

# Cleaner

FOR DRAIN AND PIPE CLEANING, INSPECTION AND REHABILITATION PROFESSIONALS

DECEMBER 2020  
CLEANER.COM

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## Covering ALL BASES

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### ON THE COVER

Rob Broccolo, owner of Professional Drain Services of Southern New England, learned early on that new, high-quality equipment was the key to success. Nice equipment provides free marketing, increased productivity, better employee retention, and a higher level of customer service. "Investing in the right equipment has led to our growth and helped us create a professional image in our market," says Broccolo. "I've slowly but surely reinvested profits into new equipment that helps us work faster and more profitably." (Photography by Joe Vericker)

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# “EVERYONE TALKS ABOUT SUPPORT, NUFLOW ACTUALLY PROVIDES IT.”

## Profile

### NuFlow Certified Contractor

Jayson Arendall saw the need to expand and diversify his leak detection business. He chose NuFlow in March of 2019 because of their superior products and reputation for outstanding support.

**“The culture of NuFlow is what makes this work. They give you a sense of family with the type of support they provide.”**

The NuFlow team worked with Jayson to get him up and running, first with hands on technical training and then following up with onsite support.

**“One of my very first jobs was really technical. I called NuFlow and they sent two guys out to help me bid and execute the job. Everyone talks about support, NuFlow actually provides it.”**

**“We are already profitable on our investment, and now we’re getting bigger contract jobs and looking to expand. We love what we are doing!”**



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# Answer the Call

Diversifying your services can result in more work and happy customers

**W**ith a new year quickly approaching, many of you are probably thinking about ways you want to improve your business in 2021.

When you update your business plan in order to achieve those new goals, does that include adding any services? If you think it's time to broaden your offerings, this issue may provide you some inspiration.

The December issue of *Cleaner* is one of my favorites to put together. It's the Diversification issue, which means we branch out from the typical jobs, equipment and companies you find featured



Kim Peterson

in the other 11 issues each year, and include stories and product features that also serve the plumbing and septic side of the industry.

The two companies featured this month clean drains, of course. But they also do a whole lot more than that. Both companies have branched out and found great benefit in offering a wider variety of services.

Deborah and Brian Poole started Mr. Rooter Plumbing of Virginia Beach, Virginia, out of a desire to offer high-quality plumbing services to the area. After just four years in business, the company offers about two dozen services, including sewer, water and gas line installation and repair, drain cleaning and jetting, pipe descaling, water fixture maintenance, and the signature Mr. Rooter work: emergency plumbing services. The Pooles are also continuing to grow their pipe rehabilitation work, and really enjoy and benefit from offering such diverse services.

"It allows us to support all of our clients' needs," Deborah says. "By being able to offer so many services, we can hire apprentices and develop them into experts in different areas."

Rob Broccolo started offering septic services after routinely discovering septic tank issues while on drain cleaning service calls. He also knew many homeowners call septic companies when they have drain issues, and he didn't want to lose out on that work. Broccolo added septic pumping, inspection, repairs and installation about a year after starting his company, Professional Drain Services of Southern New England. It required a hefty investment in new equipment, but Broccolo prides himself on having the ability to do whatever a customer needs.

"When we're on a job, I want to have all the equipment I need to handle any situation. That's how I built this company," he says. "Septic work has been a great complementary business. Pumping septic tanks gets us in the door for more service opportunities."

Diversifying your services isn't a requirement to succeed in this industry. But it does give you a lot of opportunities to gain customers, and make money. When you can offer drain cleaning *and* inspection *and* plumbing services *and* pipe replacement *and* pump a customer's septic tank — and do all those things professionally and skillfully — why would they ever call anyone else?

I hope you enjoy this month's issue. **c**

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Send your comments, questions or opinions to Kim Peterson at [editor@cleaner.com](mailto:editor@cleaner.com).

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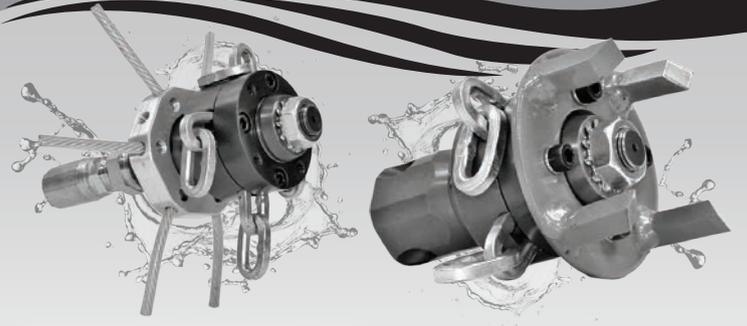
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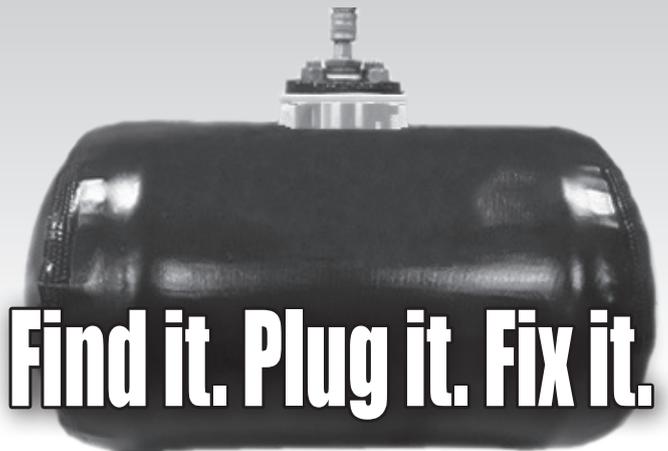
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## MAINTENANCE

### Keep Your Directional Drill in Top Shape

Equipment maintenance is never a trivial matter, but when it comes to directional drilling, it perhaps carries a bit of extra weight. That's because an equipment breakdown in the field due to neglected maintenance doesn't only mean downtime. It could mean completely abandoning a hole midbore. If directional drilling is among your service offerings, check out the maintenance tips covered in this online exclusive.

[»cleaner.com/featured](https://cleaner.com/featured)



## CIPP KNOW-HOW

### The Value of Testing a Resin and Tube System

In pipe lining, it's not as simple as pairing any type of resin with any tube. There's a balance to strike in making the final product, and testing can help ensure it holds up. This online exclusive explains more. [»cleaner.com/featured](https://cleaner.com/featured)

## OVERHEARD ONLINE

“Trainees might be reluctant to ask questions or admit they don't know something for fear of looking stupid. Make sure they feel comfortable speaking up.”

— How to Effectively Teach a Trainee

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## BUSINESS TIPS

### Different Ways to Approach Growth

Growth is a goal for many companies, but there is no single way to achieve it. A few business owners talk about their personal experiences growing their companies in this online exclusive. [»cleaner.com/featured](https://cleaner.com/featured)



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# Covering ALL BASES

Rob Broccolo learned early on to invest in better equipment and go all-in when he adds new services

By Ken Wysocky //

Photography by Joe Vericker



➤ Owner Rob Broccolo started his own business, Professional Drain Services of Southern New England, with the help of his family: (left to right) uncle John Broccolo, cousin John Broccolo, Rob, and dad, Rob Broccolo Sr.

Some drain cleaners are leery about ever buying expensive new equipment. Others do so only when they have to, perhaps to remain competitive or take on a certain project they otherwise couldn't handle.

Then there's Rob Broccolo Jr. of Westerly, Rhode Island, who makes investments in advanced technology the centerpiece of his business strategy. The way he sees it, newer and more efficient equipment ticks off many boxes: Increased productivity. Improved profitability. Better retention of technicians. Higher levels of customer service. And entry to new markets.

Moreover, reliable and nice-looking machines provide free marketing for his business, Professional Drain Services of Southern New England, and helps his business create a great first impression as a professional and proficient contractor.

"Investing in the right equipment has led to our growth and helped us create a professional image in our market," says Broccolo, who started the business in 2017 with his father, Rob Broccolo Sr. "I've slowly but surely reinvested profits into new equipment that helps us work faster and more profitably.

"When we show up on a job site, the lettering on our trucks says Professional Drain Services, so I feel like we have to show up with the best equipment. When I look back just three years ago, I'm amazed at what we have now compared to when we first started out."

As for growth, the numbers speak for themselves. Since 2017, the company's sales revenue has doubled each year, he says. And the company's customer base — which is about 60% commercial clients and 40% residential — has grown by 30% annually. The business offers drain cleaning and inspection, septic tank pumping, and sewer and water pipe replacement and rehab services to customers throughout Rhode Island, plus southeastern Connecticut and part of Massachusetts.



➤ Owner Rob Broccolo (left) lifts out a septic filter while John Broccolo attaches sections of hose to clean it.

### SPEND MONEY TO MAKE MONEY

The need to invest in reliable equipment hit home quickly as Broccolo started out. To save money, he bought a cheaper drain cleaning machine and inspection camera that didn't provide great service for customers. He learned the hard way that there's truth behind the old adage that sometimes one has to spend money to make money.

"It took me about a year to figure out what's good and what isn't," he says. "I did that through the internet and networking on social media with other professionals."



## Professional Drain Services of Southern New England LLC

**LOCATION:** Westerly, Rhode Island

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

**FOUNDED:** 2017

**EMPLOYEES:** 5

**SERVICES:** Commercial/residential drain cleaning, septic tank pumping, pipe replacement and rehab services

**SERVICE AREA:** Rhode Island, southeastern Connecticut and part of Massachusetts

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

Two key contributors were a RIDGID SeeSnake inspection camera and a RIDGID FlexShaft drain machine. The latter allows operators to clean and inspect pipes simultaneously, rather than repeatedly pulling one out and pushing the other back in — a time-consuming and labor-intensive way to get jobs done.

“It’s nuts when I look back at the basic equipment I started out with,” he says. “But just less than a year after I started, the company started growing and I started loading up my van with the professional equipment I needed.

“With more powerful and efficient equipment, I started knocking out more calls per day and making more money. And they made work a lot easier, too.”

### ADDING VALUE

In addition, Broccolo noticed that customers felt they got more value for their money when they could see what was clogging their pipes. They also like to see how a drain machine like the FlexShaft cleans a pipe from wall to wall, he adds.

“I could write a novel about how FlexShaft and the SeeSnake camera changed the game for me and my business. They’ve been total game-changers — dead serious.”

“When we show up on a job site, the lettering on our trucks says Professional Drain Services, so I feel like we have to show up with the best equipment.”

Rob Broccolo



Using a T&T Tools hook, Broccolo removes a cement septic tank lid for an inspection.

## Knowledge (and good equipment) is power

A little experience and good old-fashioned know-how, coupled with reliable equipment, is a potent formula for success in drain cleaning. A good case in point is a job handled in July by Professional Drain Services of Southern New England, based in Westerly, Rhode Island.

The company got an emergency call from the owner of a small apartment and retail complex in Groton, Connecticut. A clogged sewer line had flooded a Dunkin’ Donuts store, owned by the owner of the small, four-store complex. In addition, residents in the eight apartments above the stores couldn’t use any water, says Rob Broccolo Jr., who co-owns the company with his father, Rob Broccolo Sr.

“There was a 6-inch-diameter SDR plastic pipe running from the street to the building, which was connected to a 4-inch-diameter, cast iron pipe that ran the length of the building, with the Dunkin’ Donuts store on the far end,” he explains. “The owner had already called two other companies that couldn’t get it unclogged, and she’d already lost a day’s revenue at the store. Plus

the residents were without water.”

Broccolo got the call around 9:30 p.m. and had the drainline running free in three hours. How he did it underscores the benefits of experience, as well as owning an array of reliable, efficient equipment.

First he inspected the line with a RIDGID SeeSnake camera and found the problem: a clogged 4-inch house trap that a contractor accidentally had covered with asphalt while paving the parking lot. “It was buried underground and no one knew it was there,” Broccolo says. “But I knew from experience there had to be one somewhere.”

After cutting open the pavement with a Milwaukee Tool cut-off saw, he popped open caps on the clean-out and the trap and cleared the blockage with a RIDGID FlexShaft drain machine.

“Next, we inspected the line to be sure there wasn’t anything else built up in the lines,” he says. Then his crew used the company’s 4018 water jetter, manufactured by US Jetting, to clean the rest of the drainlines — about 180 feet total.

» Broccolo uses a RIDGID SeeSnake to inspect a septic system drainline.

Better yet, Broccolo says he spends no money directly on marketing. The equipment does it for him. Doing work quickly and professionally generates repeat business as well as word-of-mouth referrals, not to mention favorable reviews on social-media platforms.

“We come to job sites looking as professional as possible — like we’re ready to get stuff done,” he says. “When we pull up, we’re ready to go with all the equipment needed to handle any drain situation.”

Broccolo says he’s even had neighbors of customers come over and ask him to look at a problem at their home because they’re so impressed with the company’s nice-looking 2018 Ford Transit van and equipment.

He’s also developed relationships with a group of about nine plumbers who don’t do drain cleaning; they refer work to him and he refers customers that need plumbing work to them.

### BACKBONE OF BUSINESS

The company’s current roster of drain cleaning equipment includes RIDGID K9-102, K9-204 and K9-306 FlexShaft drain machines; a Mini Miller drain machine built by Picote Solutions; a RIDGID K-5208 sectional drain machine; a JM-3080 cart-mounted water jetter

“We found a lot of dried cream (for coffee) and grease built up in the lines. The owner was a little skeptical about how we could do what two other companies failed to do, but by 12:30 or so, she was pretty stunned and happy that we’d cleared the line so quickly. She was able to open the store by 5 a.m.

“It just shows how important it is to have a lot of different kinds of equipment available. We even were able to patch the asphalt for her.”

And as a bonus, the owner of the complex also signed up for a scheduled-maintenance program to have the lines cleaned every six months.



