer

*The Fast, Cost-Effective  
Solution For*

**STOPPING INFILTRATION  
RESTORING STRUCTURAL  
INTEGRITY  
CORROSION PROTECTION**

*Offering  
Manhole Rehabilitation  
Solutions Since*

**1989**

THE  
**Strong Company**  
INC.

4505 Emmett Sanders Rd  
Pine Bluff, AR | 71601  
(870) 535 - 7617 | Fax: (870) 850 - 6933  
[www.strongseal.com](http://www.strongseal.com) | [info@strongseal.com](mailto:info@strongseal.com)



the state, as well as in southeastern Connecticut. “We’re definitely knocking out more calls per day.”

The productivity gains stem from the units’ design. First of all, the K9-102 (for 1 1/4- to 2-inch-diameter pipes) and K9-204 (for 2- to 4-inch pipes) weigh in at 24 and 38 pounds, respectively. Broccolo says they’re much easier to move around than heavy drum machines.

Even the K9-306 (designed for 3- to 6-inch pipes), which weighs 159 pounds, is a relative lightweight compared to bigger and more cumbersome drum and sectional drain machines. And it comes with a built-in dolly — including a telescoping handle — that can be rolled on two or four wheels.

## TWO JOBS AT ONCE

What really drives productivity is the machines’ cable design. The cable is enclosed within a flexible nylon sheath that prevents it from spinning wildly inside a pipe. (The sheath diameter is 3/8, 1/2 and 5/8 inches in diameter for the K9-102, K9-204 and K9-306 machines, respectively.)

By eliminating the cable gyrations, technicians can safely insert an inspection camera behind the drain machine’s cleaning head without risk of damage. As such, technicians can effectively perform both cleaning and inspecting at the same time.

To inspect pipelines, Professional Drain Services owns three RIDGID SeeSnake cameras — a Compact M40, microReel and Mini reel — plus a RIDGID CS6x Versa monitor.

“I was amazed when I first saw the technology at a WWETT Show three years ago,” Broccolo says. “Now these machines are the first thing I pull off the truck for jobs. And nine times out of 10, I’m also finishing the jobs with them.

“It brings so much more value when customers can see the problem on a camera monitor. They can watch me remove a clog while I explain what’s going on. Plus, now I can get in and out of jobs in about 45 minutes, compared to around 1 1/2 hours minimum before.

“Before I was just a drain cleaner. Now I’m a guy with efficient, modern equipment who’s a drain surgeon. My customers love it.”

Broccolo says he still uses a JM-3080 cart jetter from General Pipe Cleaners for longer runs on commercial jobs, as well as a RIDGID K-5208 sectional machine for really tough root clogs.

## POWERFUL MACHINES

The K9-102 and K9-204, which max out at 2,500 rpm, are powered by an 18-volt power drill. That might lead some drain cleaners to question the units’ strength, but Broccolo says he’s never lacked for power. “I’ve cut through some pretty crazy root clogs that

were 10 to 12 feet long,” he notes. “And the FlexShafts ate right through them like they were nothing.

“That’s pretty impressive because it’s hard to drive a bigger cable machine through that much root. In the nearly two years I’ve owned the K9-102 and K9-204, I’ve never broken a cable or been unable to get through a clog.”

Broccolo recently purchased a K9-306, which is powered by a 1 1/2 hp electric universal motor that generates 2,000 rpm. He primarily uses it for descaling cast iron pipes and root removal. In terms of durability, he says he’s run the motor (which draws 15 amps) for up to an hour straight with no issues.

“It has a forward and a reverse switch, which is great when you’re descaling cast iron pipes because you can penetrate going forward and clean in reverse coming back.”

The K9-102 includes a 50-foot-long, 1/4-inch-diameter cable; the K9-204 features 70 feet of 5/16-inch cable; and the K9-306 offers 125 feet of 3/8-inch cable. Each machine comes with two chain knockers.

## GREAT RETURN ON INVESTMENT

Broccolo also says the FlexShafts easily move through the exterior P-traps, where the sewer lateral exits a house, that are commonly installed on homes in his service area. With other drain machines, getting a spinning cable and cutter head through these kinds of traps is next to impossible.

But the FlexShafts’ cable and chain knocker can be engaged on demand. As a result, he can send the cable and chain knocker through a trap in nonspin mode, then engage the cable and knocker when they clear the trap. “The cable sheath is very flexible, and the chains don’t engage until you want to spin them.”

With price tags of approximately \$880, \$1,320 and \$4,000 from the smallest to largest machines, respectively, Broccolo believes the FlexShafts are a great value and says they quickly pay for themselves.

“The return on investment is no joke,” he says. “I can make so many more calls a week, so I’m definitely making a lot of money with these machines.” ■

“Before I was just a drain cleaner.  
Now I’m a guy with efficient,  
modern equipment who’s  
a drain surgeon.”

Rob Broccolo Jr.

## SHOW US THE MONEY (MACHINE)

To nominate your vehicle for a feature in this column, send an email to [editor@cleaner.com](mailto:editor@cleaner.com). Tell us briefly but specifically what features make it a great producer. And send a picture — because appearance counts. We look forward to seeing your Money Machine.



# ALLAN J. COLEMAN

SINCE 1905

**Call us today!**  
 Chicago 773-728-2400  
 Phoenix 602-638-0600

5725 N. Ravenswood Ave. • Chicago, IL 60660  
 6003S 40th St., Ste. #5 • Phoenix, AZ 85042

info@allanjcoleman.com • www.allanjcoleman.com

**OLDEST NAME IN THE BUSINESS — OVER 115 YEARS OLD**

## CS6x)) VERSA Digital Recording Monitor With Wi-Fi



- A high and low monitor mounting position and pivoting frame lets users tilt the monitor to the desired angle for optimal viewing. The sunshade remains open in all situations for glare reduction
- 5.7" daylight viewable screen. TruSense™ compatible
- Docks to the Compact 2/C40/M40 camera reels for efficient transport, storage, and operation, and can be used mounted or unmounted
- Operates on one 18 V battery or AC power adapter
- Capture images and video directly to a USB drive
- Stream or Record to an iOS or Android phone or tablet

**Now With  
 2 LOCATIONS To  
 Better Serve You**

## FLEXSHAFT, K9-102

- 1 1/4" - 2" Pipes
- Includes: 50' of 1/4" cable and kit
- Faster setup and cleanup, quick cleaning, and cordless convenience for additional time savings



## FLEXSHAFT, K9-204

- 2" - 4" Pipes
- Includes: 70' of 5/16" cable and kit
- Faster setup and cleanup, quick cleaning, and cordless convenience

## CS12x)) Monitor

- Wi-Fi and Bluetooth
- Large High Resolution 12.1" display
- Dual Battery Power – two batteries can be installed for maximum runtime
- Capture images and video directly to a USB drive
- Stream or Record to an iOS or Android phone or tablet



## SeeSnake® TruSense™ Camera Reel

- High dynamic range (HDR) offers bright, clear in-pipe imaging
- TiltSense displays the pitch in a pipe

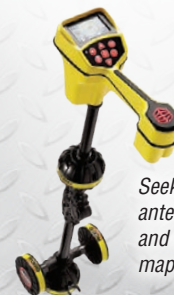


## NaviTrack® Scout®

Scout is designed to solve demanding remote transmitter (sonde) locates using multi-directional locating technology.

## SR-24 Line Locator with Bluetooth® and GPS

- Omnidirectional antennas
- Large display • Built-In GPS
- Bluetooth® technology
- Smartphone/Tablet App
- Can trace any frequency from 10 Hz to 35,000 Hz



## SeekTech® SR-20

SeekTech uses omni-directional antennas, guidance arrows and an easy to read mapping display.

**RIDGID®**

**We Have RIDGID Parts!**

**Authorized SeeSnake Repair Center**

**THE BEST SERVICE AND FAST TURN AROUND!**

**If you buy the best, you are only sorry once!**



**Buy Online at  
 AllanJColeman.com**



**NEW**

## A built-in battery cradle\* is now standard on all Electric Eel eCAM Camera Systems!



This new standard feature adds convenience for the operator and allows easy access to power for remote location work or where electricity is not available. Battery life is 6-7 hours when fully charged. eCAM Pipeline Inspection Cameras are professionally engineered to inspect 1 1/2" to 10" diameter pipelines. A user friendly way to quickly inspect pipelines for maintenance or troubleshooting issues. Visit our website to check out all the eCAM units.

\* Accepts a Milwaukee M18 or equivalent battery (Battery Not Included)

### DRAIN CLEANING TOOLS FOR PROFESSIONALS



**eCAM**  
*Electric Eel*®

1-800-833-1212 [www.electriceel.com](http://www.electriceel.com)

**ServiceCore** is an all-in-one software solution custom built for liquid waste industry and roll-off rental businesses.

See how ServiceCore can help your business today.  
Book a call now at [www.servicecore.com/demo-scheduler](http://www.servicecore.com/demo-scheduler).

