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Redesigned basin wrench illuminates the way to greater productivity.

- By Ken Wysocky



On the Cover

David Hesson, owner of Hesson Plumbing in Pickerington, Ohio, threads in PEX pipe into a wall during a shower valve installation at a residence in Pickerington. The company, owned by David and his wife Kristina Hesson, offers services such as repair and replacement of fixtures, drain cleaning and installation, water heater installation and repair, jetting, trenchless sewer repair, gas-line services and camera inspection. (Photography by Amy Voigt)

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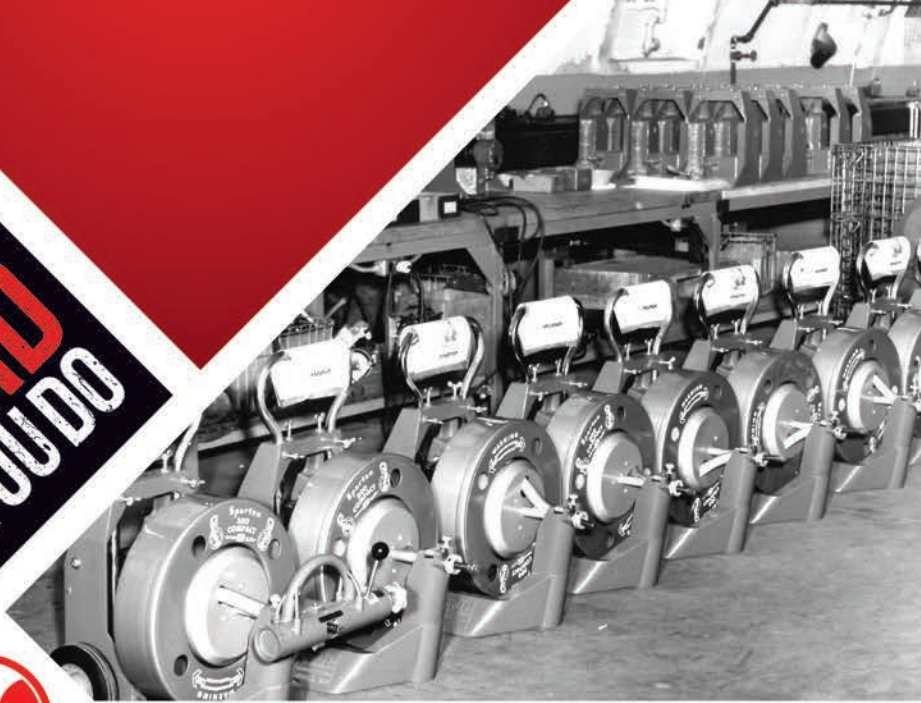
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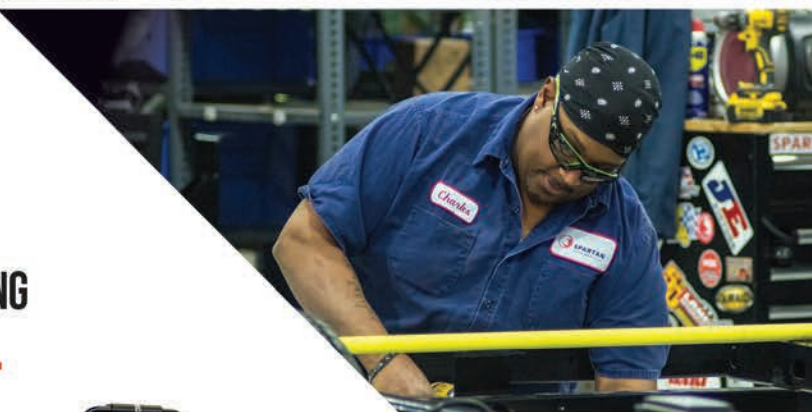
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- By Craig Mandli

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Cory Dellenbach

Finding the Solution

Schedules can get messed up. Don't stress too much about it, have a plan in place and be ready to adjust.

Sometimes what should be a simple job just doesn't go as planned. You could be at a job site thinking it's going to be an easy in-and-out repair, only to find out you're going to be there all day.