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➤ Rob Broccolo and John Broccolo grab equipment to inspect a septic system for a prospective homebuyer.

➤ Broccolo records information from the septic inspection, with help from colleague Kevin Olenik.

(3,000 psi at 8 gpm) from General Pipe Cleaners, div. of General Wire Spring; a Milwaukee Tool M18 Drain Snake; a RIDGID NaviTrak Scout pipe locator; and a 4018 trailer jetter from US Jetting (4,000 psi at 18 gpm).

“The trailer jetter helped me get into a new market for larger drain cleaning projects at local universities and colleges and hotels,” Broccolo says. “I even clean catch basins for a local municipality. The trailer jetter gives me the ability to do bigger buildings and longer runs at properties I couldn’t do before.”

Along with the standard SeeSnake camera, Broccolo also relies on SeeSnake Compact M40, microReel and microDrain cameras, used in conjunction with a RIDGID CS6x Versa monitor.

The company also uses point-repair pipe liners made by Source One Environmental to perform small trenchless pipe rehab jobs.

To better manage the business,

Broccolo uses SkyBoss field-service, business-management software, which handles invoicing and scheduling, builds a customer database, creates work orders and so forth.

**“Septic work has been a great complementary business. Pumping septic tanks gets us in the door for more service opportunities.”**

Rob Broccolo

### MORE SERVICES, MORE CUSTOMERS

About a year after establishing the company, Broccolo decided to add septic tank pumping and septic system inspections, repairs and installations to his roster of services. The main motivation was an existing drain maintenance client, a large beachfront resort that relied on a massive septic system for waste disposal.



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At 162,500 gallons of total capacity, the resort's system is the second-largest commercial septic system in Rhode Island, Broccolo says.

"The company they used to pump out tanks wasn't keeping up, so they offered the septic pumping to us."

Other factors swayed him, too. Many customers in the company's service area routinely call septic companies when they have drain issues, and Broccolo hated losing those customers. "I wanted to get those first phone calls," he says.

Furthermore, Broccolo often encountered septic tank issues during drain cleaning service calls, and was tired of subbing out the pumping work and losing the resulting revenue to other companies.



Broccolo got tired of subbing out work when encountering septic tank issues on drain cleaning calls, so he started inspecting and pumping systems himself.

So he invested \$70,000 in a used vacuum truck with only 16,000 miles on it: a 2011 International built out by Transway Systems with a 2,500-gallon steel tank, Fruitland Mfg. pump (400 cfm) and a toolbox jetter made by American Jetter.

Broccolo also invested about \$6,000 in a Power Booster from Pressure Lift Corp. and an Ingersoll Rand towable air compressor to power it, plus nearly \$54,000 in a Kubota mini-excavator to do system repairs and installations. He also bought a Crust Busters tank agitator.

The Power Booster bumps up productivity by about 50% on remote-access jobs that involve long hose runs and/or deep vacuum

pulls. "We can do 65- to 70-foot vertical pulls without any problem," he says. In addition, the booster eases strain on the pump and keeps it cool during large commercial jobs where it might run for six to eight hours a day.

"When we're on a job, I want to have all the equipment I need to handle any situation. That's how I built this company.

"Septic work has been a great complementary business. Pumping septic tanks gets us in the door for more service opportunities."

Broccolo took the same cover-all-bases approach to licensing, earning certifications to repair, inspect and install septic systems. "I didn't want to get cut short if there's a chance to do more work," he says. "I want to be able to do whatever needs to be done — set myself up for success instead of walking off a job with my tail between my legs."

The inspections license is particularly beneficial because it generates an extra revenue stream, plus it often enough leads to repair work when state-mandated inspections for real estate transactions reveal system problems.

He learned the ins and outs of septic pumping by watching other companies at work when he subbed out pumping, networking with industry colleagues via social media and by figuring things out on the job. "I felt comfortable after about three months," he says.

## A CHANGE IN PLANS

Broccolo, age 33, didn't necessarily plan on a career in drain cleaning. But in 2007, while studying business at the University of Rhode Island, he fell into an uncovered storm sewer manhole while walking at night and broke his back. He then had eight steel rods inserted in his back, he says.

While he recuperated at home, he eventually started helping his father, who owned real estate and was skilled at construction and plumbing. That led Broccolo to seek an apprenticeship at a local plumbing company, where he worked for about five years.

When the plumbing company decided to stop doing drain cleaning, Broccolo saw an opportunity to start his own business, aided by financial support from his father.

"It took off like crazy — one customer after another after another," he says.

The back injury is one reason why he strove to find lighter, more mobile equipment, such as the FlexShaft drain machine.

Broccolo keeps up with new technology developments by relying on everything from networking with colleagues on social media platforms to attending trade shows like the WWETT Show, to equipment demos from manufacturing reps.

"I'm constantly networking on Facebook, Instagram, Twitter and YouTube. It's so great to learn from others what tools they're using and why and what tools they're not using and why not. It's nice to connect with guys that actually are using all this equipment out in the field."

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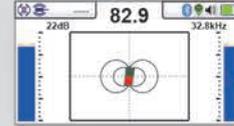
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"I honestly just love using all of the equipment and unclogging drains. I love to hear the sound - that pop or 'whoosh' you hear when things start draining again."

Rob Broccolo

Many contractors don't know that companies will come to their businesses to demo machines — even sometimes let them use the equipment for a day, he points out. "I like to do that because if I'm going to spend, say, \$4,000 on a concrete saw or \$8,000 on a camera, I want to be sure they'll do what I need them to do before I buy them."

### THE RIGHT PATH

Broccolo originally planned to earn a business degree in college and then get a job in marketing. But in retrospect, he says he doesn't regret the unexpected U-turn his career path took.

"I really enjoy solving problems," he says. "And I enjoy having all the equipment I need to do it, too."

"I honestly just love using all of the equipment and unclogging drains. I love to hear the sound — that pop or 'whoosh' you hear when things start draining again."

"It's like you're the hero of the day to customers." c

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Anthony Pacilla

# Safe Excavation for Spot Repair

Your profit margins will be better if you can handle excavation work yourself, but learn to do it effectively and safely

By Anthony Pacilla

A common task for a plumber or drain cleaner is to diagnose a broken water or sewer line, pinpoint where it needs to be dug up, safely excavate that section of piping, and make a repair.

There are many different ways to repair broken lines these days, but if the line is completely broken, many times the only repair option is to dig it up and complete a spot repair. If you are a small plumbing shop, and you sub out the excavation to another contractor, this information will fall on deaf ears. But if you would rather get paid full price for the excavation aspect of the job instead of a marked-up percentage, this information is for you.

There is no question that a full-time licensed operator knows more about running an excavator than any plumber. The excavation profession is vast, with many different types of equipment, personnel and areas of expertise. While there is no substitute for a great operator on a job, many of the smaller sewer spot repairs you run into can be safely done in-house for a better profit margin on the job.

Here are some tips to consider before performing a standard spot repair near other underground utilities.

## SAFETY

There is nothing more horrific than media reports of technicians dying in trench collapses. A strategically planned excavation starts with safety considerations, such as

using a one-call service to have the utilities marked. Knowing what you will be digging around is the most crucial safety factor.

Once you have the area marked, you need to ask yourself several more questions: How deep is the trench going to be? What kind of trenching or shoring do you need? Has this area recently been dug up? Is it on a hill? Where will you put the spoil?

What are you going to backfill the trench with? If you are going to use gravel or sand for bedding and cover, where are you planning on putting it? What kind of soil is it? How are your vans, trucks and other equipment going to move around easily? Do you have a safe means of egress? Are there overhead tree branches? Are there overhead power lines? Are there potential utilities that are private and unmarked by the location services? What is your plan in case of a struck gas line? What if there is a fire? What kind of bucket are you going to use? Are you working near a road? Should you be wearing high-visibility clothing? This list could go on forever.

The best way to learn about excavation safety is to enroll in either the OSHA 10 or OSHA 30 training courses online or at a nearby school. It will make you a better professional and give you a new respect for how dangerous our profession can be. This should be a mandatory requirement for employment.

» Doing your own excavating work on pipe repair jobs can give you better profit margins, but it's important to get proper training and learn to do the work safely.





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## MACHINE OPERATING TIPS

Any great operator will tell you that going fast is counterproductive, dangerous and potentially damaging to the machine. The best operators live by the motto “smooth is fast.” Always use a spotter, and make sure the spotter is paying attention at all times. Make sure you use the blade of the machine to level the excavator at all times while digging. We have all been in that horrible trench that seems to have a slanted axis because the operator didn’t level the machine. If you level the machine, the trench will be plumb and safe.

When digging around utilities, it’s wise to use a bucket with no teeth. Many transmission line companies require you to use a toothless bucket while digging around their collector lines for good reason. It is less likely that you will snag a utility with a bucket tooth and puncture and rip it to shreds.

Also, you should not run the machine full bore when digging around utilities. Run the machine on a low idle and always operate both sticks at the same time, even if ever so slightly. Idling the machine low and doing two things at the same time will take power out of the machine and allow you to get a better feel of what you are digging. If you practice this, and slowly take and scrape a few inches of layers off at a time while avoiding taking big bites, you have an excellent chance of avoiding a utility strike.

If you feel something inconsistent once you get used to the feel of the soil, tell your spotter to hand-dig around the area until you verify what it is. Try to dig with what you are exposing, not across it, which has a higher risk for a utility strike.

**The best way to learn about excavation safety is to enroll in either the OSHA 10 or OSHA 30 training courses online or at a nearby school. It will make you a better professional and give you a new respect for how dangerous our profession can be.**

Once you have exposed your objective, and have enough room to safely make a repair, slowly dig a sump hole so that the media escaping during a repair has somewhere to flow and can be easily pumped safely out of the ditch. Once the utility is exposed and the sump hole has been dug, set your trench box into the trench making sure it sits on firm ground and is level.

At this point, your crew members will set up a ladder and make the repair, and you will be on wall watch duty. Pay close attention to any safety issues you can see from your bird’s-eye view, and most important, look for potential cracks within the soil that may lead to a trench collapse. **c**

### ABOUT THE AUTHOR

Anthony Pacilla is a registered master plumber for McVehil Plumbing in Washington, Pennsylvania. He has 23 years’ experience in the plumbing and HVAC trades, and has a bachelor’s in business and economics from Thiel College.

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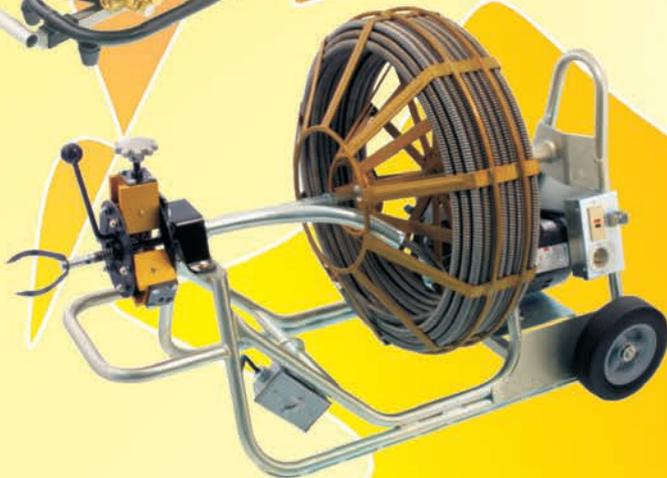
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Liz Uram

# 5 Powerful Phrases for Difficult Discussions

Assertiveness doesn't come naturally to everyone, but these tips will help you communicate like a leader

By Liz Uram

**D**o you ever come up with your best responses an hour after a conversation has ended? Do you ever say to yourself “I wish I would have said...” or “I wish I wouldn't have said...”? Do you ever get tongue-tied when you are put on the spot?

If you can relate to any of these situations, you can improve your confidence by adding a handful of powerful phrases to your repertoire.

People who communicate with confidence are calm and in control. They strive to be positive and helpful in order to get a good result that benefits everyone. However, it can be hard to keep your cool if you aren't equipped with the right tools. You might avoid saying the things you should or say things you wish you hadn't.

Here are five of the most powerful phrases to add to your skill set so you can communicate like a boss in every situation:

## 1. “That sounds really hard.”

Whether it's the co-worker who vents nonstop about their job, the friend who goes on and on about their relationship problems, or the employee who complains about how overworked they are, they have one thing in common: They don't want your advice. They aren't telling you about their problem because they want a solution. They just want you to listen. They are looking for empathy, not advice.

It can be difficult to listen to problems without giving a solution, especially when you know exactly what they should do. Trying to convince them that you have the answer will only lead to frustration and a potential argument.

Resist the temptation to tell them what to do and instead try saying, “That sounds really hard.” You'll find that using a phrase like this will validate the other person's feelings and help them move on.

## 2. “What are you going to do about it?”

After you have expressed empathy, follow up with a question such as, “What are you going to do about it?” Most people know what they should do and by nature they will put more energy into their own ideas than yours. Don't waste your time telling people what to do. Avoid any statement that starts with “You should” or “You have to.” Instead ask them what they think.

This will also reveal whether they have any interest in solving the problem or if they just want to continue complaining. If you sense that they aren't interested in solving the problem, then you may have to distance yourself. However, if it's coming from a direct report you will have to deal with it. Negative attitudes are contagious. (See No. 4 for how to address a negative attitude.)

## 3. “I agree.”

This short, powerful phrase will stop an argument in its tracks. It's nearly impossible to argue with someone who is agreeing with you (although some people will try). There is little upside to arguing your point with anyone.

For example, say a team member didn't complete their work for the day and when you ask them why not they say, “There's too much work. We're too busy. I can't do everything around here.” Simply say, “I agree. It has been really busy around here.”