**SERVICECORE**

[WWW.SERVICECORE.COM](http://WWW.SERVICECORE.COM) 1-888-691-1333

## REDUCE HARMFUL WASTEWATER PATHOGENS AFFECTING YOUR WORKERS

**Vanguard Pathogen Defense Systems®**



Limited time offer for 1 Vanguard System.

Check out our recent webinar at: <https://bit.ly/3b5u3yJ>

Purchase a Vanguard Pathogen Defense System from KEG and get a **\$1,000 credit** toward the purchase of our tier 3 nozzles, cutters, KleenSight camera or training session.



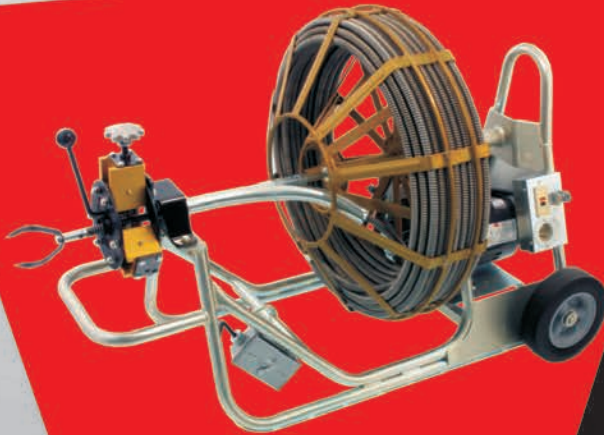
**KEG** KEG Technologies, Inc. [Info@kegtechnologies.net](mailto:Info@kegtechnologies.net)  
Toll Free: 866-595-0515 [www.kegtechnologies.net](http://www.kegtechnologies.net)





# **GORLITZ** SEWER & DRAIN **INC.**

Norwalk Blvd. Santa Fe Springs, Ca. 90670



**MACHINES**  
**FEEDERS**  
**CABLES**  
**RAMPS**  
**CONNECTORS**  
**LEADERS**  
**CHUCKS**  
**ENDS**  
**RETRIEVERS**  
**SPLICES**  
**AUGERS**

●

**JETTERS**  
**NOZZLES**  
**HOSES**

●

**TRENCHLESS**  
**PIPE SYSTEMS**

●

**SOCKET**  
**FUSION KITS**

*Engineering, Dedication, Quality, Sales and Service All In One Stop!*

www.gorlitz.com  
Email: sales@gorlitz.com  
f GORLITZ on Facebook



Tel: (562) 944-3060  
Fax: (562) 944-7630



# Meeting Expectations

A commitment to safety requires actively seeking employee involvement, and it starts from the top down

By Giles Lambertson

**T**here are many workplace safety mantras, such as “safety is a habit” and “safety is everyone’s business.” While there is truth in the maxims, they nevertheless are just words — and cheap, as they say. Danger arises when the words become substitutes for the work of actively teaching safety and monitoring a workplace for unsafe situations.

It’s the job of safety managers to move a company beyond just talking about safety — and that job is a tough one. A safety manager’s very worth to a company ultimately is measured by how many accidents or injuries do not happen on his or her watch.

Safety personnel may have different approaches to their work, but all seem to agree that the most insidious cause of unsafe behavior

is routine, and how important it is for everyone to be committed to returning home unharmed at the end of a workday.

## START FROM THE TOP

“I’m the safety manager,” says Chris Ravenscroft of Koberlein Environmental. What’s interesting about that is Ravenscroft is also president and owner of the diversified wastewater services firm in Pennsylvania with commercial, residential, industrial and municipal clients. Considering all the responsibilities that come with ownership and administration of a burgeoning company, delegating employee safety to a subordinate certainly could be justified.

But Ravenscroft’s decision to be directly involved in the company’s safety program reflects his fundamental belief that the integrity of the program determines its success. “I really do think that it all has to do with credibility,” he says. “Management and ownership have to show their genuine interest in what employees have to say.

“Employees come to the monthly safety committee meetings with their own ideas and concerns and we have an open forum. Their active participation starts with the belief that we’re having a meaningful discussion. They have to see that we really are concerned about their safety.”

Daily operations of the company occasionally interfere with assembling a safety committee quorum. For the meeting to occur, at least four committee members besides management representatives are required to be present. That requirement alone serves to validate the meeting in the eyes of employees. They can see their presence at the meeting truly is valued.

The meetings are not allowed to drone on either, Ravenscroft says. “Realistically, we try to keep them as short as possible and as long as necessary. That means usually about 45 minutes. After that much time, everyone’s attention starts to wander. There are diminishing returns after 45 minutes.”

While each meeting has an agenda, urgent topics are raised as determined by circumstances, he says, including accidents. The company has gone several years without a lost-time accident, but incidents do happen from time to time.

« The key to having meaningful and productive safety meetings is giving employees the opportunity to speak their minds, share experience and express concerns.





“I really do think that it all has to do with credibility. Management and ownership have to show their genuine interest in what employees have to say.”

Chris Ravenscroft

“Whenever an accident does occur or a near miss of an accident, it definitely focuses people. Such incidents go to the top of our agenda.”

He adds that sometimes committee members respond to an incident “sooner than the next month’s regularly scheduled meeting. We sometimes call a special meeting or decide to act on something immediately and follow up at the next meeting. These meetings are not window dressing. The safety committee is not a token or a gesture.”

One indicator that management means business in stressing safety is how readily it will pay for it. Ravenscroft says: “There has to be a willingness to consider real solutions based on employee input. Sometimes this includes spending money. There has to be a willingness to make the investment for safety.”

## SAFETY IS A CULTURE

As safety manager of North American Pipeline Services (NAP), John Flanagan brings to the table hands-on experience keeping workers safe: He spent years in the oil refinery industry where, he says, “safety is huge.” Leading a refinery crew of 40 workmen, Flanagan each day stressed to employees the necessity of working safely and looking out for one another.

“It was easy to do that then because everyone met in the construction trailer every morning. Here, everyone is scattered to different workplaces,” he says. The scattering comes from NAP being a full-service underground utility rehab and repair contractor serving customers in New Jersey, New York and Pennsylvania.

A year ago, safety became Flanagan’s sole focus after Tom Mullen, NAP owner, hired him to enhance the company’s environment. Flanagan says the new program is a work in progress. “Tom asked me to enhance the company’s safety culture while he continues to grow the company. Safety is a culture. We’re still developing it.”

Flanagan’s first undertaking was to develop a health and safety manual. “It tells employees what they can expect the company to do for them and what the company expects of them to help protect themselves and each other.”

Flanagan also began to hold monthly safety meetings with individual groups of employees. Topics include hand safety, eye protection, the dangers of hydrogen sulfide gas in manholes and confined-space entry procedures. Eventually, that gathering of employees will become a monthly safety committee meeting with a representative from each division of the company.

He recently held a “refresher” meeting: a classroom gathering he convenes every six months for half of the employees. The other half has their next scheduled safety awareness refresher a few months later. “It’s an eight-hour course,” Flanagan says. “I’m not teaching it. I call in a certified trainer to lead a discussion on a safety topic for one whole day.”

While topics are thoughtfully chosen, sometimes they are dictated by what’s in the news — such as a workplace accident. One example: A confined-space incident in a neighboring state where hydrogen sulfide gas killed a worker and two would-be rescuers. The tragedy captured everyone’s attention and became a springboard for discussion.

“There always is something happening somewhere, some sort of accident,” Flanagan says. “And the biggest reason for accidents is the repetitiveness of every job. The danger is complacency. That’s what we have to guard against. Don’t take safety for granted. Every day. That’s what I tell employees. All accidents are preventable.”

## INVOLVE EVERYONE

Kyle Irwin got into the safety business the old-fashioned entrepreneurial way: As president of an employment company, he witnessed a less-than-satisfactory safety management performance at a job site in 2009 and believed he could do a better job of it. So, he started his own firm, Irwin’s Safety. Today, the Calgary, Alberta, enterprise operates from eight offices scattered throughout the provinces of Alberta and British Columbia.

The 39-year-old founder leads a program that teaches safety online, on site and in instructor-led classrooms with simulated workplace environments. In respect to meeting length and frequency, Irwin counsels company safety specialists to hold 20-minute meetings if they are scheduled weekly and to limit monthly meetings to an hour or less.

“Weekly meetings are especially valuable if employees are involved in an ongoing project because things can happen on a weekly basis, particularly if multiple subcontractors are employed,” he says. “But if you are routinely operating ... a monthly thing is OK.”

He says safety committees should be comprised of labor, supervisory and management personnel. In every case, a meeting’s agenda should include an “old business” section to ensure that safety recommendations actually were implemented after a prior meeting. “You need to make sure you resolve any questions employees have. If you put a safety practice in place and it’s not enforced, employees come to believe you are just doing it for paperwork. They don’t believe you actually care.”