I ran into one of those types of situations recently while volunteering with a group at an event where we were only supposed to be there for about an hour. Four hours later we were still working at the task — getting frustrated and upset because it wasn't working as it should.

Everyone handles those types of situations differently. I'll admit, I don't handle those situations well and get pretty upset. Other people tend to stay calm and collected and go on with no problems.

The big factor in keeping customers happy — including the one where the job is not going as planned — is communication.

ADJUSTING THE SCHEDULES

Having one of those types of jobs can really throw a kink in your whole day and, if you aren't prepared, the entire week.

So how can you prepare for something like that so it doesn't mess everything up, put everyone in a bad mood and ruin relationships with other customers? Planning is the first step. You might not be able to plan for something to go wrong as a job, but you can have backups in place if it does.

Have one or two of your crews scheduled for a lighter week of work so that if something does happen and you need to adjust schedules to get to more urgent jobs, you

can quickly move things around without angering customers. There are always those jobs on the schedule that aren't emergency situations that you can likely move around.

This could also work if you have a couple crew members having a day off. Call them to come in. Yes, you might have to pay overtime or something like that, but it's better than losing customers.

Another solution could be putting your management to work. Most likely they have plumbing experience and can jump in in a pinch. That might be needed from time to time and can help in keeping things as planned on the schedule.

COMMUNICATION IS KEY

The big factor in keeping customers happy — including the one where the job is not going as planned — is communication. The plumber on the job site should be communicating with supervisors and the customers on what is going on and how it is going to be resolved.

The plumbing company, if it's going to move around items on the schedule or cause delays, needs to reach out to affected customers and explain to them what's happening and how the work they need done will still be handled.

In most cases, having the open line of communication with staff and customers will resolve many stresses that could arise.

YOUR RESOLUTION?

How would you handle this situation if it happened to you or one of your crews on a job site?

I would enjoy hearing from you either by email at editor@plumbermag.com or calling 715-350-8436.

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TROUBLESHOOTING TIPS

Water Heater Burner Flame Analysis

Before putting a gas-fired water heater through an extensive series of tests, there is a lot that can be learned about its combustion process by simply studying the burner flame. Master plumber and regular contributor Anthony Pacilla provides some advice in this online exclusive.



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COST COMPARISON

Pipe Lining vs. Traditional Excavation

Is pipe lining truly worth it? In this online exclusive, industry veteran John Heisler, of Pipe Lining Supply, breaks down some numbers using a fictional scenario to show how lining stands up to the standard dig-and-replace method. ▲ plumbermag.com/featured



BUSINESS CHANGES

Make Virtual Visits a Customer Service Staple

Due to the pandemic, virtual service calls became a necessity for Alphalete Plumbing of Colorado Springs, Colorado, but going forward the company plans to maintain it as a permanent part of operations. Perhaps you're considering the same. Read more about why Alphalete Plumbing made the decision.

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HESSON
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Hesson, Call Hesson!

David Hesson stands near his company's trailer at a job site in Pickerington, Ohio. Hesson, along with his wife Kristina, own Hesson Plumbing and provide services in Fairfield, Franklin, Licking and Pickaway counties in Ohio.

TAKING the Leap

Ohio plumber transitions back into the industry after years away to start a company geared to making customers happy

By Giles Lambertson | Photography by Amy Voigt



Hesson Plumbing, Pickerington, Ohio

OWNERS

David and Kristina Hesson

EMPLOYEES

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SERVICES

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SERVICE AREA

Fairfield, Franklin, Licking and Pickaway counties in Ohio

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David Hesson, owner of Hesson Plumbing, uses a RIDGID SeeSnake CS12x monitor and a RIDGID SeeSnake MAX RM200 to service a downspout drain at a residence in Pickerington, Ohio.

How does a person find a life's work? Sometimes it's through trial and error. In other cases, it's a matter of heritage, with a succeeding generation finding real purpose in continuing a family business. In every case, a person looking for a suitable career knows he or she has found the coveted niche when work and pleasure become inseparable.