Once you've agreed then you can follow up with the expected job performance: “I agree; it has been really busy lately. However, you know that our promise to our customers is that every job will be completed on schedule.”

## 4. “I need your agreement.”

Dealing with performance issues can be challenging and, given a choice, many managers prefer the “wait and see” approach. That usually doesn't work. When someone isn't meeting performance or behavior standards, a coaching conversation is needed to help the team member get back on track.

The one and only goal of a coaching conversation is to get the team member to agree to improve their performance or behavior.

**When addressing a performance issue you'll have the best outcome if you focus on the observable behavior rather than on the person.**

Because many managers don't have this phrase in their skill set they never come out and clearly state what they want.

Behavioral issues, such as negative attitudes, can be especially challenging but they must be addressed if you are going to put an end to negativity in the workplace. Chronic negativity is a drain on the bottom line and you risk losing your top performers if you allow others' bad attitudes to go unchecked.

Don't avoid having these difficult conversations — there is too much at stake. Say, "I need your agreement that you will maintain a professional, respectful attitude in the workplace." And then hold them to it.

5. "I noticed..."

The words you use to start off a potentially difficult conversation are the key to a positive or negative outcome. When addressing a performance issue you'll have the best outcome if you focus on the observable behavior rather than on the person. Keep in mind that the principles of good communication include being positive and helpful.

For example, when addressing an attitude issue try saying, "I noticed that you don't seem like yourself lately." Not, "What's wrong with you?"

If you choose the wrong words and the other person immediately gets defensive you might as well end the conversation and come back to it later.

Be aware that even if you use all the right words and say all the right things, there is no guarantee that the other person will respond in the same professional way. That's okay. Communicating like a boss is about taking ownership of what you do and say regardless of the outcome. You are responsible for making the effort. You are not responsible for how the other person chooses to react.

These five phrases will help you remain calm, confident and in control in all situations. Take them out and use them. The more you use them the more comfortable you'll get and soon you will be communicating like a boss. **c**

**ABOUT THE AUTHOR**

Liz Uram is a nationally recognized speaker, trainer, consultant and author. She equips leaders with the tools they need to communicate like a boss so they can make a bigger impact, get better results, and motivate others to do their best. Contact her at [www.lizuram.com](http://www.lizuram.com).

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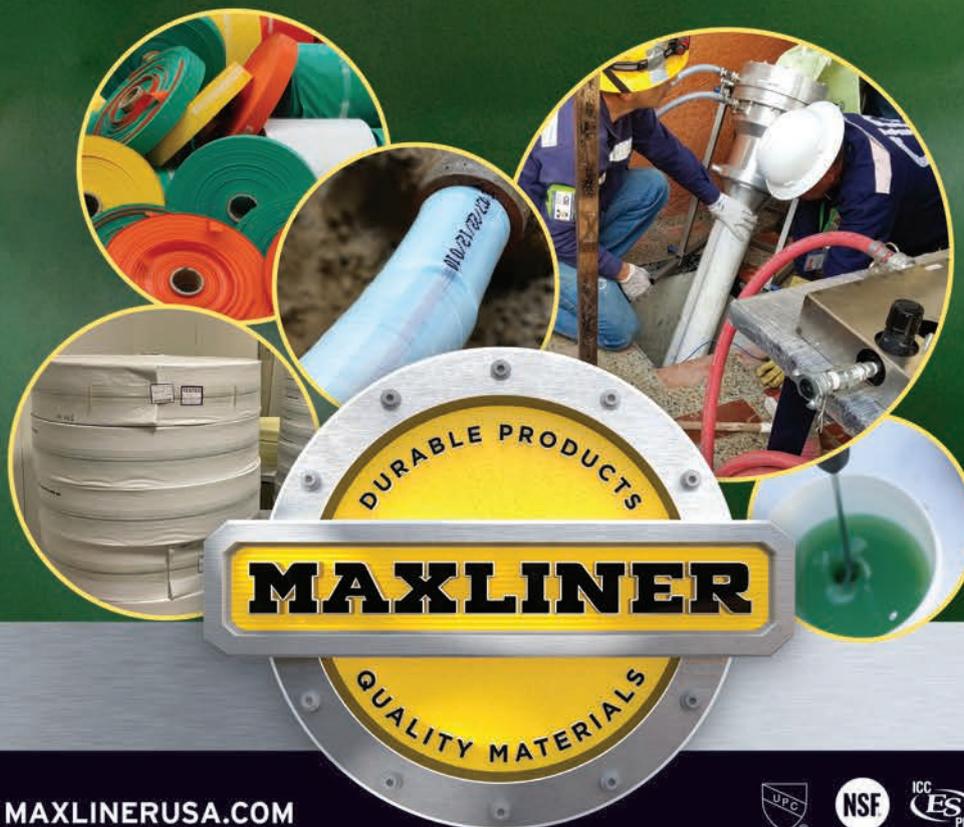
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# Doubling Down

The profitability of this Ohio drain cleaner's first trailer jetter quickly led to the purchase of another

By Ken Wysocky

**W**hen Sonny Boyce received a request for emergency service in July, the property-management company making the call wasn't very confident 1 Tom Plumber — the company Boyce co-owns — would be able to do much to resolve the problem.

But Boyce had no such qualms. "I told them we had the equipment to do it and that we'd get the job done within two hours," says Boyce, who co-owns the company with his son, Ryan, and another father-son team, Rocky and Kameron Hensley.

Quick action was required because a clogged 8-inch-diameter overflow line had caused a retaining pond at a large strip mall to flood, blocking the mall's main entrance. As a result, nearly 30 stores and several restaurants had to shut down in the middle of the day.

The reason for Boyce's confidence is a Mongoose Jetters 184 trailer jetter, one of two owned by the company, based in Milford, Ohio. (Mongoose is a brand owned by Sewer Equipment.)

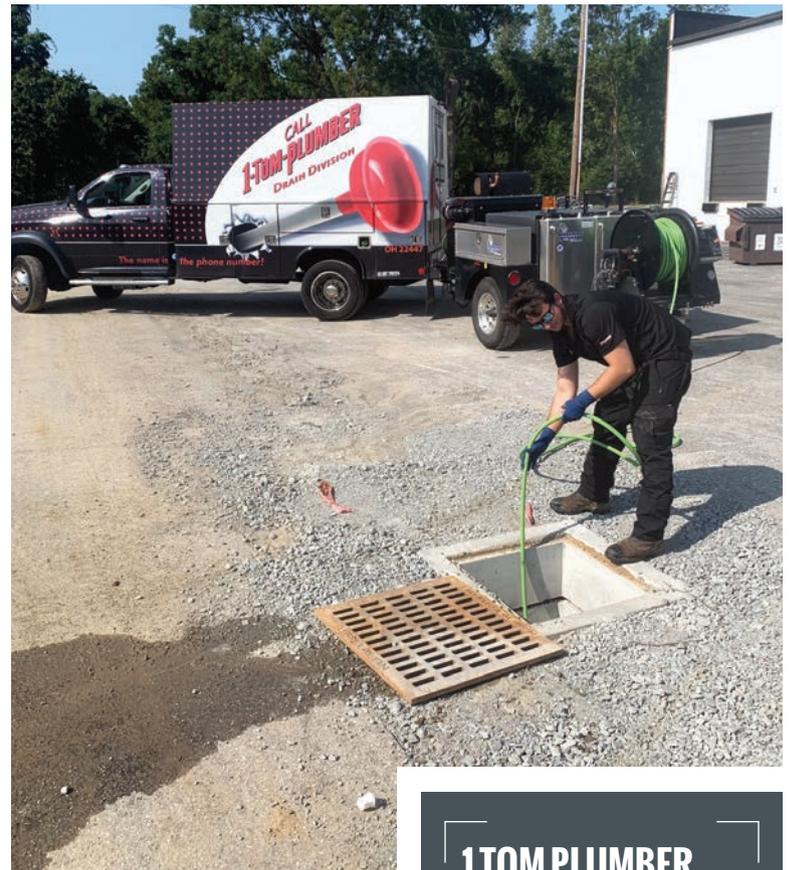
As it turned out, the drainline was filled with tree branches. But in about an hour, the Mongoose — outfitted with a Warthog jetting nozzle from StoneAge — powered through, Boyce says.

"There was just a little bit of pressure on us," Boyce says with a chuckle, noting that the mall had only one other entrance, but it had been shut down because of an ensuing traffic jam. "But I definitely was confident about the equipment we have.

"And when you tell a customer you can do a job in two hours and you finish in about an hour, you're a hero. And your equipment is, too."

The property-management company was impressed with 1 Tom Plumber's fast response and quick results. In fact, shortly after the incident, it signed a maintenance contract for quarterly cleaning of drainlines at the strip mall, as well as several other malls the company owns, Boyce says.

"Talk about a money machine. That job really showed the value of investing in good equipment."



▲ 1 Tom Plumber technician Joe Hull cleans a catch basin with one of the company's two Mongoose 184 trailer jettors. The jettors deliver 4,000 psi at 18 gpm and carries up to 500 feet of 1/2-inch hose.

## TWICE AS GOOD

After the company bought its first Mongoose 184 jetter around February 2019, it invested in a second one the following October. They're used primarily to remove tree roots from laterals or to cut through grease at restaurants and debris clogging lines in commercial buildings, Boyce says.

"We bought the second one because we didn't want to have to turn down jetting work if the one machine went down, and then possibly lose a customer. But now our second jetter is just as busy as the first one and we never have any problems with them. They're very reliable machines ... you take care of them and they'll take care of you."

Boyce prefers Mongoose jettors because after using them while working for other contractors, he's convinced they're one of the

## 1TOM PLUMBER

MILFORD, OHIO

**OWNERS:** Rocky and Kameron Hensley and Sonny and Ryan Boyce

**MACHINE:** Mongoose 184 trailer jetter (a brand of Sewer Equipment)

**FUNCTION:** Cleaning lines up to 12 inches in diameter

**FEATURES:** 300-gallon water tank; wireless remote-control capability; Mongoose 5-cylinder, plunger-style run-dry water pump (4,000 psi at 18 gpm); carries up to 500 feet of 1/2-inch hose; minimum 70 hp engine; rear-mounted control panel

**COST:** Approximately \$60,000

**WEBSITE:** [www.1tomplumber.com](http://www.1tomplumber.com)

better values on the market. The two jettets feature 300-gallon baffled water tanks, remote-control capability, a minimum 70 hp engine and a Mongoose five-cylinder, plunger-style run-dry water pump (4,000 psi at 18 gpm). The baffled tanks allow technicians to drive them full of water, he says.

The standard unit comes with 500 feet of 1/2-inch-diameter hose and also carries 200 feet of 3/8-inch hose and 150 feet of both 1/2- and 1/8-inch hose. Boyce prefers Predator hoses made by Parker Hannifin Corp.

“And when you tell a customer you can do a job in two hours and you finish in about an hour, you’re a hero.

**And your equipment is, too.”**

Sonny Boyce

The company runs four Dodge Ram ProMaster service vans, a Mercedes-Benz Sprinter van (for the camera work) and two Dodge 3500 pickup trucks that tow the two jettets. It also has invested in six RIDGID cable drain machines (three 7500s and three 3500s); five RIDGID SeeSnake Compact2 inspection cameras; and a Milwaukee Tool M18 Drain Snake hand-held drain machine.

Established in 2018, 1 Tom Plumbing focuses on service and repair plumbing, drain cleaning and excavation. It employs 16 people, including two dedicated to just drain cleaning and one dedicated to only camera inspections. The company name came from spelling out their phone number, 1-866-758-6237, Boyce explains.

### ONE-MAN OPERATION

One of Boyce’s favorite features of the jetter is the wireless remote-control capability. This technology enabled the company to send just one technician instead of two people to each drain job. That, in turn, increased sales revenue by allowing for more productive and efficient manpower allocation, he says.

“This also allows us to pay our guys a little better because we’re making more money.”

In addition, the remote controls act almost instantaneously. “When you throttle down, it throttles down right way. If it takes two or three seconds to do that, you can have a mess on your hands pretty quickly when you’re working with water pressure and flow of 4,000 psi and 18 gpm.”

Boyce also loves the fact that Mongoose will send a mechanic out to do maintenance work on-site, twice a year, with no trip charge. They arrive in a truck fully stocked with repair parts to keep contractors up and running.

“And if you call their toll-free number, they’ll walk you through a problem over the phone,” he says. “If necessary, they’ll then overnight a part to you so that you’re up and running again the next day.”

### DURABILITY AND POWER

The machines’ durability and drain cleaning ability are two huge assets. Boyce estimates that both drain technicians do eight to 10 service calls a day, and half of the calls require the jettets.

“They take the jettets to every job,” he says. “If they can’t open up a drain with a cable machine, they’re trained to upsell the jettets.”

The 184’s proficiency also helps sell regular maintenance contracts, especially after customers find out how expensive emergency service calls can be. Boyce recalls one restaurant owner who called for emergency service; after the Mongoose jetter quickly resolved the problem, he signed up for quarterly maintenance cleanings at that restaurant — and five others he owns, too, which earned the restaurant owner a discounted price.

The first Mongoose 184 cost about \$58,000 and the second one around \$62,000. The first one already has paid for itself and the second one will soon, Boyce says.

He’s already thinking about buying a third one. Boyce says that probably will happen in early 2021.