Irwin also believes in teaching from shared experience, that is, periodically having “safety moments” keyed to a workplace incident somewhere. “It can be a good thing to mention in a meeting that, not too far away at another company, an employee was, for example, working in a confined space and died from heat stroke. Make the example as relevant as possible.”

CONTINUED >>

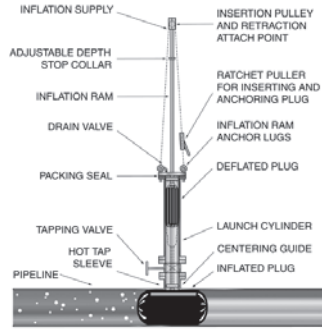


# Petersen® Pipe Plugging Systems



Pipe Plugs and Packers for all your Pressure, Chemical, and Temperature Requirements. Call us to quickly customize a pipe plug or plugging system for your specific application.

## Economical Hot Tap Plugging Systems



[www.pipeplug.com](http://www.pipeplug.com)

**Petersen** PRODUCTS COMPANY  
Serving Professionals Since 1916

PHONE 800.926.1926 OR 262.692.2416  
FAX 262.692.2418

safety  
**FIRST**

The universality of such a workplace episode is the lesson there: A reminder that working routine can be deadly. "For people who are pretty confident in their performance of a job, this is a way to remind them to take a step back every single time they start to work. It's a way to tell them that just because they've been doing a job for a long time doesn't mean they shouldn't take a step back daily and make sure they are proceeding safely. A safety moment in a meeting can help them do that."

The key to having lively and meaningful safety meetings, Irwin says, is management giving employees the opportunity to tell what's on their minds. "Provide feedback opportunities," he says. "People like to talk. They like to feel that they are making a difference. Create that open and welcoming environment and you will get employee engagement big time." c

"It can be a good thing to mention in a meeting that, not too far away at another company, an employee was, for example, working in a confined space and died from heat stroke. **Make the example as relevant as possible.**"

Kyle Irwin

**T&T TOOLS**

**T&T Tools, Inc.**

Fax: 800.521.3260

Email: [sales@mightyprobe.com](mailto:sales@mightyprobe.com)

**800.521.6893**  
**[www.MightyProbe.com](http://www.MightyProbe.com)**

Call for a FREE Catalog



Call for a FREE Catalog

### HOOKS...

- > Several different styles of heat-treated hooks are available
- > Top Poppers are great to open manhole covers
- > The Handy Hooks allow two handed use

### PROBES...

- > Insulated, standard, and specialty soil probes
- > Metal shaft sizes: 3/8" round, 3/8" hex, or 7/16" hex
- > Replaceable tips are threaded on and hardened
- > A "slide" allows the handle to pound the shaft into the ground



# If it inspects, protects and clears, it's here.

With thousands of items available, you can get everything from augers to The VALOR® drain cleaning machine. What we don't have, we can order and ship in a few days.

**Draincables Direct: one-stop convenience.**



**DRAINABLES®**  
*direct*

Follow us on:    YouTube

800.421.4580  
**DRAINABLES.COM**



- Water Leak Detection Ground Microphones
- Water Leak Detection Field Correlators
- Water Leak Detection Cell Phone Tools
- Water Leak Detection Loggers
- Water Leak Detection Insertion Tools
- Water Leak Detection Fixed Sensors
- Water Leak Detection Pressure Sensors



WWW.PIPE-TOOLS.COM  
**1-866-246-1828**

CATALOG AVAILABLE

**EPL SOLUTIONS** Inc. Solutions based  
 Thinking Ahead company  
 for contractors



**MINIFLEX<sup>®</sup>**  
 by **CamTronics**  
 Flexible Mini  
 Sewer Camera

- Unique flexible element for right-angle bends
- Sewer pipeline inspection of 1" - 4" pipes
- Special lens with large viewing angle (100°)
- Sophisticated lighting ring for minimal reflection and a clear image
  - Standard 512Hz transmitter
  - Max. 7 hour Li-ion battery pack

epls-usa.com/miniflex-by-camtronics

**CamTronics**  
 INNOVATIVE CAMERA SOLUTIONS



Distributed by  
**EPL Solutions, Inc.**



714.453.9760  
 www.EPLS-USA.com

**KEN-WAY Beats the Others**  
**DAY-IN • DAY-OUT**

And they have for over 50 years

**KEN-WAY CABLE CLEANERS**

for cleaning sewer, drain or process lines  
 from one to ten inches, up to 75 feet  
 with the Junior and up to  
 a full length of 300 feet  
 with the Model 400



**KEN-WAY**  
**Exclusive Built Cables**

3/8" 13/32" 1/2" 3/4" 11/16" 5/8" 5/16" 1/4"

- Heat Treated
- Inner-Core or Non-Core
- Fit Most Other Brands
- Interchangeable with Most Brands
- Coupling or Blade Holding Types



Leasing plans available. Call for details.

**1-800-533-0551**

930 ROBERTS ROAD, SPARTA, WI 54656  
 www.ken-way.com • E-mail: info@ken-way.com





"Your Prime Source for Solutions,  
Products and Training"

A Full-Service supplier for the Trenchless Rehabilitation Industry offering PrimeLiner Resins, Liners, Sectional Point Repair Kits. We also offer Pipe Plugs, Chemical Grout, Joint Seals, Manhole Rehabilitation Products, Cleaning Nozzles and much, much more.

- New Facility for Training, Manufacturing and Distribution near Orlando, Florida
- Family owned and operated for 3 generations
- Support When you Need it! 24/7 365 days a year
- Trusted by many for 20+ years

Why work with a huge corporation where you are just an account number, when you can get personalized service from PrimeLine? We are here to help Municipalities, experienced contractors as well as those with little or no experience. We can customize a training program just for you and your team.



Call **PRIMELINE PRODUCTS** NOW  
to see how we can help you 407-772-8131



## The Solution

CAN'T FIND A LEAK?



**POWER SMOKER™**

**2**

- Quickly and safely locate leaks in indoor plumbing systems. Model available for sewer line testing.
- Uses the ONLY tested safe smoke on the market

NEED A VAC THAT DOES IT ALL?



**VAC 250**

- 250 or 500 gallon units with compact configuration creates easy access to places large hydro excavation systems can't reach.
- Ideal for cleaning out catch basins, potholing, exposing buried utilities, and miscellaneous jobs on property that requires extra care, such as parks and golf courses.
- Years of dependable use provided by top of the line components, including Cat® diesel or Kohler® gas engines, Gardner Denver® blowers, and Giant® pumps.

**HURCO**TECH.COM  
800-888-1436



# ProVac Industrial Pumpout Unit



Sales & Service

1-800-367-0972

orders@westmoorltd.com

Westmoor Ltd.

Made in the USA



**Built to Last!**

www.westmoorltd.com



SPECIALTY VEHICLES & EQUIPMENT  
A UNITED COMMUNITY BANK COMPANY

## Command More Financing Power With Navitas We Finance the Trucks and Equipment You Need to Grow

- Same Day Credit Decisions
- Affordable Repayment Plans
- No Age or Mileage Restrictions
- Deferred Payments
- Simple Documentation
- Seasonal Payments



For more information contact us at  
**800.422.1844**

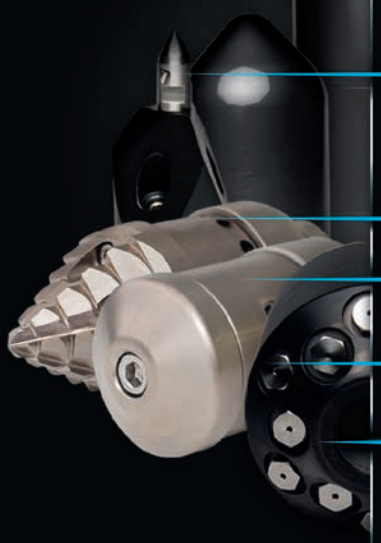
Mention this ad and receive  
\$100 off your documentation fee.

**Liberty Financial is Now the  
Specialty Vehicle Division of Navitas Credit Corp.  
Brand New Name...Same Great Service.**

Get Results Driven Commercial Equipment Financing with Navitas  
[sve.navitascredit.com](http://sve.navitascredit.com)

American Professionals  
clean with

**BLUESTAR**  
Nozzles made for Professionals



- ★ High performance, one-piece Blue Star nozzles with "Optimized 3D Hydro Mechanics"
- ★ affordably priced
- ★ available with stainless steel and ceramic nozzle inserts
- ★ for use with 1/2" - 1 1/4" hose connections
- ★ usable with recycled water

SEWER  
**PRO SHOP**

TOLL FREE NUMBER 1 877-864-9394

info@sewerproshop.com www.sewerproshop.com

**CAN'T GET**

**ENOUGH**

**CLEANER?**



Since 1985 *Cleaner* has been telling your story. Read past issues to relive the articles, news and events of the drain and pipe rehabilitation industry.