Just so, David Hesson found plumbing and loves it.

The owner of Hesson Plumbing in Pickerington, Ohio, was introduced to the trade early by his father, a farmer from West Virginia.

"There was nothing the man couldn't do," Hesson says. "I helped him when I was little, including on some plumbing jobs. Plumbing always stuck out as one of my favorite things."

Continues Hesson: "It's the tools and working with my hands. I love working with my hands. I learned 25-plus years ago that plumbing was something I enjoyed, so I never dread coming to work."

Actually, there was a period of Hesson's work history that *was* dreadful. After the recession of 2008-09 slammed the national economy and construction, in particular, Hesson went to work for a natural gas utility company. The first three years were OK, he says. For the last five, though,

"It's the tools and working with my hands. I love working with my hands. I learned 25-plus years ago that plumbing was something I enjoyed, so I never dread coming to work."

David Hesson

"I didn't like my job. I was there for the paycheck," which, as everyone knows, always falls short of producing satisfaction almost regardless of how large it might be.

In 2016, he and his wife of 25 years, Kristina, concluded that Hesson had strayed from his niche. Together, they decided he should return to working with faucets and plugged pipes and water heaters. Hesson Plumbing was born.

The 44-year-old tradesman didn't segue into operating his own plumbing firm. Rather, he took a "leap of faith" and quit one job to start the other. It was a clean break that only worked because of relationships in the trades, he says, friends who sent him work or referred potential customers to him. Momentum built steadily as his quality work created word-of-mouth endorsements.

Hesson was driven to succeed as much for his customers as for himself, which sounds unrealistically idealistic but seems a core part of his business plan: Take care of

customers. “I worked for other companies and didn’t feel the love of the companies for their customers. They seemed to be looking after themselves rather than looking after customers. I decided it was time to get back to treating customers the way that I feel they deserve to be treated.”

AN EXPANSION OF SERVICES

His plumbing clients mostly are homeowners, people living their lives and experiencing a clogged drain or malfunctioning water heater. At first, Hesson concentrated on basic plumbing tasks of that sort and then began to expand his service offerings. The company now also offers camera inspection of lines, hydrojetting of clogged pipes, trenchless sewer line patches and natural gas line repairs.

His favorite? “Frankly, I love doing drains,” Hesson says. He tells a story about a client who invited four other plumbing firms to clear a sink drainpipe. “The old galvanized drain hadn’t

worked well in 15 years and the other companies had wanted to jackhammer and tear up the house. I got there and worked on it for 20 minutes and had it fixed. I managed to clear the corrosion from the pipe. The owner said, “There’s no way!””

Concludes Hesson: “Big companies too often are about the big ticket. They would rather jackhammer and replace a pipe rather than just fix the problem.”

Hesson doesn’t rely on a jackhammer, needless to say. In his 16-foot box truck or his van are such fundamental plumbing tools as a Valor drum machine (DCD) and, for more aggressive clearing jobs, a RIDGID K1600 sectional machine running 1 1/4-inch cable. He has three RIDGID inspection cameras, including a SeeSnake mini unit.

If a camera viewing shows a collapsed sewer pipe, Hesson patches it employing an APS pipelining system that inserts a resin-impregnated liner, conforms it to the pipe interior by inflating a bladder and cures it in place. Voila! The pipe is patched.



▼ Greg Hesson, left, prepares a Milwaukee M12 Force Logic Press Tool while David Hesson collects other tools they will need out of the company’s trailer to replace a shower valve. The company’s trailer is organized with plastic shelving trays with parts, and tools stored with Milwaukee pack-out units.

When trenchless repair of in-ground pipe is impossible, Hesson subs out the excavation to a fellow tradesman, which might happen eight or 10 times a month. The relationship is one of mutual aid, with Hesson in turn doing jobs that the friend can't. The two tradesmen are about to expand their joint service options because his "partner" just purchased pipe-bursting equipment.

Behind his work trucks, Hesson pulls a US Jetting unit, a model 4018 machine with a 75 hp diesel engine that can produce 4,000 psi and push out a stream at 18 gallons a minute. "We get several calls a week for the jetter. We don't do near as much cabling now."