“The income they generate is incredible,” he says. “I can definitely say they that these jettets generate a large part of our company’s profitability. I’m definitely a fan of Mongoose jettets.” ■

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✓ The crew at Mr. Rooter Plumbing of Virginia Beach includes (back, from left) Joe Hartley, Shane Pittman, Sam Bailie, TJ Gaffey, David Diggs, Bryce Cummings, Caitlin Morgan and Kevin Brown. Front, Michael Poole, Deborah Poole, Brian Poole and Adem Riecken. (Not pictured: Paula Boring)



# THE RIGHT FIT

Deborah and Brian Poole found their ideal franchise opportunity in Mr. Rooter and have built a successful branch in Virginia

By Giles Lambertson // Photography by Kevin Blackburn

**T**he Tidewater region of coastal Virginia has no lack of water. But area natives Brian and Deborah Poole noticed that high-quality plumbing services were in short supply, and in 2016, the couple decided to open their own plumbing shop to serve greater Virginia Beach and the surrounding area of Southside Hampton Roads.

More precisely, they landed a Mr. Rooter Plumbing franchise, which has steadily grown in business volume in the ensuing years. Today, even as its drain cleaning and pipe descaling work grows, the company is actively diversifying into related services.

## FINDING THE ONE

“My husband and I knew we wanted to start our own plumbing company here and a friend of ours heard of this franchise opportunity and told us about it,” says Deborah Poole, who is vice president and

concentrates on service, sales and marketing. “It was just the two of us at that point and we thought the franchise was a great way to get into the business.”

The couple already had some experience in the industry. Deborah had previously been employed by a Hampton Roads commercial contractor that focused on large-scale commercial projects, offering HVAC and plumbing services. They met while both worked for a large mechanical contracting company.

Brian earned an MBA in 2014 from the College of William & Mary in nearby Williamsburg, in anticipation of one day running his own plumbing services company. That day arrived two years later after the couple flew to Waco, Texas, to the corporate headquarters of Neighborly, the world’s largest consortium of home service brands, including Mr. Rooter Plumbing. “We wanted to see if it made any sense for us,” Deborah says of their Texas trip.



## Mr. Rooter Plumbing of Virginia Beach

**LOCATION:** Virginia Beach, Virginia

**OWNERS:** Brian and Deborah Poole

**FOUNDED:** 2016

**EMPLOYEES:** 15

**SERVICES:** Sewer, water and gas line installation and repair; drain cleaning and jetting; pipe descaling, cleaning and coating; water fixture maintenance – heaters, purifiers, softeners, boilers; and emergency plumbing repairs

**SERVICE AREA:**

Southside Hampton Roads area

**WEBSITE:** [www.mrrooter.com/virginia-beach/](http://www.mrrooter.com/virginia-beach/)



Service team leader Adem Riecken inspects the hose on a Spartan trailer jetter before heading out on a job.

Plumbing apprentice TJ Gaffey sets up a Picote epoxy pipe coating system on a job site.

There are other franchise opportunities for aspiring plumbers, but the Pooles chose Mr. Rooter “for a couple of reasons.” A key one, she says, was the impressive roster of successful home services brands and franchisees under the Neighborly umbrella — it has more than 4,000 franchise-holders in nine countries. “And they already had what we knew we wanted in our business, the culture and customer service emphasis and the value system we wanted to represent at our company.”

Neighborly’s “code of values” reflects the optimism and positive approach of Don Dwyer, a businessman who founded Neighborly and eventually landed in the Entrepreneurship Hall of Fame. The values are categorized into Respect, Integrity and Customer Focus, and range from striving to maximize customer loyalty to communicating honestly to “speaking calmly and respectfully without profanity or sarcasm.”

Deborah is the day-to-day caretaker of the company’s culture, cultivating and maintaining Neighborly’s core values. “I passionately believe in running a family-owned business. I’m the mom. The guys express to me all the time how they would get yelled at in other companies, pushed around, have bad language thrown at them. I bring to the business a skill set to take care of our employees, to care about and coach them instead of yell at them.

“But I also am not afraid to push them outside their comfort zone.”

### BUILDING A REPUTATION

Four years ago, the Pooles launched Mr. Rooter Plumbing of Virginia Beach and they now manage 15 employees who answer



calls in their Mr. Rooter-red shirts all across the South Hampton Roads area of Virginia. Three-quarters of this work is residential, the remainder in light commercial establishments such as restaurants.

The company offers some two dozen wide-ranging services, including sewer, water and gas line installation and repair, drain cleaning and jetting, pipe descaling, cleaning and coating, water fixture maintenance (heaters, purifiers, softeners, boilers), and emergency plumbing services.

Emergency work is a calling card of Mr. Rooter franchises: Plumbers are available 24/7 and the emergency runs cost a customer the same regardless of the day of the week or hour of the day.

» Owners Deborah and Brian Poole thought a franchise would be a great way to get into the plumbing business, and found the perfect fit with Mr. Rooter.

» Technician Shane Pittman and apprentice TJ Gaffey use a Picote epoxy pipe coating system and a Spartan/Picote milling machine to rehabilitate a residential lateral line.



**“I bring to the business a skill set to take care of our employees, to care about and coach them instead of yell at them. But I also am not afraid to push them outside their comfort zone.”**

Deborah Poole

The flat rate reflects one of those aforementioned values — striving to maximize customer loyalty.

The company also repairs pipes damaged during freezes. However, that call rarely comes to the Virginia Beach office since the average minimum wintertime temperatures is 34 degrees. On the other hand, between 45 and 50 inches of rain falls each year, which can test sewer and drain systems. Therefore, a more frequent call is to clean and restore clogged drainlines and sewer pipes.

Plugged small lines are cleared and toilet and laundry tub clogs are broken up using an assortment of Spartan Tool and RIDGID hand and drum cable machines.

Larger diameter and more gravely plugged lines are flushed with a Spartan Warrior trailer jetter. It is a 74 hp unit with a 300-gallon water tank, producing 4,000 psi at 18 gpm, and can clear lines up to 24 inches in diameter, which is sufficient for most any job the Pooles take on.

For corroded and encrusted pipe that resists clog removal by water pressure alone, company technicians have Spartan Revolution M2 and M4 milling machines, from the line of machines created by Spartan Tool and Picote Solutions.

The Revolution models are specially designed for use in pipelines with traps and multiple bends and feature an especially flexible encased cable. Poole says the M2 and M4 models in the company’s equipment yard can clear pipes from 2 inches to 12 inches in diameter, and a larger model to be procured in the near future will handle 16-inch pipe. “Our reputation is growing and we’re getting calls to work on larger pipe.”

To remotely keep an eye on the thoroughness of a cleaning process, the company uses RIDGID SeeSnake cameras. For some inspection work, it relies on a Quick Sight 40 camera. The Drain Gear-brand video unit weighs 22 pounds and features a 23 mm stainless steel waterproof camera head, wireless keyboard for inputting text and rechargeable six-hour battery.

Seven red vans carry the equipment to the home or business needing plumbing attention. When pipeline installation and similar jobs require excavation work, the company typically relies on its network of subcontractors to perform the work, but sometimes an

## A durable enterprise

Deborah and Brian Poole did their due diligence before buying a Mr. Rooter Plumbing franchise in 2016. The business is flourishing four years later because they continue to keep a vigilant eye on industry trends, carefully weigh pros and cons of possible new services, and market their company like they mean it.

When the married couple opened Mr. Rooter Plumbing of Virginia Beach, they brought with them years of experience in the industry as well as formal business management training. None of it has gone to waste.

They consciously look to vendors for emerging trends and technology information. They pore over industry literature to stay on top of developments. "We are avid readers," Deborah says. They scrutinize the possible upsides and downsides of any new service they are considering and run financial models to see what it will mean in terms of new customers, additional employees and ROI.

"We carefully monitor each (marketing) campaign and app to understand our customers better," she says. "How our customers are finding us and what they are looking for when they do is critical data that we analyze weekly. We have peers and friends in the business, some of whom are amazing technicians themselves, but they really struggle on the ad and marketing side, the things that make our phone ring."

This methodical approach is building a durable enterprise.

"Amazingly, it has gone better than we planned." She says the key to their success has been diligence and patience. "In the beginning, it is important to focus spending to maximize smaller budgets. It is equally important to practice restraint, making smart purchases when the time is right. We knew at the outset we would need a jetter, for instance, but we waited until the right time."

She says financial restraint lets them "pay a great wage to our team as well as give back to the community. It has allowed us to stay cash positive and, during the virus, to not lay off anyone.

"When the virus first appeared and shut down much of the economy, we were nervous. We had daily meetings to keep up with changes and to plan how we would continue to support our employees and their families, and keep them and our customers safe."

The worst of the fears wasn't realized. "We did notice a dip in revenue in April, May and June and we're slightly off of our projected revenue for the year, but the market has rebounded quite nicely during the summer months."

As a matter of fact, business has grown enough this year that the company is relocating from a small, rented office to a new one on Virginia Beach Boulevard with a larger office area and a warehouse.

"The way it's trending, we won't double our business, revenue-wise, this year like we have every other year, but we'll be only a little off of that. We are beyond blessed."

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📍 Apprentice Bryce Cummings (left) and technician Joe Hartlley discuss a descaling job before heading out for the day.

excavator is rented. When the Spartan jetter needs towing to a site, the trailer is hitched to one of the company's two pickups.

### A DIVERSE TEAM

"We want diversity in our team and our services," Deborah says. "It allows us to support all of our clients' needs. By being able to offer so many services, we can hire apprentices and develop them into experts in different areas — drain cleaning, water heater repairs, water and sewer line repair and replacement.

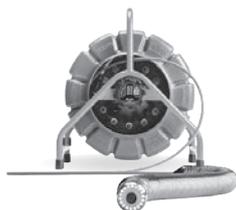
"So, we enjoy the diversity of our services, but we continue to grow our underground work. We have expanded into pipe rehabilitation, including descaling and coating, and that has really taken off for us. We see it continuing to expand in the commercial world. The technology is just as applicable to large-diameter pipe and chilled waterlines as it is to sewer lines in an apartment building where you can do the work without moving tenants."

Specifically, the company has become a certified Picote Brush-Coating installer. The Picote system uses a range of cleaning tools to prepare an aging pipe for new life. Picote brushes then apply a specially formulated epoxy resin inside the pipe. The coating can range from a single thickness less than a millimeter in depth to several coats that can add up to 4 mm.

The company will expand its pipe rehab work next year when it will begin to offer pipe lining. "The ability to go trenchless in commercial rehab work is just huge. It opens up a wealth of opportunities. So, we will grow that division of the company, but we won't be getting out of the plumbing repair business."

Three of the seven technicians in the company were certified by Picote — as was Deborah Poole herself. "Some of our customers think it a little strange when they see me out there looking at camera footage for one of our coating jobs. I get super excited about it and

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✔ Shane Pittman and TJ Gaffey select attachments for a descaling job.



“By being able to offer so many services, we can hire apprentices and develop them into experts in different areas - drain cleaning, water heater repairs, water and sewer line repair and replacement.”

Deborah Poole

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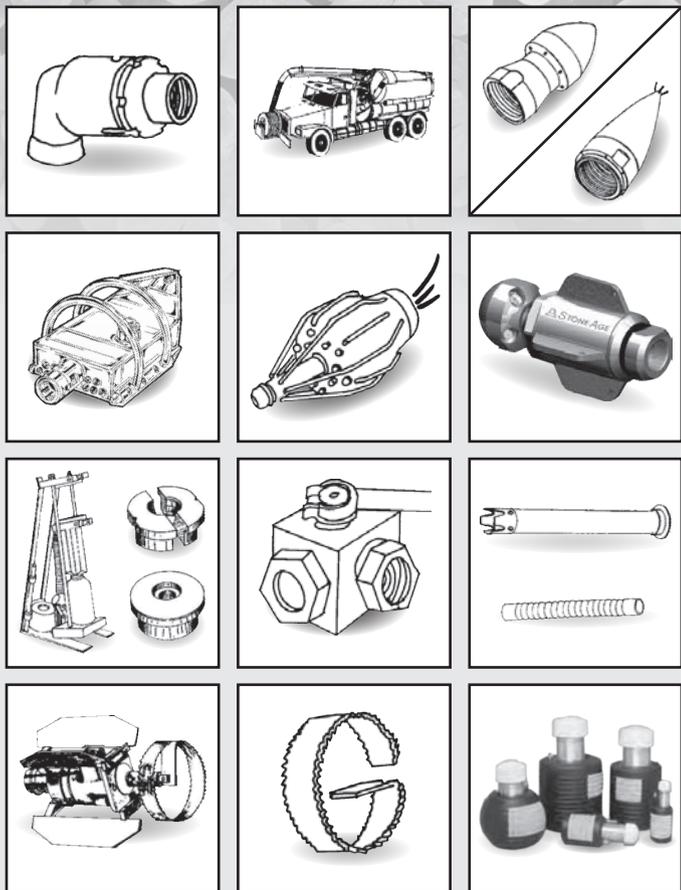


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I think it is valuable seeing firsthand what is happening."

The next goal is to hire more plumbers — including a female plumber. "Especially for the coating work. The trenchless rehab task is a perfect place to bring females into the trade."

The Mr. Rooter Plumbing team in Virginia Beach may not have women in the field yet, but its crew includes master plumbers, drain cleaning and water-heater specialists and one apprentice plumber. The company is looking for a second apprentice.

"We feel very blessed and honored to be doing well enough to hire another apprentice and bring him or her into the trade."