Visit [cleaner.com](http://cleaner.com) to read past issues





# CLEAR OUT COMPACTED WIPES WITH THE PICOTE MAXI MILLER



PVC Chain with Special Drill Head  
A powerful combo for cast iron pipes



**3" TO 10" PIPES**  
**CLEANING & DESCALING**  
**REINSTATEMENTS**  
**REMOVE FAILED CIPP LINER**  
**REMOVE CONCRETE**

CALL: 708 267 6366 | SALES@PICOTESOLUTIONS.COM | WWW.PICOTESOLUTIONS.COM



## FORBEST PRODUCTS CO.

9mm 200'/400'  
Cable & Reel

Spring Kit  
with or without  
Built-in  
512 Hz  
Transmitter

Pan-Tilt  
Color Camera

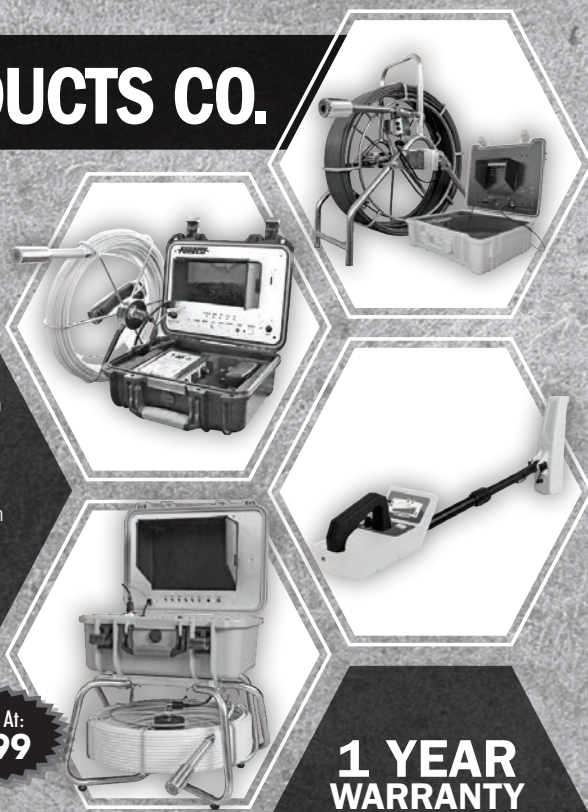
Footage  
(Meter)  
Counter



- 1) 7" Touch Screen
- 2) Android System
- 3) Button Control
- 4) Detachable from Camera Reel
- 5) Text Input

Starting At:  
**\$1,999**

**1 YEAR  
WARRANTY**



Western USA:

44130 Old Warm Springs Blvd, Fremont, CA 94538

Eastern USA:

701 Dawson Dr, Newark, DE 19713

Canada:

44 E Beaver Creek Rd, Unit 6, Richmond Hill, ON L4B 1G8

www.forbestgroup.com

TF: 1 877 369 1199 P: 510 226 7988

TF: 1 877 369 1199 P: 905 709 6226



## SPOTLIGHT

### UV technology speeds up CIPP projects

By Craig Mandli

Quick-curing technology has made completing CIPP projects significantly more efficient. One new technological offering for this service is Pipeline Renewal Technologies' SpeedyLight+, an LED-based UV solution for CIPP that cures at speeds ranging from 0.66 to 3.3 feet per minute.



Because it's compatible with felt (and invertible glass fiber), SpeedyLight+ can cure 90-degree bends in lines as small as 4 inches, as well as other challenging geometries like transitions and verticals. Because it doesn't use styrene and amines, UV-based cure technologies like SpeedyLight+ raise fewer odor objections from the public and your crew. LED UV curing is also less disruptive to communities because it requires a smaller footprint when performing trenchless repairs, with no large trailers or trucks blocking roadways. In addition, the process requires little time and is energy efficient.

"This can be done in an hour, compared to days of interruptions and sidewalk tear-ups — and then the reconstruction," says Steve Webster, Pipeline Renewal Technologies' channel development manager. "With your typical steam or hot water, when you start curing, it's like a fuse: It goes to the very end, and you have no control. So if there's something wrong in the middle, there's no stopping it."

The single-part vinyl ester resin requires no mixing and eliminates shelf life and working time challenges. According to Webster, any extra resin can be saved for future use. "With this, you can turn the light on and off anytime you want to stop the cure and start the cure," he says.

The technology uses LED lamps to cure, drawing half the power of traditional UV technology without sacrificing intensity. Meanwhile, the SpeedyLight+ camera head is able to show operators what's happening underground every step of the way, giving them the ability to control the speed and accuracy of the curing process.

The highly portable design allows for access from even the most remote sites, curing up to 328 feet of liner in pipes ranging from 4 to 12 inches. Due to the low power of LED technology, a SpeedyLight+ UV LED system can be powered from standard 220-volt mains or any 1.2-kW electrical source. 866-936-8476; [www.pipelinert.com](http://www.pipelinert.com).



#### 1 ELECTRIC EEL ECAM ACE PIPELINE INSPECTION CAMERA

Two new standard features were added to Electric Eel's Ace inspection camera. A battery cradle installed on the hub of the reel will accept a Milwaukee Tool M18 or equivalent battery (battery not included). This allows for operation in remote locations or anywhere electricity is not available. The Ace camera can run six to seven hours on battery power. Also, 6-inch wheels are now built into the frame for easy transport of the unit. 800-833-1212; [www.electriceel.com](http://www.electriceel.com).

#### 2 MILWAUKEE TOOL CABLE DRIVE ASSEMBLY

Milwaukee Tool's new accessory, Cable Drive, for the M18 Fuel Switch Pack sectional drum system provides the ability to automatically feed and retract cables through 1 1/4- to 4-inch lines at up to 15 to 20 feet per minute. The assembly quickly attaches to any Switch Pack drum with the mounting plate installed. A twist lock feature allows the Cable Drive to be easily swapped between drums, meaning only one Cable Drive is needed for all the Switch Pack drums. A ratcheting lever automatically adjusts for Milwaukee Tool 5/16-, 3/8- and 1/2-inch inner core drain cleaning cables and 5/8-inch open wind cables. The assembly is equipped with a Rapid Stop button that releases the steel bearings to provide a quick way to release the cable once a blockage is reached, preventing the cable from binding. 800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com).

#### 3 FLIR SYSTEMS GF77A IR CAMERA

The GF77a Gas Find IR camera from FLIR Systems is its first fixed-mount, uncooled, autonomous leak detection camera designed specifically to visualize methane, sulfur dioxide and other industrial gases, improving inspections and reducing the chance of false readings. Featuring a High Sensitivity Mode, the camera enables better detection capabilities by accentuating movement to make gas plumes more visible to the user. The radiometrically calibrated GF77a also measures temperature, making it a solution for monitoring tank levels and inspecting components that may overheat. The GF77a provides advanced connectivity protocols that allow for seamless integration into gas monitoring systems. 866-477-3687; [www.flir.com](http://www.flir.com). **c**



# More choices, more solutions, more innovation. That's Ratech.

- ✓ One-Touch USB recorder or SD recorder
- ✓ 10.4" sunlight-readable LCD
- ✓ Built-in Lithium Ion battery
- ✓ Wi-Fi connectivity-record direct to smartphone or tablet
- ✓ 100'-400' Premium Gel Rod™ Push cable
- ✓ 1.375" dia. Self-leveling camera
- ✓ Keyboard, footage counter, 512Hz sonde
- ✓ 3/4" micro camera compatible
- ✓ Pan n' Tilt push camera compatible
- ✓ Authorized service centers nation-wide



**Ratech**  
ELECTRONICS

Video Pipeline Inspection Systems



For more information on these or other products call toll free: 1-800-461-9200 or 905-660-7072 [www.ratech-electronics.com](http://www.ratech-electronics.com)

Upload your inspection videos to [YouTube](https://www.youtube.com) Ask us HOW?

MANUFACTURING SEWER CAMERAS SINCE 1981.

## Professional-Grade Drain Cleaning Machines, Cables & Accessories



### Drain Cleaning Machines

- > Heavy duty construction
- > The most powerful motor in the industry
- > Quick and easy reel changeover
- > A one year rock-solid warranty

### Cables

- > Fabricated from high quality wire
- > Most ends & couplings available
- > All sizes and lengths
- > Innercore available



**TORQUE MASTER**  
THE PROFESSIONAL CHOICE  
**COAST MANUFACTURING**

[www.coastmanufacturing.com](http://www.coastmanufacturing.com)  
541.684.0743

## ADVANCED WATER LEAK DETECTOR



The LD-18 Digital Water Leak Detector uses patented technology to significantly reduce ambient noises from dogs barking, footsteps, people talking, etc. The digital amplifier samples the sounds every few tenths of a second, rejecting intermittent sounds instantly.

See the LD-18 at [www.subsurfaceleak.com](http://www.subsurfaceleak.com).