Hesson has begun to covet a Picote system for his equipment lineup. He had planned to give the system a thorough look-see at a trade show scheduled recently in Indianapolis, but the show was canceled, another victim of the pandemic.

"You can do a lot with a jetter," the plumber says, "but that Picote can really descale the inside of a cast iron pipe.

“During the quarantine, we’ve had tons of calls about clogged drains and failing water heaters. With everyone staying in the house, plumbing systems that aren’t used to constant all-day, day-to-day usage are getting overworked and failing.”

David Hesson

It’s phenomenal. We have a couple of RIDGID tools for descaling but when you need to be really aggressive, the Picote definitely is the go-to machine.”

Hesson works in four counties in central Ohio — Fairfield, Franklin, Licking and Pickaway — but most service calls are in Pickerington, which has neighborhoods with pipe 50 years old and older. He calls the state of the infrastructure job security. “I’ve worked on a few projects built in the late 1800s,” he said. “And in a couple of neighborhoods south of downtown Columbus are homes that still have lines for gas lamps.”

Continued ▶

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▲ Hesson Plumbing owner David Hesson, left, stands with the company's only employee, Greg Hesson, near the company's trailer.

Hesson does “quite a lot” of natural gas work. He says he has a job “going on right now where a homeowner has built a new patio behind his house and wants a gas line running to it. We do quite a bit of gas. I did a whole-house conversion from all-electric to natural gas.”

The variety of plumbing and related work leaves Hesson stumped about the proportional amount of work hours devoted to each task. “That’s a hard question,” he says. “My workday is determined by the calls that come in. There are days we do a water heater one hour and hydrojet a sewer

the next or clean a storm drain. We offer a lot of services for a small shop.”

And his least favorite task? Turns out he doesn’t much like being wedged into small spaces. “I’m pushing six feet, four inches and weigh 250 pounds. Some crawl spaces are pretty tight. Some of those spaces and me don’t get along very well.”

FOLLOWING THE INDUSTRY

The company has been in business long enough for Hesson to discern trends in the local industry. Last year, he got numerous calls for replacement of foundation drain-lines. The buried lines are fed by roof gutters and carry rainwater away from basement walls. Typically, the lines are made of cheap material and replacement is common. “But we haven’t done a lot of that this year.”

What is becoming increasingly popular in his region of Ohio is replacement of traditional outside faucets with Aquor

Continued ▶



◀ David Hesson checks out the job after cutting out a piece of drywall where he will be installing a new shower valve in a home.

like he belongs to Hell's Angels." He laughs at the thought.

Hesson's wife gives the friend's allusion to the motorcycle gang a fuller context: "The friend actually said, 'He looks like he belongs to Hell's Angels, but he's actually the nicest man that you'll ever meet.'"

There is some evidence for that claim. The 44-year-old plumber sometimes plays Santa Claus in season and good-naturedly relishes being recognized by customers by his beard. However, he also is recognized as a problem-solving and caring plumber. "I believe when I show up at their homes, they always feel I have their best interests in mind."

For customers to feel that way is not a misconception. Hesson learned early on that people matter most. "My dad always told me you treat people like you want to be treated. We treat clients like family. In fact, I have walked away from the dinner table and left my family to go help a customer. I feel bad if I don't do everything in my power to help out people and take away the stress on them."

His is a one-man plumbing shop, though Hesson does work with a helper. Hesson prefers it that way mostly

because, he says, "I have a horrible fear of an employee not handling himself properly in a customer's home. I pride myself on how I talk to people in their homes so they know they are in good hands. I have played around with the idea of getting one or two more guys, but it's hard to find reliable and trustworthy help."

The plumbing company's concern for others extends to the general community, including veterans' organizations, band boosters and the local food pantry. When the Pickerington Youth Athletic Association called him in the spring to repair pipes frozen during winter, Hesson did the work but refused to be compensated for it. "I said, 'This is on us.' We did it for the kids. I felt it was the right thing to do."