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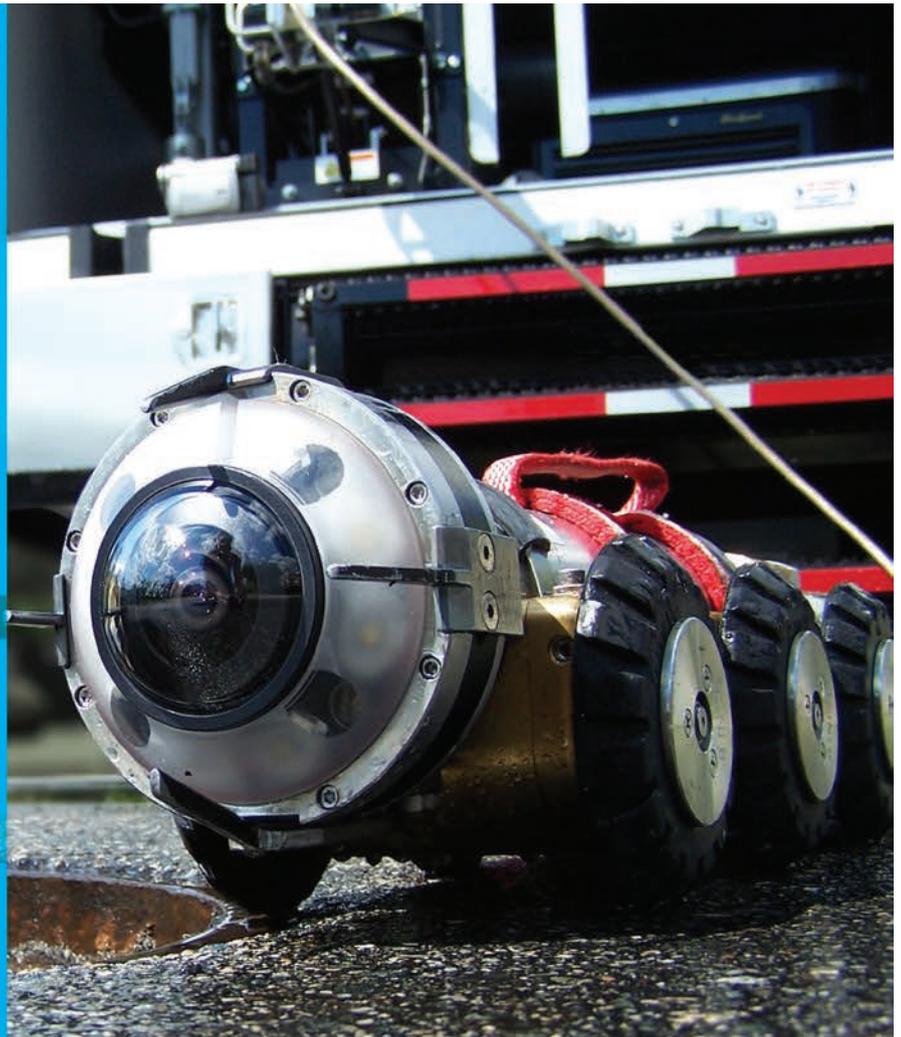
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**EDITOR'S NOTE:** This month's Best of the Decade first appeared in the November 2018 issue of *Cleaner* and has since been one of the most-read Money Manager articles on Cleaner.com.



Erik Gunn

## money MANAGER

# Are You Paying the Right Wages?

Doing some research to find the compensation sweet spot will retain great workers without breaking the bank

By Erik Gunn

**Y**our business is growing and it's clear you'll need to hire another employee or two by next spring.

Have the wages you're offering kept up with what people expect? Are you unwittingly paying a lot more than the market rate?

Knowing the appropriate pay rate for the people whose jobs are at the core of your business — service technicians, plumbers, and even the clerical staff who answer the phone, keep the books and send out the bills — can be a significant challenge, but there are ways to arrive at the right answer systematically.

## PEOPLE PHILOSOPHY

Lisa Bazzoni is compensation director for MRA-The Management Association, an employers association based in Wisconsin and with offices in Illinois, Minnesota and Iowa.

“The first thing a business owner needs to do is really determine what his or her *people* philosophy is,” Bazzoni says. “A lot of people skip this step, but it really provides a lot of clarity for the rest of the process.”

There's a range of such philosophies. Some companies view workers as an expendable resource — just a “warm body”

who has a specific set of tasks to fulfill and can be replaced when necessary.

To be clear, Bazzoni isn't recommending that approach. But more than a few businesses operate that way.

“At the other extreme,” Bazzoni says, “there are employers who will say of their employees: ‘This human being is an asset, and I want that asset to be with me for the long haul.’”

Whether you're trying to live by that approach, its opposite or something in between, she says, “A lot of pay decisions — and a lot of other people decisions — are going to play into whatever the philosophy is.

“If I am viewing my humans who are working for me as an asset, then maybe I'm going to pay a little higher than everyone else does, provide milestones for people, and skill-based pay programs.”

## GATHERING DATA

Figuring out those market rates — whether your aim is to match them or consciously exceed them — is the next step.

Of course, you can go online and probably find a lot of isolated examples, not to mention every opinion under the sun, for free. But even at that price, it's probably not worth what you're paying for it.

“It's not very reliable,” Bazzoni warns. “Reliable data has a price tag on it.” Reliable, she says, means “data that we can track to the source and verify its accuracy.”

Most likely you will get the best information if you turn to a consulting firm or an employers group like MRA — and if the data you get is compiled from sound methodology. Typically it will be collected from highly detailed surveys, anonymous so the employers participating can provide more candid answers.

Ideally they will be answered by those employers' human resources departments.

Solid data will be validated to reflect geographic differences and also different ways companies may define particular jobs.

"Job titles can be meaningless," Bazzoni says. Good research will drill down beyond those to enumerate the different skill sets and responsibilities employers may assign to a particular position "so that your 'computer operator' is the same as my 'computer operator.'"

### BY THE NUMBERS

In these days of low unemployment, such data is likely to change often. "We typically recommend businesses look at this data annually," she says. "When unemployment was higher, companies could get away with every three or four years."

If you're able to get solid data in hand, you need to refer back to your fundamental human resources approach. "If the market says the going rate is \$20 an hour" for a particular job, Bazzoni explains, "what you're going to want to do is establish a range around that."

For instance, if you want to pay above market as part of a strategy that builds long-term loyalty and commitment to the business, consider setting the wage in that context a few dollars an hour higher. Are you deliberately paying under market rates knowing that you'll probably experience more turnover? Perhaps you'll go down to \$17.50 an hour.

And you'll probably want to structure more complex wage systems, with bands for various titles and skill levels and then metrics for choosing where a given worker fits in those bands.

You can find that kind of information by searching for compensation consultants and making sure they're in your business field. And employers associations are found in most parts of the country; consider checking out what they have to offer and whether it would benefit your business to join one.

Still, even the best quality sources can have some limitations. If you're in a rural area, the data is less rich because the labor pool is smaller, making it hard to establish the actual market price for particular skill sets.

If you can't find any resources of that kind in your area or if the price tag is steeper than you feel you can afford, there are other options for information. Some may have drawbacks, but they might be better than nothing.

### SEEKING ALTERNATIVES

The U.S. Bureau of Labor Statistics publishes lists of occupations and their pay rates by regions. You can find it on the bureau's website ([www.bls.gov](http://www.bls.gov)) and then check listings by state or by metro area.

While reliable, it's also likely to be a year old or more because of the time that passes between when it's collected and when it is published. "Your labor market might have changed in that period of time," Bazzoni says.

There might be some data closer to home than you are aware of. Check your local chamber of commerce to see if it has conducted a compensation survey of its members, for example.

Still another source may be public-sector pay scales for people in the trades you're employing. As public information, those should be relatively available. But they also come with limitations: government wages may be higher or lower than their private sector counterparts.

"I did a proposal for somebody who said, 'We don't want to compete with county employees — their salaries are very low and we're drawing our people from the private sector,'" she recalls. In other geographic areas, the opposite may be true: that government scales are higher than those in the private sector.

### EMPLOYER OF CHOICE

Sometimes businesses rely on wage data from other locations, then factor in local cost-of-living data to adjust their own pay rates. That can be tricky, though. "Cost of living and cost of labor are two different issues," Bazzoni says. "For some jobs, you may have to pay more just to attract someone to your area."

Having established your basic structure, "You really have to keep your ear to the ground." Casual employee chitchat, requests from job applicants for a particular pay level — none of these have the authority and reliability of a carefully conducted survey. But they do provide insight on people's expectations in your industry and geographic area.

To be sure, pay alone won't keep good workers or attract applicants, and pay alone might not be why people turn you down. Even if that's what they tell you.

"When people turn down your offer, they're always going to say it's about money," Bazzoni says. And if they do — and it happens repeatedly — take it seriously. But be aware that might just be an excuse for something else, including a bad reputation as an employer for other reasons: management style, poor communication, a lack of opportunity for advancement and many others.

"Are you an employer of choice? If you're not training people well, if you're not treating them well, no amount of money is going to help you." **c**

# Quick, On-Site CIPP Training

IPT utilizes digitalized training and technology to make it easier to get new CIPP crews up to speed

By Kim Peterson

Internal Pipe Technologies is a relatively new company, but its management is an experienced team with a drive to continually innovate and provide the small-diameter pipeline rehabilitation industry with new products and technology that make the job easier and more profitable.

One of the key features IPT developed for its CIPP lining material is a QR-based system that connects the technician who is installing the lining product with an online database that carries specifications, testing data and all mix ratios as well as resin formulas for all diameters and footage.

*Cleaner* recently spoke with IPT President and CEO Cameron Manners about the company's product offerings and QR-based training.

## Tell us a little about the history of Internal Pipe Technologies.

**Manners:** There is a deep-rooted history and knowledge of the trenchless industry when you look at the Internal Pipe Technologies organization. I started IPT nearly 25 years to the date of when I first founded one of the leading CIPP lining companies. Having said that, my business partner and I were not happy with where that industry was heading, which is why we have now launched Internal Pipe Technologies.

Combined, we have more than 55 years' experience in the plumbing and cured-in-place pipe lining industry and proudly manufacture our pipe lining material and resins in the U.S.

## What differentiates your CIPP and epoxy products from the competition?

**Manners:** Not only are our products tested to exceed industry and code requirements, many aspects of our technology have been digitalized to drive installation quality control to make it easier for business owners to multiply their crews with minimal training.



▲ A crew preps an IPT liner on a CIPP job. The QR code label on the liner carries liner specifications, testing data, resin formulas and mix ratios.

We do this by controlling many data points through our equipment. Our QR-based training allows data to immediately be accessed by technicians as well as sales staff. Specifically, our CIPP lining products have logos with QR codes that carry liner specifications, testing data and all mix ratios as well as resin formulas for all diameters and footage for liners.

## What sort of needs do these products address?

**Manners:** The hardest thing a contractor faces is growing crews and training new technicians. Our programs simplify this process by taking the necessary knowledge and making it available on site. Our training programs include live on-site video training with technicians when they need it the most. Unlike other suppliers, we are not strictly online learning, which would require technicians to retain information over a long education process or an app that does not

have all the data readily available. Most companies will give what we call “parking lot” training, which teaches technicians how to apply a liner in a parking lot. With our video on-site training we can be on site with technicians when they need it the most, right when the decision is being made. The best part is you don’t have to send technicians to the other side of the country for training.

In addition to our CIPP lining material and on-site training, we also have Aquapea that we have brought into North America. This is a game-changer when it comes to waterlines. We can literally seal pinhole leaks in 10 minutes without excavation. This is a technology I’m very excited about and is gaining traction here quickly.

“With our video on-site training we can be on site with technicians when they need it the most, right when the decision is being made.”

Cameron Manners



» Epoxy is mixed at the Internal Pipe Technologies manufacturing plant in Texas.

### What are some recommendations for customers shopping for pipeline repair systems?

**Manners:** Make sure the products or technologies have the required code listing. They should not just meet a standard or some other test but meet the specific code. Also educate yourself on what specific standards your product must meet and how that applies to the code. Immerse yourself in the technology.

### How do you see the drain cleaning industry evolving?

**Manners:** It is an exciting time for the drain industry and it is changing rapidly. IPT will take part in this by driving technology through our Gator Drain Tools division that will be launching many new technologies in 2021. High speed cleaning is a great technology that the founders of IPT have been utilizing since 2004 and were the first in the world to utilize flex shafts to clean pipe.

### Tell us about the Spartan Legionella detection system.

**Manners:** With COVID happening and many people working from home, buildings have been left empty and as in all cases when you do not use infrastructure, many parts can break down and have the possibility to cause viral outbreaks of things like *Legionella*. *Legionella* cases have skyrocketed in the last few years and the need to diagnose as well as isolate specific areas will be paramount in the next few years. By utilizing a Spartan Cube, a contractor can not only do in-field testing and have results in 45 minutes but they can actually use this technology to do multiple tests at various locations to isolate and validate a specific section that is releasing the *Legionella* bacteria.

### What’s new for IPT in 2020?

#### What can customers expect out of IPT in the future?

**Manners:** Technology, technology and technology. Our plan is to change the drain business worldwide. Our new approach to this industry will change the way business owners conduct business. Through our R&D division we will be launching new technology and products throughout the new year. In addition to this, IPT will also be in the UV space in early 2021. We will grow the “premise plumbing” awareness in our industry and bring it into the forefront of our market with new pressure pipe rehabilitation and a new approach to drain lining.

#### What do you want your customers to think of when they hear the name IPT?

**Manners:** Technology and profits. For our customer base we want to get technology into their hands so that they can diversify into other areas, not just drain cleaning and pipe lining. We want to open their eyes to all of the great opportunities right in front of them. **c**

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# Business Diversification - Septic Pumping, Plumbing

By Craig Mandli



## CABLE DRAIN CLEANING MACHINES

### 1 / DURACABLE DM30

The DM30 drain cleaning machine from Duracable is versatile enough to handle most jobs. Easily swap between 19- and 21-inch reels, and go from an enclosed polyethylene drum to an open-spoke metal reel in minutes. This durable machine provides flexibility with cable diameter and length — 1/2- or 5/8-inch is recommended. Machine packages from come with 100 feet of DuraFlex 5/8-inch hollow-core cable. They can be used in 2- to 6-inch lines for residential work, floor drains, roof vents and light commercial jobs. 800-247-4081; [www.duracable.com](http://www.duracable.com).