**SubSurface Locators™**

(408) 249-4673  
[www.subsurfaceleak.com](http://www.subsurfaceleak.com)



# NEED TO LOCATE BURIED PVC?



- Microprocessor Intelligence
- GPS Plotting & Tracking
- Noise Isolating Headphones
- Patented Technology

## PL-1500 & PL-2000

## PIPE & CABLE LOCATORS

- Underground pipe & cable locators
- Available in single frequency and multi-frequency
- Lightweight receivers w/ easy-to-read LCDs

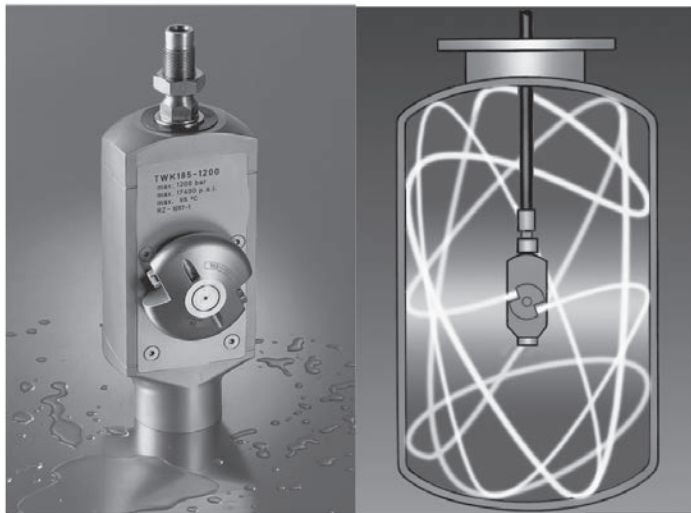
## 28mm PIPE INSPECTION CAMERA SYSTEM



- 512Hz Transmitter
- 28mm Camera
- 12 PCS LEDs
- Waterproof IP68
- Video Recording
- Digital Meter Counter

PROUDLY MADE IN THE USA

[www.ssilocators.com](http://www.ssilocators.com)



URACA - For all Cleaning and tough job needs:

Pumps up to 60,000psi for cleaning, descaling, cutting applications etc.

Cleaning heads and tools- for PVC, resins, polymers and many other applicatitons

Safe, reliable and high quality equipment since 1966!  
For more Information visit [www.chemacinc.com](http://www.chemacinc.com)  
1-800-217-8677 Fax 201-327-8861 email [chemac@chemacinc.com](mailto:chemac@chemacinc.com)

URACA

COMPANIES NEED

# Fresh Content

TO STAY RELEVANT...  
LOTS OF IT.

Trying to handle all of that on your own can be daunting.

**That's why you need GalactIQ Media.**

Useful, organized, cross-platform content is the key to a successful marketing strategy. Our content generation team specializes in custom-built, affordable solutions exclusively tailored to fit your needs.

### Digital & Print Media

- » Website content «
- » Blog posts & customer education materials «
- » Press materials - products, industry, personnel «
- » Social media management & marketing «
- » Email marketing «
- » Hired professional photography & videography «

### Creative Content

- » Logo & business card design «
- » Outside creative (advertisements, billboards, digital) «
- » Catalogs & brochures «
- » Video editing «



**GALACTIQ**  
MEDIA

A division of COLEpublishing

[www.GalactIQMedia.com](http://www.GalactIQMedia.com)

[contentpros@galactiqmedia.com](mailto:contentpros@galactiqmedia.com)



# LESS WATER. MORE POWER.

## A Trio of Chain Scrapers Using Low Flow for High Powered Cleaning

- Low Flow
- Less Water Usage
- High Torque
- Works with Clean & Recycled Water
- Masters 90° Bends in 4" Pipe\*

Application Range: 1.5" - 12"

CALL 1 877 ENZUSA1  
For a dealer near you

[www.enz.com](http://www.enz.com)

**enz**®  **usa inc.**

1585 Beverly Ct., Unit 115 | Aurora, IL 60502



### Plumber Friendly!

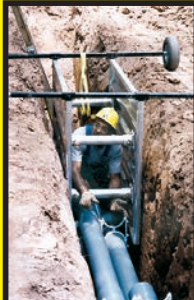
- Low Flow
- Clean Small Pipes
- Uses Clean Water

*ultra* *ultra* *ultra*  
**LIGHT – VERSATILE – SAFE**

## ultraSHORE PRODUCTS



Quick to Install.  
As light as 130lbs.



Roll Your Own.  
Optional wheel kit.



Stacks easily with  
2' & 4' high panels.

**This is What Aluminum Shoring Was Meant to be!**



SAFETY CORPORATION OF AMERICA

1-800-683-8837

**1-800-SHORING**

CALL TOLL-FREE NATIONWIDE • 1-800-746-7464

[www.shoring.com](http://www.shoring.com)

COMPLETE PARTS & SERVICE  
WE DIAGNOSE & SERVICE ALL BRANDS  
**NO BENCH FEE  
FREE DIAGNOSIS**

made in the • Fast Shipping  
**USA** • Call Us For A Quote

**(702) 527-5100**

LIVE TECH SUPPORT • PARTS & ACCESSORIES  
AVAILABLE FOR ALL EQUIPMENT  
[WWW.SECONV.COM](http://WWW.SECONV.COM)

**SECON-EXTREME CORDLESS**  
STARTING AT **\$2,293**

**GAS ENGINE PORTABLE  
JETTERS PRICES  
STARTING AT  
\$2,599  
EXTREME JET**

SEWER CAMERA & LOCATOR PACKAGES STARTING AT \$2,047  
**ASK ABOUT QUANTITY DISCOUNTS**

**TRAILER JETTERS STARTING AT \$26,999**

DON'T SEE  
SOMETHING  
YOU REQUIRE  
FOR A JOB?  
ASK US!!

MADE IN THE USA



**702-527-5100**

[WWW.SECONV.COM](http://WWW.SECONV.COM)



### Vacuum Truck Rentals welcomes Calhoun

Vacuum Truck Rentals announced Donald Calhoun as the newest member of its sales team. He will serve the Deer Park, Texas, region and brings more than 32 years' experience in the vacuum truck and heavy-equipment industry. Calhoun began his career as a mechanic's assistant and expanded his industry skills as a sales representative for parts and used equipment before transitioning into a role to train others on the operation of vacuum trucks.



Donald Calhoun

### TRUVAC partners with Ditch Witch in Colorado and Oklahoma

TRUVAC by Vactor announced the addition of two Ditch Witch dealers to its network. Ditch Witch of the Rockies, which is located in Colorado, and Ditch Witch of Oklahoma will now be offering the full line of TRUVAC vacuum excavators. The addition of the two dealers brings the total number of locations providing TRUVAC vacuum excavators and support to more than 87 across the U.S. and Canada.

### Radiodetection announces collaboration with Sensors & Software

Radiodetection announced the expansion of its utility-locating offering to include Sensors & Software's LMX range of ground-penetrating radar systems in a new collaboration that utilizes the strengths of both companies. The LMX range of ground-penetrating radar will be available exclusively through Radiodetection in the U.S.

### SAERTEX multiCom to expand operations in North Carolina

SAERTEX multiCom plans to invest more than \$20 million in a new manufacturing and warehouse facility near its current location in Huntersville, North Carolina. The expansion will retain 34 existing positions and allow SAERTEX multiCom to add 45 new jobs over the next five years. SAERTEX multiCom has been operating in Mecklenburg County since 2009.

### Pipe Lining Supply adds a new technical representative

Pipe Lining Supply hired Steve Maszczak for the technical representative position serving the Northeastern U.S. He brings more than 10 years of CIPP experience to Pipe Lining Supply. He started as a CIPP technician, moved to a CIPP foreman and worked in sales and project management for the past seven years. Maszczak will support the company's customer base with training, advice and sales for CIPP lateral lining and AIPPR pipe coating projects for drain, waste and vent in Pennsylvania and surrounding states.



Steve Maszczak

### Vacuum Truck Rentals welcomes Rose

Vacuum Truck Rentals announced Ty Rose as the manager of its Northeast operations including New Jersey, Massachusetts, Maryland and the surrounding region. He brings 21 years' experience in the vacuum truck and heavy-equipment industries, having served in senior leadership positions, sales and technician roles. Rose began his career in the sawmill industry before becoming a vacuum truck operator and service technician. He then oversaw vacuum truck rental operations for 10 branches before taking a general manager position and served as a vice president of fleet and vacuum operations.

### HOBAS Pipe USA announces personnel changes

HOBAS Pipe USA made a few personnel announcements. Edward "Ed" Kocurek is stepping down as president and CEO. Kocurek had served the company for nearly 34 years in a variety of roles. He has presided as president and CEO of HOBAS Pipe USA for the past 20 years. Martin Dana, who joined the HOBAS Pipe management team as vice president of sales in January 2018, has been promoted to the position of president and CEO, effective April 1.

The company also announced Keithe Merl, P.E., as the newest member of the HOBAS Pipe USA sales team. He will serve the Northeast U.S., including New York, New Jersey, Pennsylvania, Massachusetts, Connecticut, Vermont, New Hampshire, Maine and Rhode Island. He is a professional geoenvironmental engineer with more than 20 years' experience serving clients in the private, public and municipal sectors in the Northeastern U.S. Merl replaces John Mele, who has been promoted to the newly created position of national business development manager for HOBAS Pipe USA.