It was a kind of payback for Hesson, who enjoyed playing football and baseball in earlier years. The association, in turn, paid him back by erecting a sign at the playing field promoting Hesson Plumbing. One good deed deserved another.

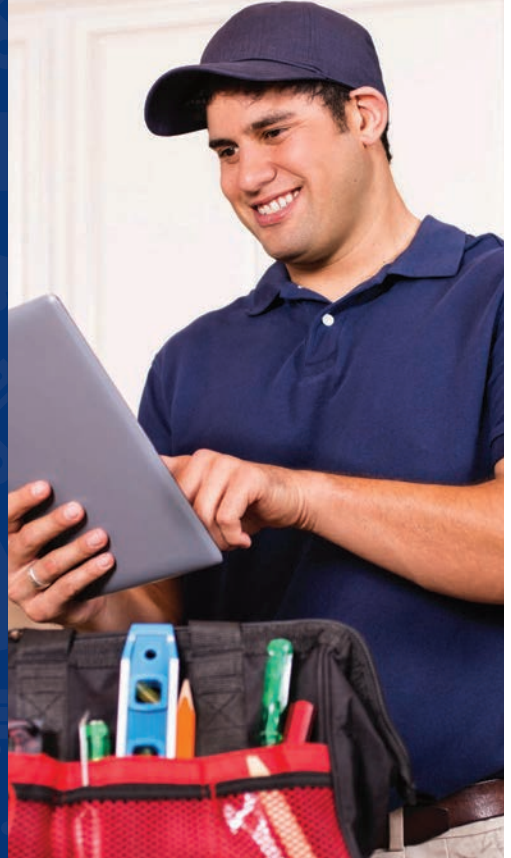


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“I decided it was time to get back to treating customers the way that I feel they deserve to be treated.”


David Hesson

fittings. The units feature plug-in type pipe connections that are covered by a small drop-down door. The advantage of an Aquor connection is that it stymies insects that want to build nests in an exposed faucet opening in winter months, creating water-flow problems when spring arrives.

Another plumbing innovation that Hesson has seen grow in popularity over three years or so is the Moen smart water security system. He is certified to install the system, which lets a homeowner shut off a water supply to the house through remote commands from a phone or tablet.

“So when a couple is boarding a plane and asking one another, ‘Did you shut off the water? No. Did you?’ they can shut it off at that moment,” Hesson says. “I strive to keep up with the most up-to-date technology.”

Keeping up with service calls over the last year hasn’t been so much a matter of technological advancements, however. It has been more about dealing with home-life aberrations stemming from the pandemic.

“During the quarantine, we’ve had tons of calls about clogged drains and failing water heaters,” Hesson says. “With everyone staying in the house, plumbing systems that aren’t used to constant all-day, day-to-day usage are getting overworked and failing. I had one client that put cat litter down the toilet.” 

▲ Greg Hesson, left, holds the line while David Hesson, right, owner of Hesson Plumbing, uses a RIDGID SeeSnake CS12x monitor and a RIDGID SeeSnake MAX RM200 to service a downspout drain at a residence. They are also using a US Jetting trailer to clean the line.

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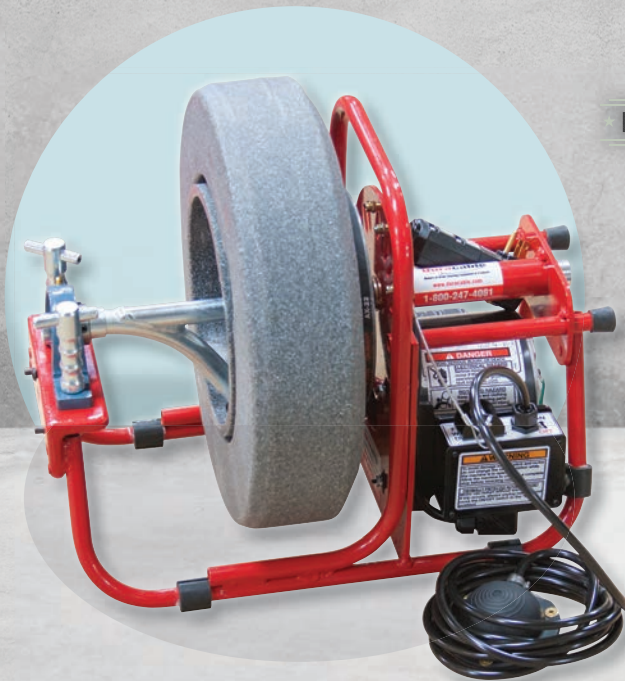
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Selecting the Right Nozzle