### 2 / MILWAUKEE TOOL M18 FUEL SECTIONAL MACHINE

The M18 FUEL Sectional Machine for 5/8- and 7/8-inch cable from Milwaukee Tool is a portable and powerful sectional machine for 1 1/4- to 6-inch drainlines. Its POWERSTATE brushless motor and REDLINK PLUS intelligence deliver the power to clear heavy roots up to 150 feet out. The sectional machine ensures easy transportation and setup on all jobs by being lightweight and compact, and offers carry strap connection points for hands-free transportation. The M18 REDLITHIUM High Output HD12.0 battery pack powers through multiple jobs on a single charge, and increases safety by providing power anywhere without the use of extension cords. 800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com).

### 3 / PICOTE SOLUTIONS MINI CLEANER

The Mini Cleaner from Picote Solutions is a high-speed pipeline cleaning system aimed at the domestic drainage and plumbing markets. The unit has a flexible two-part shaft with a rotating inner core where the cleaning heads are attached. The stationary outer casing ensures the operator's hands do not make contact with rotating parts during the cleaning operation, improving safety and flexibility. The outer casing is durable and also flame, abrasion and chemical resistant with a high continuous service temperature. The whole unit weighs in at 58 pounds so it can be easily transported. It also has the flexibility to handle multiple 90-degree bends, even in the smaller-diameter pipes. 219-440-1404; [www.picotesolutions.com](http://www.picotesolutions.com).

### 4 / RIDGID FLEXSHAFT K9-306

The RIDGID FlexShaft K9-306 drain cleaning machine quickly cleans 3- to 6-inch drainlines up to 125 feet. It is used in conjunction with a full suite of specialized chain knocker accessories that expand to the size of the pipe to clear the entire circumference of grease, buildup, roots and heavy scale debris. The chain knockers are connected to a flexible, nylon-sheathed cable that is fully enclosed for cleanliness and can be easily wiped clean as it is pulled from the line. The fully contained unit also limits job site cross-contamination. It can be operated by a foot switch and features a 1.5 hp internal universal motor for maximum power and in-field serviceability. It also allows for inspection cameras to remain in the pipe throughout the drain cleaning process for maximum efficiency. 800-474-3443; [www.ridgid.com](http://www.ridgid.com).



## FRANCHISE SYSTEMS

### 5 / ROOTER-MAN FRANCHISE SYSTEM

The Rooter-Man franchise system offers a low-cost solution to franchise ownership, with a flat-rate pricing system (no royalty on percentage of sales). Franchisees are granted an exclusive franchise license for their chosen territories, and they become part of a team of independent dealers working together under a nationally branded website and recognized trademark with proven systems for success. It has been named the top plumbing franchise by *Entrepreneur* magazine 15 years in a row. Franchisees receive equity in the national brand by receiving exclusive use of the trademark in their territory. 800-700-8062; [www.rooterman.com](http://www.rooterman.com).

### 6 / Z PLUMBERZ

Z PLUMBERZ is a full-service plumbing franchise specializing in all types of plumbing, drain and sewer solutions. The franchise model focuses on sustainable growth and profitability, with paths designed for those starting brand new plumbing businesses, as well as for existing plumbing or drain contractors. Owners develop their businesses in four key verticals, including retail plumbing, drain and sewer cleaning, project plumbing, and pipe lining and trenchless technologies. Franchise owners are provided with the training, resources and support needed to win more jobs, provide exceptional customer service, and become their market's go-to expert. 866-585-9529; [www.zplumberzfranchise.com](http://www.zplumberzfranchise.com).

## PLUMBING PRODUCTS

### 7 / ADVANCED DRAINAGE SYSTEMS' ARC LEACHING CHAMBERS

Advanced Drainage Systems Arc Leaching Chambers provide a structural design, allowing it to handle any conventional leachfield

system challenge without sacrificing performance. Designed to accommodate gravity-fed and pressure-dose systems, the sturdy, lightweight polyethylene plastic units combine maximized infiltrative surface area and storage capacity. This combination allows for increased effluent dispersal performance and improved structural integrity. They come in five different sizes to fit any site. The chamber's design provides increased load-bearing capability. Built in 5-foot lengths, they have a 20-degree joint that is suitable for either straight or contoured septic leachfield applications. The lock-and-drop joint provides a secure connection during installation and backfill. To assist in job site flexibility, inspection vent ports are on each chamber with an easy-to-remove knockout. A side port coupler snaps into place to allow side entry at any joint throughout the trench line. 800-821-6710; [www.ads-pipe.com](http://www.ads-pipe.com).

### 8 / SUPERIOR SIGNAL 5E ELECTRIC SMOKER

The 5E Electric Smoker from Superior Signal offers a cost-effective and green solution to find difficult leaks and odors in residential and commercial plumbing systems. Connect the blower to any plumbing clean-out or vent, with the appropriate-sized smoke candle to force smoke through faults and cracks, easily identifying sources of odor and hard-to-find leaks. Smoke candles produce a highly visible, nontoxic smoke and are biodegradable. They are manufactured with zero-waste stream and include labels printed with vegetable-based ink on recycled paper, as well as biodegradable, recycled paperboard tubes. The unit does not generate harmful exhaust gases and handles all residential and commercial smoke testing applications. Smoke tests take minutes to perform and see immediate results. The unit comes with an 8-foot, industrial-grade flex hose, weighs 8 pounds and requires no maintenance. 800-945-8378; [www.superiorsignal.com](http://www.superiorsignal.com).



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## PORTABLE JETTERS

### 9 / GENERAL PIPE CLEANERS JM-1000 MINI-JET

The JM-1000 Mini-Jet from General Pipe Cleaners includes a high-performance, stainless steel braid jet hose for drain cleaning power and performance in a small package. The stainless steel braid/Teflon core hoses are available in a variety of lengths and are also optimized for the JM-1450 electric jet. The Mini-Jet can clear grease, sand and ice from small lines, sinks and laundry drains with 1,500 psi, high-pressure water spray. Its diamond plate metal case safely shields the pump and motor assembly from job site abuse. The hose smoothly slides the jet nozzle down 1 1/2- to 3-inch drainlines, easily navigating tight bends. The 3/16-inch Teflon core also reduces flow resistance, further improving small-line cleaning power. The package includes a four-piece nozzle set, water supply hose, shut-off valve and universal faucet adapter. 800-245-6200; [www.drainbrain.com](http://www.drainbrain.com).

### 10 / PATRIOT SEWER EQUIPMENT & REPAIR 1776 HEAVY-DUTY EDITION

The 1776 heavy-duty edition from Patriot Sewer Equipment & Repair generates 3,500 psi at 11 gpm. Standard equipment includes a Piranha 3/8-inch, 300-foot, red jetter hose and remote start for one-man operation. A portable 100-gallon water tank with autofill valve and stainless steel nozzle set is custom-engineered to work at max pounds per square inch and gallons per minute. It can be used to clean 4- to 6-inch sewer pipes with ease. Propane or gas models are available. It includes an all-stainless steel reel and frame. All units are built to order. 888-318-9888; [www.patriot.us](http://www.patriot.us).

## PRESSURE WASHERS AND SPRAYERS

### 11 / CAM SPRAY MCB3040

The MCB3040 skid-mount, hot-water pressure washer from Cam Spray is designed to move easily from truck to van to trailer. It offers 4 gpm at 3,000 psi from a Honda GX390 industrial gas engine and triplex plunger pump with ceramic plungers and stainless steel valves. It is equipped with low pressure chemical injection and is protected by an unloader valve and secondary pressure pop off. The burner system includes a rust-free fuel tank, Schedule 80 coil with stainless steel wrap, is controlled by an adjustable thermostat and temperature limit switch for a maximum temperature of 195 F. The frame is industrial coated 2-inch tubing and comes equipped with a wand/hose rack. A heavy-duty trigger gun with a dual wand with side handle valve allows for the user to switch from high pressure cleaning to detergent application and is equipped with quick change 0-, 15-, 25- and 40-degree nozzles. 800-648-5011; [www.camspray.com](http://www.camspray.com).

## PUSH TV CAMERA SYSTEMS

### 12 / CUES MPLUS+ XL

The CUES MPlus+ XL push system is designed for easy operation and flexibility with an all-in-one setup and quick removal of the control unit, which can be used separately. It includes a coiler configuration and pan-and-tilt camera for mainline and larger pipeline applications up to 500 feet. It integrates video observation coding, observation coding interface and digital recording. The lightweight system includes large, durable wheels for portability and a balanced footprint for stability. It is manufactured to handle rigorous field use. 800-327-7791; [www.cuesinc.com](http://www.cuesinc.com).

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### 13 / ELECTRIC EEL ECAM PRO 2

The eCAM Pro 2 pipeline inspection camera system from Electric Eel includes a built-in battery cradle and 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. It has a stainless steel-housed, 1.68-inch, self-leveling color camera with sapphire lens; 20-LED light ring with an impact-resistant polycarbonate light ring cover; and high-resolution CCD element. The auto-iris adjusts light automatically. A flexible camera spring navigates 3-inch P-traps. The unit comes standard with 200 feet of braided fiberglass premium 1/2-inch-diameter pushrod (with a capacity of 400 feet available on the reel), industry-standard 512 Hz sonde, 10.4-inch daylight-readable monitor with click-touch controls, and one-touch recording directly to a USB flash drive. 800-833-1212; [www.electriceel.com](http://www.electriceel.com).

### 14 / ENVIROSIGHT VERISIGHT PRO+

Envirosight's Verisight Pro+ push camera can be used to complete critical drainpipe and lateral inspections quickly and accurately. Its stainless self-leveling camera captures up to 90 hours of color footage from pipes 2 inches in diameter and larger, regardless of material. With supplied centering devices, it snakes through multiple bends for maximum range. An integral tri-band sonde (33 kHz, 512 Hz, 640 Hz) works with most any locator. The welded-steel coiler comes with 130, 200 or 330 feet of pushrod. The entire system runs for six hours off internal rechargeable lithium-ion batteries, or off main or vehicle power. Its controller displays real-time footage on an 8-inch LCD, and can operate all camera functions, generate custom text overlays with a full QWERTY keyboard, and easily off-load inspection footage by SD card or USB drive. 866-838-3763; [www.envirosight.com](http://www.envirosight.com).

### 15 / EPL SOLUTIONS GVISION

The Gvision camera system from EPL Solutions offers a rugged, compact solution for inspecting pipelines 3 to 12 inches in diameter.

Available with 200 to 400 feet of pushrod, the reel has a stiff, yet flexible fiberglass cable that is optimized for farther pushes through turns and bends. The color camera is self-leveling and includes a powerful, convenient, always-on 512 Hz transmitter for quick and precise area determination. The antiglare LCD monitor delivers a clear, crisp picture even in direct sunlight. To record video inspections, connect a USB storage device or Apple mobile device directly into the USB port. The DVR outputs HD-quality videos, which can be stored and shared from a mobile device. 714-453-9760; [www.epls-usa.com](http://www.epls-usa.com).

### 16 / FORBEST PRODUCTS FB-PIC3188XX/4188XX

The FB-PIC3188XX/4188XX portable lay-flat camera system from Forbest Products comes with a 1-inch waterproof color camera head or 1-inch self-leveling color camera head with a built-in 512 Hz sonde transmitter, stainless steel spring kit and bright LED lights. It comes with 130 feet of 5.3 mm or 200 feet of 6 mm fiberglass cable, with a high-resolution 7- or 10-inch color control station with USB and SD recording. Typing and editing is optional for the 10-inch multifunction control station. The lay-flat design is convenient for one user to operate the camera independently. 877-369-1199; [www.forbestusa.net](http://www.forbestusa.net).

### 17 / PEARPOINT P540C

The Pearpoint P540c offers an intuitive graphical user interface with built-in user manual, a full-size QWERTY keyboard and a choice of six different languages at launch. Context-sensitive, ATM-style buttons on both sides of the display provide access to the easy-to-use menus while an additional seven buttons offer direct control of the most-used functions. It has the capability to use the newly designed command module with any reel system. This will provide contractors the flexibility of having multiple rods for different uses while only needing one command module. 800-688-8094; [www.pearpoint.com](http://www.pearpoint.com).

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### 18 / PIPE LINING SUPPLY COMPACT CAMERA

Pipe Lining Supply offers a small, compact camera designed for use with high-speed drain machines for cleaning and/or coating sewer drains. The unit has a small external monitor that can be held in the palm of your hand, cable lengths of either 50 or 150 feet, and a wireless video headset, giving the operator a hands-free video display of the work they are doing. It has LED lights, an SD card slot for recording work, and rechargeable batteries for both the headset and the monitor for truly cord-free portability. It is a suitable camera for small-diameter pipe. 888-354-6464; [www.pipeliningupply.com](http://www.pipeliningupply.com).

### 19 / RAPIDVIEW IBAK NORTH AMERICA MICROLITE PUSHROD SYSTEM

The MicroLite Pushrod System from RapidView IBAK North America is a lightweight, small-diameter push system with durable steel-frame construction that delivers a high-quality image for all contractors and plumbers. Fitted with 100 feet of push cable, powerful LED lighting and an auto-uprighting camera, it is designed to inspect pipelines 2 to 4 inches in diameter. The entire system is powered by rechargeable batteries and is equipped with the positionable MicroLite Command Console, which includes a 10-inch touch-screen monitor, full Windows operating system, two USB connections and recording software. 800-656-4225; [www.rapidview.com](http://www.rapidview.com).

### 20 / RATECH ELECTRONICS PLUMBER'S HELPER JR.

The Plumber's Helper Jr. pipe inspection system from Ratech Electronics is based on a small-scale reel and comes with 100 feet of mini Gel Rod cable, a removable compact command module with 7.1-inch LCD, a built-in battery and an SD recorder for recording digital images and video. This mini pipe inspection system is available with a full-spectrum, 1.375-inch self-leveling color camera; a standard color camera; or any of the company's three micro camera heads (5/8-, 3/4- or 1-inch diameter). 905-660-7072; [www.ratech-electronics.com](http://www.ratech-electronics.com).