Edward "Ed" Kocurek



Martin Dana



Keithe Merl

### ACPA announces new vice president of marketing

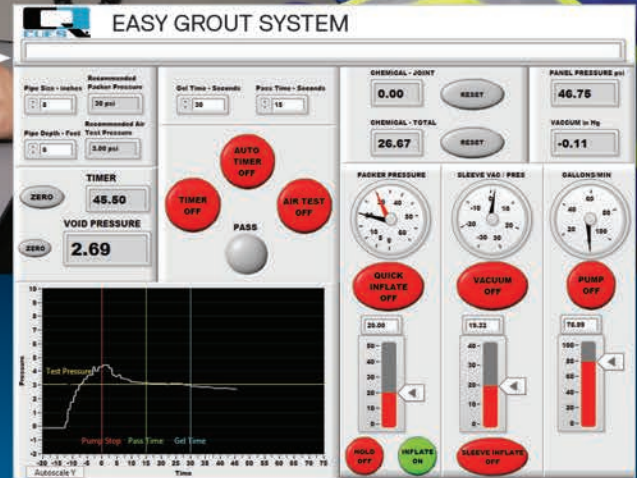
The American Concrete Pipe Association announced Michael Kremer as vice president of marketing, a newly created position to advance the association's efforts to meet the United States' critical need for resilient and sustainable infrastructure. In this new role, Kremer will lead the development and implementation of the organization's marketing strategy, messaging and materials that support the association's strategic mission and industry objectives. **c**



Michael Kremer



# GROUTING MADE EASY



- STOP I&I IN SEWERS, MANHOLES, AND LATERALS
- CUSTOM SYSTEMS AVAILABLE
- COMBO-TRUCKS AVAILABLE

- Easy Grout is software-driven. NO MORE mechanical, analog, dials, switches, or buttons!
- The software is easy to learn! Be trained and working in (1) hour.
- Point-and-click operation with auto pass-or-fail.
- Save time and money! Increase productivity while using LESS GROUT.
- Inspector-approved. Easy Grout calculates the grout per joint and per day automatically!



**NO MORE mechanical, analog, dials, switches, or buttons!**

**CUES** 

800.327.7791 | [salesinfo@cuesinc.com](mailto:salesinfo@cuesinc.com)



[www.cuesinc.com](http://www.cuesinc.com)



**AMAZING MACHINERY**  
Your Equipment SUPERSTORE Since 1982

**HOT + COLD JETTER PACKAGE**  
**\$4995.00**



**4000PSI @ 4.0GPM**



**HONDA ELECTRIC START**

Complete details at  
[www.amazingmachinery.com](http://www.amazingmachinery.com)  
**1-800-504-7435**

**EASY-KLEEN**  
PRESSURE SYSTEMS LTD.  
MANUFACTURER OF HIGH PRESSURE CLEANING EQUIPMENT

**WOLVERINE**  
DRY STEAM GENERATORS

**DRY STEAM GENERATORS**



20/30/40/50 BHP  
Up To 2,000,000 BTU

- Curing
- Thawing
- Degreasing
- Degassing
- Melting
- Cleaning & Restoring
- Prepping Surfaces for Paint
- Purifying
- Weed Control



**YouTube**  
[www.youtube.com/easyklean](http://www.youtube.com/easyklean)  
**1-800-315-5533**  
[www.easyklean.com](http://www.easyklean.com) • [sales@easyklean.com](mailto:sales@easyklean.com)

**Superior**  
**SMOKE**  
For SEWER TESTING

Superior Smoke Fluid Systems  
Smoke Candles • Smoke Blowers

**MADE IN USA**



**Superior Smoke Testing**  
The Most Cost Effective Method to  
Find Sources of Surface Inflow

[SuperiorSignal.com/Cleaner](http://SuperiorSignal.com/Cleaner)

**TRUGRIT**

- World's first patented poly carbide wheel
- Solid steel wheels
- Solid steel gritted tracks



We have • Wheels • Tracks  
• Wheel kits • Tow cables • Tires  
• We can resurface any worn carbide wheels

[TruGritTraction.com](http://TruGritTraction.com) | 407-900-1091

Over 30 years building quality equipment!

**HotJetusa**  
**OUR MOST VERSATILE JETTER!**  
FULLY LOADED! PRICE INCLUDES DELIVERY!\*



**HOTJET II**  
WITH PAYMENTS AS LOW AS **\$565.00**

32,995\* SALE PRICE WITH 25% DOWN O.A.C.


35 HP Vanguard Engine • 10GPM @ 4,000 PSI  
Cleans 2-12" Drains with Hot OR Cold Water

\*Delivery to lower 48 States Only - CALL FOR DETAILS

**1-800-213-3272**  
[www.hotjetusa.com](http://www.hotjetusa.com)

**The Crap Shooter - Sewer Jetter**

4 Units To Choose From  
1500-2000 PSI Power Unit  
50'-75' High Pressure Jetter Hose



**BULLFROG INDUSTRIES** 888.890.1555  
[FlushAFrog.com](http://FlushAFrog.com)

**All Jet**  
SUPPLYING THE ESSENTIALS IN THE UHP SURFACE PREPARATION INDUSTRY

All Jetting Technologies, Inc.  
772-286-1218

AT AFFORDABLE PRICES



- couplers and fittings
- pneumatically driven rotating jet lance
- numerous types of heat treated sapphire nozzles & tips
- variety of pump replacement parts
- distributor of Parker Hannifin hoses

Family owned and operated

Email: [info@alljetting.com](mailto:info@alljetting.com)  
Phone: 772-286-1218  
[www.alljetting.com](http://www.alljetting.com)

"Our customers come first"

**T&T Tools, Inc.**  
**800.521.6893**



**CALL for a FREE Catalog**  
Many styles Available

Insulated Soil Probes (for locating)  
Heat-Treated Hooks (for covers, lids, etc)

[www.mightyprobe.com](http://www.mightyprobe.com)

**DYE TRACERS**

Solutions for:

- Infiltration
- Septic Systems
- Cross Connection
- Leaks and more...

**BRIGHT DYES**  
Division of Kingscote Chemicals



**NSF** Certified to ANSISF 69

[www.brightdyes.com](http://www.brightdyes.com) • **1-800-394-0678**

**CONFINED SPACE ENTRY PACKAGE**  
ONLY **\$3,195**

**The Best Package On The Market Includes:**

- 4-Gas Air Monitor (3 Year Sensor Warranty)
- 7' Tripod
- 3-Way Fall Protection
- Work Winch
- Full Body Harness



Add a Blower with 15' of duct for only **\$350!**  
Add a 5 Minute Escape Respirator for only **\$500!**

**MTECH** 800.362.0240  
[www.mtechcompany.com](http://www.mtechcompany.com)

Let Us Build Your **JETTER**



**Diesel Propane Gas**

Hot or Cold

**AMERICAN JETTER.COM**  
**866-944-3569**



## Fleet & Vehicle Maintenance



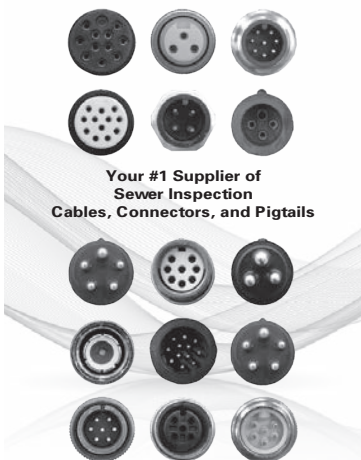
**COBRA H.D. Degreaser**

- Eco friendly
- Biodegradable
- Concentrated
- Low VOC
- Non caustic
- Non phosphate
- Specialized oil emulsifiers
- Rust inhibitors

6c Technologies  
877-694-6330 | www.6CCorp.com

## OceanQuip LLC

ORCA TOUGH CABLES



Your #1 Supplier of Sewer Inspection Cables, Connectors, and Pigtails

504.738.7833  
sales@oceanquipconnectors.com  
www.oceanquipconnectors.com

GET EMAIL NEWS ALERTS FOR **Cleaner**

Go to [cleaner.com/alerts](http://cleaner.com/alerts) and get started today!

## THE "ORIGINAL" LIQUID SMOKE



**Turbo Fog M45:**

- Versatile
- Light Weight
- Compact
- Creates Dense Smoke

**TURBO-FOG**  
Since 1977

Use code **MAG20** for 10% OFF your next order [www.turbo-fog.com](http://www.turbo-fog.com) • 1-800-394-0678

## KWMI MANUFACTURING



The KWMI Easement Machine is an all-terrain rubber tracked power carrier designed specifically for the pumper-cleaner industry.

With the KWMI Easement machine you will have unparalleled access to manholes in **WETLAND AREAS, WOODED AREAS, NARROW ALLEYS**, practically anywhere.