High-efficiency jetter nozzles conserve water and clean better

By *Dennis Farhat*

In sewer, storm and sanitary line cleaning, hose nozzles are an essential tool that directs pressurized water to clear out obstructions such as silt, sludge, grease, mineral buildup and tree roots, as part of required maintenance or to prepare pipes for relining. In this way, the nozzle is like a gun and water-like bullets that must be precisely directed with force to the target.

While there are many nozzle options available in a variety of configurations, the standard nozzles that typically are supplied with the purchase of a sewer truck are only rated as 50-60% efficient. Although these nozzles can handle some blockages, many sewer crews are opting for the highest performance nozzles to make short work of even the most challenging jobs.

Utilizing such high-performance nozzles has benefits that go far beyond conserving water to protect the environment. Reducing water use also minimizes trips to refill the sewer truck water tank and keeps crews effectively cleaning to expedite work completion. By decreasing unnecessary travel, the approach also reduces the cost of vehicle fuel and maintenance, which further boosts profitability.

OPTIMIZING EFFICIENCY

As is known throughout the industry, nozzles are rated for water efficiency. Low-efficiency nozzles are about 30% efficient. Mid-level nozzles are about 50-60% efficient.

High-efficiency nozzles can be 75% all the way up to 98% efficient. Although they cost less, low-efficiency nozzles tend to utilize only 30% of the available energy, wasting 70% due to excessive turbulence or otherwise lack necessary precision to clear obstructions. Mid-level nozzles are more efficient but are still not adequate to tackle tougher jobs or perform with anywhere near the efficiency offered



▲ High-efficiency nozzles, like the OMG twin penetrating nozzle from KEG Technologies, reduce water use, decrease trips to refill the water tank, and clean more effectively because of their tight water patterns. (Photos courtesy KEG Technologies)

◆ High-efficiency nozzles, like the Aqua Power 700 nozzle from KEG technologies, can be 75% all the way up to 98% efficient, compared to low-efficiency nozzles that use only 30% of the available energy.

by more sophisticated units.

In contrast, the most effective nozzles have tight water patterns that efficiently clean the pipe wall and create a powerful water stream to move debris long distances and propel the nozzle. Crucially, these nozzles provide efficient fluid mechanics to prevent the wasteful use of water (gpm) and operating pressure (psi).

However, even within the high-efficiency category there are significant differences in levels of efficiency. Opting for the lower end, high-efficiency nozzle with 75% efficiency could still lead to additional trips to refill. Additionally, such units may not remove restrictive sewer buildup or blockages in a timely manner.

Consequently, to proactively improve operations sewer truck and accessory dealers and contractors are turning to the most efficient nozzles. This is enabling sewer maintenance work crews to clean better and faster while conserving water and achieving dramatically more between each water tank refill. This approach also substantially

reduces labor and machine hours to clean lines, along with equipment wear and tear, and can save approximately 9 to 17% in vehicle fuel costs, including travel to refill water tanks and run equipment.

“Today, operators want to conserve water use to be more productive with their trucks and work crews. Water is an important natural resource, and usually drinking water is used,” says Matthew Woods, vice president of sales and marketing at Haaker Equipment, a dealer of sewer cleaners, pipe inspection equipment and parking lot sweepers for the contractor, municipal and industrial sectors in California, Nevada and Arizona.

SAVING WATER

In the case of Haaker Equipment, Woods says that high-efficiency nozzles are frequently recommended, although the dealer also carries other nozzle types as well.