### 21 / SPARTAN TOOL EXPLORER

The Explorer modular camera system from Spartan Tool has a control box that is compatible with five different pushrods up to 400 feet in length, letting the user quickly adapt to any environment. Included WinCan software allows the user to map full plumbing systems for future reference, and files can be saved to a WinCan account, the cloud, external USB drives and the system's internal storage. The stainless steel camera head provides a crisp, color picture to the superbright, sunlight-readable LCD. Change out reels to create a system that provides the ability to tackle any size job. 800-435-3866; [www.spartantool.com](http://www.spartantool.com).

### 22 / SUBSITE ELECTRONICS PRIVATE EYE II

The Private Eye II mainline inspection system from Subsite Electronics comes enclosed in a Pelican waterproof and crushproof case. Weighing just 30 pounds, it provides extreme portability without sacrificing field durability. It is a suitable solution for easements, off-road manholes or any locations that are hard to get to. It is also suited for smaller municipalities or contractors who need the power and capabilities of a full mainline inspection system in a mobile package. It is compatible with all the company's mainline cameras and tractors. When combined with the compact portable reel loaded with single-conductor cable, it can inspect 4- to 200-inch-diameter pipelines up to 1,000 feet in length. 800-767-1974; [www.subsite.com](http://www.subsite.com).



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## TRUCK/TRAILER JETTERS

### 23 / EASY KLEEN PRESSURE SYSTEMS GROUNDHOG JETTER

The Groundhog Jetter from Easy Kleen Pressure Systems is designed to blast through clogged pipes with a 35 hp Vanguard engine providing 12 gpm at 3,500 psi. It is compact and can be transported in a pickup truck or van, with trailer options available. It includes a fully welded, powder-coated, 2-inch steel tube frame, drilled and tapped, which houses the 200-gallon water tank. It comes with an accessible breather and 10-gallon fuel tank, General Pump with gearbox drive, 12-volt-powered hose reel with 300 feet of 3/8-inch jetter hose, hose guides, a super swivel and foot-pedal control, emergency shut-off valve and hour meter. Optional remote features include hose reel-in, motor off/speed control and pressure on/off. 800-315-5533; [www.easycleen.com](http://www.easycleen.com).

### 24 / GPM TRUCK CENTER TRUCK DUCK

Whether you're cleaning 6-inch, 60-inch or residential laterals, the platform of the Truck Duck from GPM Truck Center can be outfitted to meet specific application requirements. Options include auxiliary engine drive systems, 3,000-gallon water tanks, 170 gpm water pumps, enclosed and secured pump and reel compartments, specialized toolboxes, safety lighting and cold-weather insulation. The company can also upgrade, rebuild or completely refurbish existing jetters and jet/vac machines to OEM standards. 630-743-7373; [www.thesewerduck.com](http://www.thesewerduck.com).

### 25 / MYTANA ECONOMIC SKID-MOUNTED JETTER

MyTana's compact Economic skid-mounted jetter fits in medium-duty commercial vehicles. Suitable for unblocking and cleaning lines up to 24 inches or surface cleaning, the unit delivers cleaning pressure up to 3,000 psi and water flow up to 26 gpm. A hydraulic hose reel swivels 225 degrees and holds 400 feet of 1/2-inch hose. Two engine options — 33 or 58 hp — are available. The Economic is one of six

highly customizable models of compact skid- and truck-mounted high-pressure jetting and jet/vac units offered. It is built by ROM. 800-328-8170; [www.mytana.com](http://www.mytana.com).

### 26 / PRESVAC SYSTEMS JETTER TRUCKS

The Presvac Systems lineup of jetting trucks provides a complete range of cleaning solutions for pipes 4 to 100 inches in diameter. Powerful vacuum provides the effective removal of flushed material. Modular filtration configured to blower size provides blower protection with minimal maintenance. The pictured unit has a split-compartment aluminum tank, including 300 gallons water and 4,700 gallons debris. It has a Robuschi Robox 65 blower, 900 cfm free air and 27 inches Hg maximum vacuum. Its US Jetting pressure pump provides 18 to 20 gpm at 4,000 psi. It comes with a head-mount hose reel, 250 feet of 1/2-inch jetting hose, a 5 gpm at 2,000 psi washdown pump and 50 feet of 3/8-inch hose. Heated valves and a winterizing system for the water system are available. 800-387-7763; [www.presvac.com](http://www.presvac.com).

### 27 / SEWER EQUIPMENT MODEL 800 SERIES IV

The Model 800 Series IV truck jet from Sewer Equipment offers the same features as the 800-HPR ECO, such as fully baffled Duraprolene water tanks, an eco-friendly operating system, 190-degree rotation of the hose reel and an insulated, heated enclosure housing all water components. It adds a rear door that closes fully while the hose reel is extended, keeping heat inside the enclosure where water components are stored. It offers wintertime recirculation of the water system at highway speeds, a retractable canopy for sun and inclement weather, and a boiler to provide onboard hot water for cold-weather applications. The dual reel configuration offers two hose reels in one location, with the secondary reel allowing for the addition of a televising jet pod or small-line sewer hose, giving operators the ability to perform multiple applications using one truck. It has ergonomic controls, an operator station situated between reels in a dual hose reel configuration and a secondary operator station. 888-477-7611; [www.sewerequipment.com](http://www.sewerequipment.com).



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### 28 / VACTOR 2100I

The 2100i from Vactor includes IntuiTouch controls that allow for effortless, ergonomic operation by allowing the controls to rotate and adjust to match the operator's height. This increases comfort by eliminating reaching or stooping to access levers or see information, which reduces strain and fatigue. Troubleshooting and diagnosis can be performed by utilizing the capabilities of the IntuiTouch system. It seamlessly connects chassis operation and the Vactor module to increase reliability and product life. 815-672-3171; [www.vactor.com](http://www.vactor.com).

## VACUUM TRUCKS/PUMPS/ACCESSORIES

### 29 / FRUITLAND 870 SERIES

Fruitland's 870 Series pump allows high vacuum levels of 28.5 inches Hg and continuous vacuum of 27 inches Hg. Additionally, it is capable of providing 30 psi pressure for off-loading. The oil consumed during pump operation is minimal, with only 1 gallon of oil for 18 hours of operation, which provides greater cost savings and reduces environmental impact. Fruitland is less restrictive on the type of oil used in all its vacuum pumps, allowing customers to buy locally available, nonproprietary oil. The pump delivers 510 cfm free air through 4-inch porting. 905-662-6552; [www.fruitlandmanufacturing.com](http://www.fruitlandmanufacturing.com).

### 30 / IMPERIAL INDUSTRIES' 2020 FREIGHTLINER 108SD

Imperial Industries' 2020 Freightliner 108SD includes a fully remote-controlled vacuum system. It comes with a 4,200-gallon painted aluminum tank with a 940 cfm National Vacuum Equipment Challenger 4310 blower. Functionality includes full control of the tank's PTO and pneumatic valves, providing operators with the ability to switch between vacuum, neutral and pressure modes without leaving a septic tank access point. The bottom third of the tank is double-plated, and the tank is painted black with a diamond plate chip guard, full flanged and dished heads for baffles, a hot shift PTO,

one 4-inch vacuum inlet with lever valve, one 6-inch discharge with piston valve with a handle, three 5-inch sight glasses on the rear tank head, full-length aluminum hose trays, a SeeLevel indicator, a 24-by-24-by-24-inch aluminum toolbox, Department of Transportation LED light package, two rear LED work lights and an adjustable stainless steel rear bumper. 800-558-2945; [www.imperialind.com](http://www.imperialind.com).

### 31 / KEEVAC INDUSTRIES SEPTIC TRUCKS

KeeVac Industries septic trucks have tanks constructed from marine-grade aluminum, stainless steel or steel. These tanks are mounted onto the customer's choice of chassis for a complete service solution. A variety of safety lighting packages are available. Custom sizes are available with engineered drawings. A variety of vacuum pumps and water pumps are available. 866-789-9440; [www.keevac.com](http://www.keevac.com).

### 32 / SATELLITE VACUUM TRUCKS MD950

The MD950 from Satellite Vacuum Trucks is mounted on a Dodge Ram 5500, and includes tanks made from high-strength carbon steel, which are easy to maintain with a long life expectancy. The tanks are powder-coated and sealed with a bed liner that extends halfway up the tank to help ensure the longevity of the tank and eliminate corrosion. They are outfitted with a stainless steel work area, with custom drop-down sections on larger tanks to make accessing hoses and tools much easier. The unit is also available on a Ford F-550 chassis. The hydraulic vacuum system includes a compact, integral PTO/pump combination working in conjunction with a separate hydraulic kit consisting of special platform, 15-gallon reservoir, hydraulic motor coupled to the vacuum pump and relief valve and hoses. 800-883-1123; [www.satelliteindustries.com](http://www.satelliteindustries.com).

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33



### 33 / WESTMOOR CONDE SDS ULTRA

The Conde SDS Ultra vacuum pump from Westmoor pumps at 230 cfm and has an automatic oiling system that never needs adjusting. It incorporates the Conde Slide Valve (changeover valve), which is compact, low-profile and works easily. It is offered with either a pump-mounted or remote oil reservoir, with sealed high-temperature maintenance-free bearings. It can be driven by a variety of power sources including gas or diesel engines, PTO, right-angle drive or hydraulic pump. The unit is double-shafted and can be set up for either clockwise or counterclockwise rotation. 800-367-0972; www.westmoorltd.com. c

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## LINING SYSTEM USED TO FIX ROOT-INFESTED SEWER PIPE

**PROBLEM /** Mr. Rooter of Western Washington was called to help fix a root-infested sewer pipe on a nearly 100-year-old, two-family home in Seattle. The root infestation caused breaks in the lateral pipe and sewer backups in the basement. The multidiameter lateral, consisting of 4-inch cast iron for the first one-third of the pipe and 6-inch clay for the remainder, was approximately 85 feet from the basement clean-out to the city sewer main.

**SOLUTION /** A tailored, 4- to 6-inch polyester Transition Scrim Liner from Paramount Pipe Lining Products was used because it creates a smooth, seamless transition in pipes with multiple diameters. The five-step process involved removing roots from the pipe, mixing the epoxy, wetting out the liner, using air pressure to insert the liner into the pipe, and using a hot-water curing process. The liner was cured in less than two hours using the Hornet hot-water curing system.

**RESULT /** The entire sewer line from the basement out to the city sewer was effectively relined, forming a watertight barrier impenetrable by root intrusions. In less than two hours, the cracked and defective pipes were like new and 100% flow capacity was restored. “It’s important for homeowners to understand they have options to tearing up their landscape when it comes to fixing their deteriorated pipes,” says Vinnie Sposari, owner of Mr. Rooter of Western Washington. 833-663-2477; [www.paramountcipp.com](http://www.paramountcipp.com).



## MANUFACTURER CUSTOMIZES JETTING UNIT TO CUSTOMER SPECS

**PROBLEM /** A drain cleaning and plumbing contractor in New York City wanted to run a 4,000 psi, 18 gpm, 300-gallon US Jetting unit inside a Sprinter van with the side doors closed for security. The first problem was how to keep the 50 hp water-cooled engine from overheating. They also needed to fit the 300-gallon tank in when the back doors were not wide enough for it to pass through.

**SOLUTION /** Engineers at US Jetting installed fans in the roof of the van to extract the hot air and installed vents in the doors. They also installed a heat exchanger to cool the radiator water with the water going to the jetting pump. To fit the tank, they went through the side doors and positioned the tank over the rear wheels. The reel and controls extend beyond the back door on a power pullout.

**RESULT /** US Jetting was able to complete the project, and the contractor was satisfied with the result. The unit continues to perform admirably for the contractor. 800-538-8464; [www.usjetting.com](http://www.usjetting.com). **c**





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Our new Tiger Tooth Motor has more HP for tougher jobs in smaller lateral lines. It is rated up to maximum 410 (lb-in) torque. Pressures from 2500 - 4000 psi and flows 18 - 80 gpm. Each individually painted. The S903T Kit comes with Tiger Tooth Motor; 5/8" Saw Blade Hub; 4", 6", 8" HD Concave Saw Blades; 4", 6", 8" Skids



#### S906K-1 Hi-Torque "Contractor" Kit

Flagship "Contractor Duty" Motor is absolutely the best. Holds up to continuous use in heavy-duty cleaning environments 6" - 30". Flows 40 - 170 GPM and pressures 1500 - 3000 PSI. hose form 3/4" to 1.50" It is rated up to 288 ftlb. of torque, and 220 ftlb. of continuous torque. Kit includes: S906-1 Hi-Torque Motor; 1" Hub; 6", 8", 10", 12" HD Concave Saw Blades; 6", 8" Cage Skid Single Size; New Set Of 10" and 12" Fins



#### SHYK-1 NEW Puma Standard Kit

Puma Kit comes with HD 3/16" thick concave saws and skids for 6" - 12" lines. Cutter holds flows 40 - 80 GPM and pressures 1500 - 3000 PSI. It is rated up to 225 ftlb. of torque, and 195 ftlb. of continuous torque. Kit comes with SHYM-1 Puma Motor; 1" Hub; 6", 8", 10", 12" HD Concave Saw Blade; 6", 8" Cage Skid Single Size; New Set Of 10" and 12" Fin



#### SRRK-1H Super Red Hot Kit

New improved larger front steel bearing on the Red Hot Motor increases life, reduces maintenance and makes this motor able to withstand the shock produced by heavy cleaning. Round profile of this cutter allows it to enter lines from 4" and up. 40 - 80 GPM and pressures 2000 - 3000 PSI. Produces 225 ftlb. of torque, and 175 ftlb. continuous. Kit comes with SRRK-1H Red Hot Motor; 1" Saw Blade Hub; 6", 8", 10", 12" HD Concave Saw Blade; 6", 8" Cage Skid Single Size; new Set of 10" & 12" Fins



#### SRRK-1 Super Green Meanie Green Kit

The round profile allows the cutter to enter sewer lines 4" and up. Motor handles flows from 40 - 80 GPM and pressures 2000 - 3000 PSI. Rated up to 235 ftlb. of torque, and 175 ftlb. of continuous torque. Kit comes with SRRK-1P Super Green Motor; 1" Saw Blade Hub; 6", 8", 10", 12" HD Concave Saw Blade; 6", 8" Cage Skid Single Size; Set Of 10" & 12" Fins. Motor fits Green wheeled skids you may have.