The KWMI Easement Machine is built rugged in construction and is easy to operate.

**800-503-0076**  
[www.kwmiequipment.com](http://www.kwmiequipment.com)



## Cua Claws

A Simple Solution for Slippery PVC Pipe - **19 Years of Service**

We resurface all makes of steel transport wheels

CALL JERRY AT 714-697-8697  
[www.cuaclaws.com](http://www.cuaclaws.com)

## EASY-KLEEN PRESSURE SYSTEMS LTD.

MANUFACTURER OF HIGH PRESSURE CLEANING EQUIPMENT

### VAN PACK JETTERS

12 GPM @ 3500 PSI




### OPEN JETTER TRAILERS

GROUNDHOG JETTER



20 GPM @ 4000 PSI

### ENCLOSED JETTER TRAILERS

(Hot Water)



### VACUUM TRUCK HEATERS

440,000 BTU to 4,000,000 BTU



YouTube [www.youtube.com/easyklean](http://www.youtube.com/easyklean)  
**1-800-315-5533**  
[www.easyklean.com](http://www.easyklean.com)  
sales@easyklean.com

## DR DYNAMIC REPAIRS

**We Repair:**  
General Wire, Ratch, RIDGID, Hathorn Corp. Electric Eel, GatorCams, Vision Intruders and Vivax Inspection Cameras, Locators, Command Modules and Cables

**New & Refurbished Inspection Equipment For Sale**

**Rental Equipment Available**  
Daily & Weekly Rates

Ask About Our 48-Hr. Turn Around Time


### INSPECTION CAMERAS ARE OUR ONLY BUSINESS!

**973-478-0893**

## DYNAMIC REPAIRS


40 Arnot St., Unit 20  
Lodi, NJ 07644  
dynamiccablerepairs@yahoo.com  
[www.dynamicrepairs.biz](http://www.dynamicrepairs.biz)

## PIPE TECH USA



### Internal Pipe Coating System

- Sets in seconds, not hours or days like epoxy
- Coats from 100 mil to 300 mils in one pass
- Structural



Before After

▶ Watch A Video Of This Process

**877-507-0861 • PipeTechUSA.com**



# CLASSIFIEDS

see photos in color at [www.cleaner.com](http://www.cleaner.com)

## BLOWERS

Cotta (single & dual stage) & OMSI transmission parts. Cloverleaf Tool Co., Sarasota, Florida. Phone 941-739-0707; Email: [sales@cloverleaftool.com](mailto:sales@cloverleaftool.com) (CBM)

## BUSINESSES

Unique opportunity!! Mid size plumbing/drain/underground company in San Diego area looking for an experienced, proven general manager, partner, or buyer. Owner wants to retire. We run 30+ trucks with sales of \$7M. General manager can buy into the company or earn equity through profit sharing. Open to any fair business arrangement. This is a well established company 40+ years, same owner. 760-815-6055. (C07)

Drain cleaning business for sale with fully equipped, 2016 Ford Transit. Owner of 27 years retiring. Northern NJ-Sussex County. Call Keith 973-214-3055. (C07)

**www.RooterMan.com.** Franchises available with low flat fee. New concept. Visit web site or call **1-800-700-8062.** (CBM)

## COMPUTER SOFTWARE

FreeServiceReminderSoftware.com, FreeServiceDispatchSoftware.com, FreeRouteManagementSoftware.com. (CBM)

LIST YOUR EQUIPMENT  
IN THE PAGES OF  
**CLEANER**  
[www.cleaner.com/  
classifieds/place-ad](http://www.cleaner.com/classifieds/place-ad)



## HYDROEXCAVATING EQUIPMENT



**2020 Peterbilt Tornado F3** Eco-Lite Hydro Vac Truck. JD Brule equipment, located in Greely, Ontario, Canada. Robuschi 125 Blower Pratisoli water pump, Dynablast 12V van body, 42-inch width Namco transfer case, diesel fired heater and smart charger for outdoor parking. 10 cubic yard debris, 1,250-gallon water capacity. Tooling & Safety Package which includes; 2x digging wands, composite dig tubes (1x 8" dig tube & 1x 6" dig tube), 2x 6" dig tube extensions, squeegee with rack, wrenches with holder, screwdriver with holder, crow bar, shovel, gun wand with nozzle, fire extinguisher, eye wash station, first aid kit and ear plug dispenser, tooling package included, cone holder HVAC 4494, frame rail tool box HVAC 2324 with 2 mounts HVAC 2097.

**613-859-9771**

C07

## JET VACS



**2011 Aquatech jet vac** demo truck built by Aquatech with every extra on it. Only 114,000 miles and low working hours. Your Environments Solution ..... \$109,000

**407-426-8803, FL**

**admin@yesmailcenter.com**

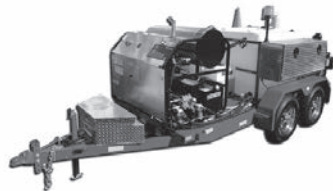
C09

2014 Freightliner 114SD with a VacAll AJV1215; 12-yard debris body, 1,500-gallon water, combination vacuum/jetting unit. (Stock# 052R). [www.VacuumSalesInc.com](http://www.VacuumSalesInc.com) **(888)VAC-UNIT (822-8648)** (CBM)

2007 Volvo with a Vactor 2115 combination unit. (Stock# 5903C). **(888) VAC-UNIT (822-8648); www.vsurentalsllc.com**(CBM)

2011 Vac-Con V390LHA combination cleaning truck. Low miles, great condition. 1998 Vactor 2110-36PD ex-city owned, low miles See details of these units and CCTV inspection trucks at **www.empireequip.com.** Contact Craig at 714-639-8352. (CBM)

## JETTERS – TRAILER



**The HotJet II®** is a best-selling hot-and cold-water drainline cleaner featuring a 35hp Vanguard engine by Toyota and delivering 10gpm @ 4,000psi that cleans drains up to 300' and 12" in diameter. Priced at \$32,995 including freight to the lower 48 states, the HotJet II® is American made using nonproprietary parts for affordability and ease in serviceability making its return on investment truly impressive. Financing available.

**800-624-8186**

**sales@hotjetusa.com;**

**www.hotjetusa.com**

CBM

Used Jetters and Parts Engines: Ford & GMC – Gas & diesel pumps: FMC & Myer hydraulic reels systems fiberglass, metal & plastic tanks, truck & trailer mount jetters. 734-365-4035, MI (C07)

US Jetter 4018 in very good shape, ready to work. Contact 703-232-7065 for details. VA (C07)

Harben Model #4016 S/N 18780; enclosed heated dual axle trailer; 6'8" low profile clearance, one owner (under 2,400 hours), 200-gallon water tank with safety fill; 18-20 gpm @ 3,500 to 4,000 PSI; anti-freeze recirculating package P-style Harben 8 cylinder run dry pump; equipped with jump jet pulsating feature auxiliary 500' capacity hose reels plus fire hose setup reel; hydraulic, reverse, forward, and free spinning reels. Access doors for maintenance and servicing 3 cylinder diesel Hatz Silent Pac Power Plant Torsion axles with electric brakes. \$34,975 F.O.B. Plymouth, MN. Contact Jim @ 612-590-0005. MN (C07)

## JETTERS – TRUCK

Custom built van pack hydro jetter mounted in a Chevy van, three years old. Works great. Call for details 703-232-7065. VA (C07)

## PIPELINE REHABILITATION



I have 2 **IMS Robotic Cutters** in mint condition, IMS Micro Lite and IMS Mano Easy. 1 Picote Maxi Miller, 1 Mini Miller drain cleaner, 1 Picote Maxi pump and 1 Picote Mini pump, 1 year year old. The price is negotiate, located in Miami, Florida.

**800-498-8554, FL**

C08

## POSITIONS AVAILABLE

GapVax, Inc., a nationally recognized manufacturing business, is seeking a talented, highly motivated individual to fill a full-time Sales Position in the Midwest (Iowa based preferred) region. GapVax is the leading manufacturer of industrial and municipal vacuum units and hydro-excavation units in the United States. We provide the most reliable, comprehensive, and efficient mobile vacuum units in the industrial and municipal markets. Specifications of the position are listed on our website, [www.gapvax.com](http://www.gapvax.com), click on the Now Hiring link in the left hand column. Send resumes to or [betty@gapvax.com](mailto:betty@gapvax.com) or 575 Central Avenue, Johnstown, PA 15902. (CBM)

Wanted: Experienced plumber/drain cleaner who can hit the ground running. Location: beautiful Shenandoah Valley, Virginia. Excellent pay and benefits. Sign on bonus and moving expenses for right candidate. Call 434-979-5414.

(C11)

If you are using an  
**800 NUMBER**  
in your ad, be sure  
it can be used in  
all areas nationwide.