#### SRRK-4-15W Super Green Meanie Citizen Kit

Large Range Kit gives you saws and skids for 4" to 15" pipe sizes. Cutter handles flows 40 - 80 GPM and pressures 2000 - 3000 PSI. Rated up to maximum 235 ftlb. of torque, and 175 ftlb. of continuous torque. Kit comes with SRRK-1P Super Green Motor; 1" Saw Blade Hub; 4", 6", 8", 10", 12", 15" HD Concave Saw Blade; Set of 4" Steel Rings; 6" Cage Skid; 8"-10" Adjustable Wheel Skid; 12"-15" Adjustable Wheel Skid; Allen Wrench and Screws



#### S-906M1-AK Advance Kinetics For Recyclers

Designed for flow 40 - 170 gpm and pressures to 3000 psi. The motor is rated to 288 lbs. of torque and 220 lbs. continuous.

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## SPOTLIGHT

### Affordable camera system aces the drop test

By Craig Mandli

Sewer inspection cameras aren't made to fall off the truck. But every maintenance technician has seen it happen. Not only

is the contractor out thousands of dollars in repair costs, the downtime means additional money out of the pocket. But the GP Sewer Cam is made to be dropped — and company owner Jason Balcon has years of heavy-use beta testing results to back it.

“The crew using the prototype unit since 2016 has never once had to take it out of service, despite using it in terrible environments,” he says. “That original unit is still pulled out and used every day. Those guys swear by it.”

The heart of the jet-powered system is its durable and simple-to-use GoPro Hero 7 Black camera. Not only is GoPro camera technology affordable, its durability guarantee has made it the go-to camera to document extreme sports, where it takes a physical beating. Those operational advantages of being “built to be dropped” and bounced around make it a no-brainer for the toolbox of a jetting truck or trailer. Not only is there no downtime with the durable system, the absolute worst-case scenario to replace any part, or the entire camera, is 48 hours. The training needed to use the system is also practically nonexistent.

“Anyone can be trained to use this system to complete inspections in a matter of minutes,” Balcon says. “It’s perfect for the worker in the field to use by himself for quick and rapid results to spot check lines for various problems. That single worker can then inform the supervisor to decide whether a full inspection needs to be done. That in turn saves time and money by not having to bring a large inspection truck out.”

The skid unit is compatible with 6- to 18-inch pipe, and is constructed from Type 304 stainless steel. Custom skids are available for larger pipe. GP Sewer Cam has teamed up with Arthur Products so every GP Sewer Cam comes with a custom-drilled (to buyer’s jetting specs) nozzle. The unit is 4 1/2 pounds, has three screws, one moving part, is completely made in the USA, and is priced to avoid the red tape.

“This camera is at a price point that lets you simply swipe your credit card without having to get an approval,” Balcon says. “This answers the call simply and easily. It’s a product totally built for the tech in the field.” 310-774-9468; [www.gpsewercam.com](http://www.gpsewercam.com).



### 1 COXREELS PC10 SERIES POWER CORD REEL

The PC10 Series power cord reel from COXREELS joins its UL-approved product line in both the U.S and Canada. The reels are heavy-duty, industrial-grade power sources. They can replace tangled extension cords and self-retract to increase safety, productivity and efficiency. The PC Series reels are designed for long-lasting, hassle-free performance even under the most demanding conditions. 800-269-7335; [www.coxreels.com](http://www.coxreels.com).

### 2 CUES MICRO PAN-AND-TILT CAMERA

The CUES Micro pan-and-tilt camera is designed to work with the LAMP II lateral launcher as an optional pan-and-tilt push camera. The camera is steerable to navigate through multiple wyes when traversing 45- or 90-degree bends or sweeps. It can be easily deployed with or against the flow. The camera includes a detachable steering wand, an automatic, powered, self-leveling camera head, built-in lens wiper, and two banks of LEDs with variable light intensity. Additional features include 360-degree pan and tilt, and built-in sonde with switchable frequencies. 800-327-7791; [www.cuesinc.com](http://www.cuesinc.com).

### 3 MILWAUKEE TOOL M18 FUEL SECTIONAL MACHINE

Milwaukee Tool’s M18 FUEL portable and powerful sectional machine for 5/8- and 7/8-inch cable delivers the power to clear heavy roots up to 150 feet, providing over 50% more power than corded even at its maximum capacity. With its light weight and compact size, the sectional machine can seamlessly transition between outdoor use and the tightest indoor applications. It also includes a carry strap for hands-free transportation onto rooftop jobs. The sectional machine combines three Milwaukee innovations: the POWERSTATE brushless motor, REDLINK PLUS intelligence and REDLITHIUM battery pack. 800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com).

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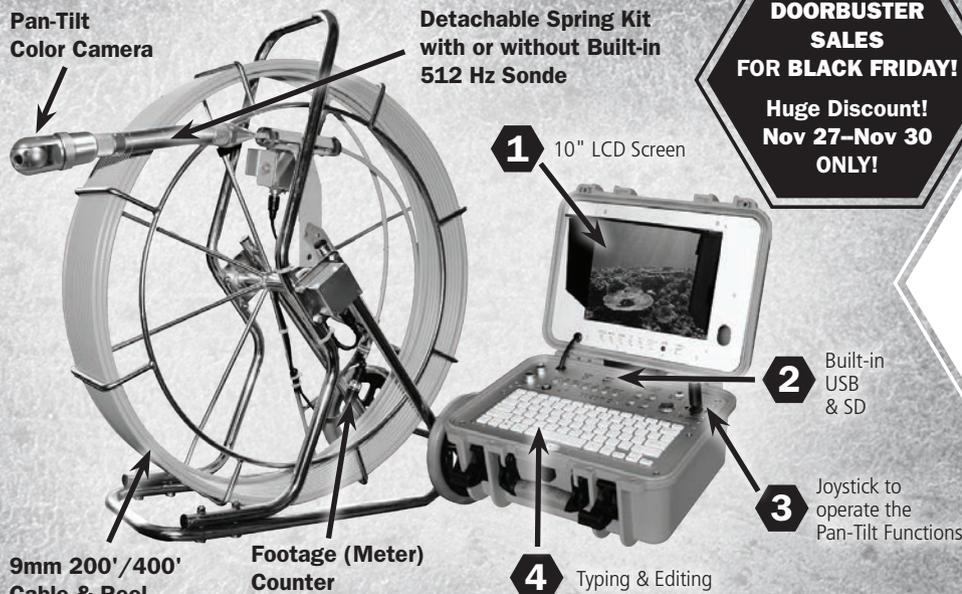
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4

### 4 BOSCH POWER TOOLS GTC400C 12V THERMAL CAMERA

Bosch Power Tools' GTC400C 12V max connected thermal camera makes it easy to check routing of heating pipes and cables, floor heating distribution and piping, radiator ventilation, identify the source of drafts, evaluate the condition of insulation, avoid drilling errors and detect sources of water intrusion or leaks. The lightweight and convenient camera includes a 3.5-inch, 19,200-pixel color display with a trigger to quickly snap workplace images, and back buttons to provide one-touch operation. The GTC400C can capture thermal images at 160x120 resolution and it also features an integrated visual camera to compare side-by-side, picture-in-picture or overlaid for a greater understanding of the work area. With a built-in memory for 600 images and the MicroUSB port, users can upload images to their computer using Bosch's free GTC transfer software. 800-301-8255; www.boschtools.com. c

"I love to do what people say can't be done ...

Even my dad told me

**the world isn't ready for a woman plumber.**

I think he did it more to protect me

because people can be very harsh and cruel.

But he's very proud of me, even though he fought me

on it and told me I was making a big mistake"

**Jessie Cannizzaro, Owner**

Milestone Plumbing  
Wauwatosa, Wisconsin

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### NCPI introduces operations and maintenance handbook

The National Clay Pipe Institute has published a comprehensive manual for cleaning and maintaining any sanitary sewer system. The handbook includes SOP derived from NCPI's Kent Carlson's more than 30 years of experience with the city of Los Angeles, and a guide to the use of aggressive cleaning techniques to achieve the goals of the CMOM program and reduce SSOs. The full handbook is available on the home page of the NCPI website, [www.ncpi.org](http://www.ncpi.org), or printed copies are available from NCPI member companies.

### Roll-Kraft offers new online resource center

Roll-Kraft announced the addition of a comprehensive, easily accessible resource center to its website. Now all of Roll-Kraft's technical articles and videos, along with handy calculators and informative e-books, are housed in the new resource center. Visitors can quickly and easily filter information by topic and content type, and refine searches with keywords to locate the resources they need.

### Robert Goldschmidt named president of Roto-Rooter

Robert Goldschmidt was named president of Roto-Rooter Services Corp. He succeeds Rick Arquilla, who is retiring at the end of the year. Goldschmidt currently serves as executive vice president, a role he has held since 2015. As president, he will oversee operations, national sales, call centers and corporate merger and acquisition activities. He will also provide guidance to the company's manufacturing division and franchising network.



Robert Goldschmidt

### RIDGID and Greenlee bring experts in JobSite Live series

Emerson's RIDGID and Greenlee brands are putting its experts in front of people everywhere with JobSite Live, a new virtual event series that gives professionals the chance to interact with their peers and ask questions about everything related to the skilled trades. The series kicked off with a RIDGID Instagram Live event dedicated to the latest trends in diagnostic and monitoring technologies, including RIDGID cameras with TruSense technology. The interactive question-and-answer format allowed viewers to learn how certain tools can help them work more efficiently on the job site.

### IPEX opens Illinois distribution center

IPEX held a grand opening of its new Joliet distribution center, southwest of the Chicago metropolitan area. The new facility has a starting size of 50,000 square feet, with a possible expansion to over 200,000 square feet, increasing IPEX's available warehouse space in the region, bringing more products closer to customers and end users.

### ServiceTitan and Kinetico announce partnership

ServiceTitan announced a partnership with Kinetico, a global manufacturer of residential and commercial water softeners, drinking water systems and specialty filters. Kinetico's systems are distributed through independent water treatment dealers in more than 100 countries.

### NLB hires James Lobusch

NLB Corp. hired James Lobusch as capital sales representative. Lobusch will be based in NLB's LaPorte, Texas, office and be responsible for equipment sales in a multiple state territory. Lobusch brings with him over 25 years' experience in the selling and client servicing of waterjetting equipment. **c**



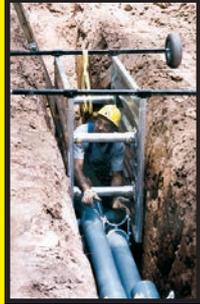
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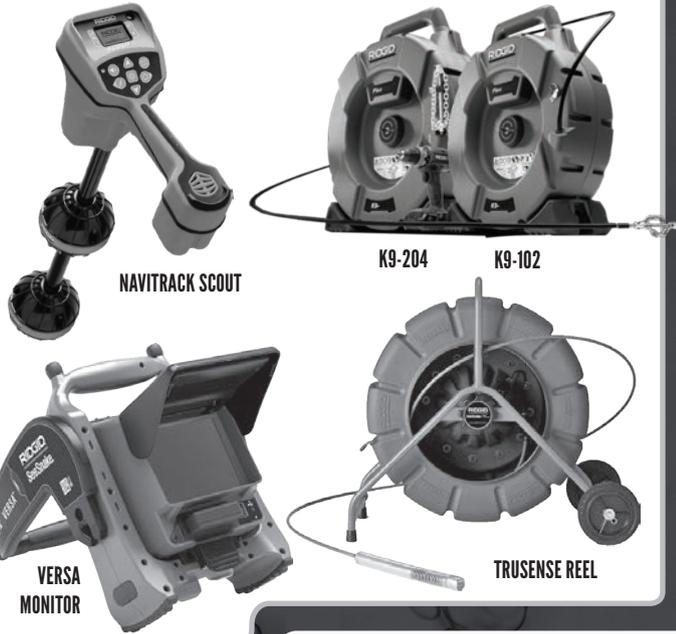
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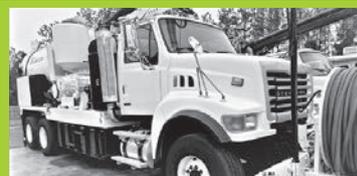
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**2016 Vac-Con:** 12-yd, automatic transmission, 80gpm water pump, PD Vac Comp, Cummins aux. motor. All in great working condition.

**Call/email for additional details.**  
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**2006 Sterling LT8500**, VIN: 2FZHAWDA46AW30996, CAT 8.8L engine, L6 diesel, 81,644 miles, 16,701 hours, Allison automatic transmission. Equipment: VAC-CON vacuum/jetter combo, model VPD3611SHA, serial# 01064184. Rotary lobe PD blower 824 RCS, 11-yard debris body, 1,000-gallon fresh water, Deutz Pony motor, 80 gpm jetter pump/3,000 psi. ....\$85,000.

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