PLACE YOUR AD ONLINE AT [www.cleaner.com](http://www.cleaner.com) – IT'S ALWAYS THERE TO MEET YOUR BUSY SCHEDULE



Position Available -- Shop Supervisor: Communicates with vendors for the purpose of ensuring timely repair and delivery of parts and equipment. Maintains a variety of manual and electronic files and/or records for the purpose of providing up-to-date reference and complying with regulatory requirements and established guideline. Manages the day to day operation of the shop for the purpose of supervising the diagnosing and report of all vehicles owned by the company. Prepares a variety of reports and documents for the purpose of documentary activities providing written support. Responds to immediate safety and/or operational concerns (e.g. Checks roads and weather conditions, vehicle accidents, etc.) for the purpose of taking appropriate action to resolve immediate safety issues. Responds to road calls regarding disabled vehicles 24/7 for the purpose of emergency repair in the field. Interested applicants please send resume to: zconnie@reidrayco.com.

(C07)

Position Available -- Sewer Line Inspector. Work for a service company with both private and public clients in the Washington D.C. Metro Area and the Maryland - Northern Virginia region. The position involves limited travel outside the region. At least High School/Technical School with good communication skills, good computer and mechanical skills. Be willing to work hard, be a team member and be willing to perform required maintenance of equipment and tools to keep the inspection vehicles fully operational. At least 1 year of prior sewer line inspection experience and/or willingness to learn new skills. Extremely attractive salary. Interested applicants please send resume to: zconnie@reidrayco.com.

(C07)

## PUMPS

Vactor, General, Myers, Giant & others - New & parts also. Cloverleaf Tool Co., Sarasota, Florida. Phone 941-739-0707; Email: sales@cloverleaftool.com. (CBM)

## RENTAL EQUIPMENT

Liquid vacs, wet/dry industrial vacs, combination jetter/vacs, vacuum street sweeper & catch basin cleaner, truck & trailer mounted jettors. All available for daily, weekly, monthly, and yearly rentals. **VSI Rentals, LLC, (888)VAC-UNIT (822-8648) www.vsirentalillc.com**

(CBM)

## SERVICE/REPAIR

Dynamic Repairs - Inspection Camera Repairs: 48-hr. turn-around time. General Wire, Ratech, Ridgid, Electric Eel, Gator Cams, Insight Vision, Vision Intruders. Quality service on all brands. Rental equipment available. For more info. call Jack at 973-478-0893. Lodi, New Jersey. www.dynamicrepairs.biz (CBM)

## TOOLS

T&T Tools: Probes, Hooks. Probes feature steel shafts with threaded and hardened tips. The insulated Mighty Probe™ tested to 50,000 volts. Top Poppers™ open man-hole covers easily. Free catalog. www.TandTtools.com. Phone 800-521-6893. (CBM)

## TV INSPECTION



**1998 Ford E-SuperDuty**, CUES Generation 1 Lamp system, good working condition and ready for work, low miles, fleet maintained...\$40,000 OBO **608-835-7767** (CBM)



**2015 Rausch CCTV-Laser profiler with POSM Software**, Carmate tandem axle trailer, roof, A/C, heat, 6"-60" pipe tractor.

**For more information call 904-284-2141 or email flpipetec@bellsouth.net. FL** (C07)

Municipal Equipment Sale includes lateral launch systems, CUES and ARIES TV inspection equipment and flusher trucks. All equipment in preventive maintenance programs. Call/text 717-554-1715 for info. PA (C07)

2008 E450 Diesel, 14-ft box, 43,000 miles, city owned, new Onan 7500 Genset, CUES OEM installation, 1210 reel with 1,000-ft Gold Cable, Pipe Ranger and OZ 2 camera available the truck is equipped with a lamp 2 reel and new 125-ft push rod, Lamp 1 Crawler with straight line cameras Lamp can be removed if not required. Photos available. Call Alan Grant in Atl at 404-915-0063. GA (C07)

USED Envirosight ROVER Sewer Inspection Crawler: Overhauled with new parts and ready to run. Includes automatic cable reel, pan/tilt/zoom camera, steerable 6-wheel-drive tractor with various wheel sets, controls, and accessories. Call for pricing 973-252-6700 (CBM)

**NEED TRACTION?** We make aftermarket gritted/gripping pads for all chain-driven camera transporters. Custom fabrication secured to a high-quality, nickel-plated carbon-steel chain that doesn't stretch. Also have non-gritted pads, wheels, and tires for all different brands. Pad samples upon request. **Pipe Tool Specialties LLC:** 888-390-6794; Fax 888-390-6670; pipetoolspecialties.com or email pts4422llc@gmail.com (CBM)

**CAMERA OPERATORS, STOP SPINNING YOUR WHEELS IN GREASY PIPE!** Aftermarket gritted polymer wheels, steel carbide wheels, gritted and treaded tracks, tow cables, kiel sticks and more. Fitting Aries, CUES, Envirosight, Ibak, Rausch, RST, Schwalm & IDTec. **ORDER TODAY** at www.TruGritTraction.com; info@trugrittraction.com; 407-900-1091 (CBM)

PEARPOINT — Mainliner buying & selling used equipment. Canada & USA PEARPOINT MAINLINE EQUIPMENT ONLY. Will buy complete Pearpoint trucks. Will buy your old system. Do you need parts? 399, 599 reels; 420, 448 tractors: 494 digital and zoom 420 light heads. Call 800-265-4298 or mainliner2075@hotmail.com (CBM)

## WANTED

Wanted: Used UV Curing System. Please email description, pictures and offer to markjohnsonrehab1954@gmail.com. (C08)

Rooter Hero Plumbing is looking to expand in your area and is looking for managers or business owners that want to join into a mutually beneficial partnership (not franchising). Training, support & systems in place to grow plumbing service business. <https://rooterhero.com/about-us/>. Melissa - 818-301-1404. (C07)

## WATERBLASTING

20,000 - 55,000 psi Sapphire Nozzles, OS4, OS6, OS7 replacements, UHP hoses & replacement parts. Excellent quality & prices. 772-286-1218, info@alljetting.com, www.alljetting.com. (CBM)

Waterjetting equipment - Used waterblasters/parts/repairs. Please visit us at waterjetting-equipment.com. Tel: 714-259-7700, Cell: 657-600-1357. CA (C08)

**Cleaner**  
AVERAGE MONTHLY CIRCULATION REACHES  
**21,000+ READERS!**

**Beyond buckets and blades.**

**digDIFFERENT**

**FIND OUT HOW.**  
FREE subscription at [digdifferent.com](http://digdifferent.com)



# WEQ

WASTEWATER EQUIPMENT FAIR



## OUTDOOR LIVE DEMONSTRATIONS!

- Free Used Equipment Yard
- RV Parking Available

### Upcoming Events

Nashville, TN –  
September 29-30, 2020

Jacksonville, FL –  
January 12-13, 2021

Tempe, AZ –  
April 13-14, 2021

York, PA –  
June 15-16, 2021

NEXT EVENT:  
**NASHVILLE, TN - NISSAN STADIUM LOT H**  
**SEPTEMBER 29-30, 2020**

# FREE ADMISSION!

FOR QUALIFIED INDUSTRY PROFESSIONALS

866-933-2653 | [www.weqfair.com](http://www.weqfair.com)

BROUGHT TO YOU BY:

Pumper Cleaner **PRO** ONSITE installer MUNICIPAL SEWER & WATER tpo I&I Plumber digDIFFERENT



#BESTTRUCKSINTHEBUSINESS



HARD WORK AND AMERICAN PRIDE GO INTO EVERY SINGLE GAPVAX UNIT BUILT. OUR EQUIPMENT IS MANUFACTURED WITH QUALITY COMPONENTS AND DESIGNED AROUND THE OPERATOR. BUILT TO LAST AND OUTPERFORM THE VERSATILITY AND CUSTOMIZATION IS SECOND TO NONE.

GIVE US A CALL TODAY TO SEE WHAT WE CAN DO FOR YOU.

888-442-7829  
PENNSYLVANIA / HQ

281-884-8658  
TEXAS / GULF COAST OFFICE

#1 CHOICE MANUFACTURER

COMBO JETVACS

RECYCLE JETVACS

AIR MOVERS

HYDRO EXCAVATORS

JETTERS

SKID MOUNTED VAC UNITS

PARTS & ACCESSORY DEPT.

GAPVAX.COM



CALL ANYTIME! 24/7-365







# ESSENTIAL

es·sen·tial | \ i-'sen(t)-shəl \  
*adj.*

**1. absolutely necessary; extremely important**

***But you already know that.***

You're the living, breathing definition of essential.  
Plumbers and drain cleaners are the unsung heroes of this pandemic.  
You're on the front lines, protecting the health of this great nation.

***So let us be the first (and hopefully not the last) to say***

# THANK YOU



**SPARTAN**  
SINCE 1943

CABLE MACHINES | VIDEO INSPECTION | HYDRO JETTERS

1618 Terminal Road  
Niles, MI 49120

Shop Online [SpartanTool.com](http://SpartanTool.com)  
or By Phone **800.435.3866**

**WOMEN**  
**OWNED**