According to Woods, refilling the sewer truck tank with water can take 30 minutes to an hour, depending on the hydrant location.

“Typically, the highest operating cost over the life of the vehicle isn’t the truck or the nozzle: It’s the operator’s labor, and that is saved tremendously by using an ultra-efficient nozzle. If an operator can avoid two water tank fill cycles a day by using the most efficient nozzles, they can save an hour a day, 20 hours a month and 140 hours annually, which is a great boost to productivity.”

Woods says the difference between using a mid-level nozzle and a top high-efficiency nozzle can be cleaning about 30% to 50% more sewer line with the same amount of water. Also, efficient water use also reduces vehicle fuel as well as wear and tear by requiring fewer trips to the hydrant.

In addition, while municipal water is usually free locally, the ability to conserve water can minimize potential water use charges for contractors who use water from a county line.

What sets the most efficient nozzles apart from others in the category is fluid mechanics engineering on a par with the aerodynamics of race cars or jet fighters.

In the case of top-notch nozzles that provide up to 98% efficiency, the high-performance fluid mechanics design leaves little room for power losses and excessive turbulence. After exiting the jetter hose, water travels into the body of the nozzle before moving through smooth, curved channels. This design enables the water to maintain its power and speed before entering the nozzle’s replaceable titanium ceramic inserts. Next, the water is funneled from a short conical shape to a larger, longer cylindrical shape, allowing a tight water pattern to emerge.

The internal workings of the nozzle, including the way the water gets turned, redirects the energy of the



▲ Customers watch a demonstration of the power of the KEG Technologies OMG penetrating nozzle.

high-pressure water entering the nozzle as efficiently as possible. This results in what is needed for the task: more thrust and power using less water.

“There is tremendous force and pressure created in an extremely efficient nozzle. It is often what is needed to get the most out of the Vactor sewer trucks we represent, which are considered the ‘Ferrari’ of the industry. To extend the analogy, you cannot go 200 mph in a Ferrari with the cheapest tires available,” Woods says.

While Woods does not insist that such a high-efficiency nozzle is necessary for every job, he does recommend it as an essential tool for the sewer crew’s toolbox.

“Typically, the highest operating cost over the life of the vehicle isn't the truck or the nozzle: it's the operator's labor, and that is saved tremendously by using an ultra-efficient nozzle.”

Matthew Woods

“With the most efficient design, operators get the greatest efficiency out of their water, which provides the most power to clean the pipe and pull the hose. Because it is so efficient, operators typically achieve more than they ever could before with a lot less water,” he says.

According to Whitton, as a dealer it is important to educate contractors and municipal managers to help them understand how they can achieve the greatest value

with their equipment. As a dealer, he wants Vimar Equipment's customers to understand the importance of using the highest quality nozzle on the hose to get the cleaning job done safely, quickly and efficiently.

Additionally, he suggests that choosing the best tool for the job can resolve the most difficult cleaning challenges, when a less powerful or precise nozzle may not be sufficient to do the job in a timely way.

“Selling the best nozzle for the job goes hand in hand with selling vac trucks because the nozzles do the work. The nozzles are essentially the ‘tip of the spear’ so you need the right nozzle for the job,” Whitton says.

While he acknowledges that lesser nozzles may cost less at first, he says that such units ultimately end up costing considerably more in less efficient work performance on the job.

“Compared to a mid-level nozzle, a high-efficiency nozzle will cost a little more initially but can pay off rather quickly because you can get the job done in much less time.”

While dealers, contractors and municipal supervisors have long accepted the status quo in sewer, storm and sanitary line cleaning, better approaches now exist in the form of ultra-efficient water conserving nozzles that can enable work crews to perform significantly more in less time. Ultimately, this helps to cost-effectively boost both service ratings and profitability. **PI**

Dennis Farhat is general manager of KEG Technologies, a manufacturer of sewer and storm lines products including high-performing nozzles, chain cutters, floor cleaners and camera nozzle systems. The Spartanburg, South Carolina-based company is a member of the National Association of Sewer Service Cos.

FIND THE RIGHT FIT

Troy Whitton is a parts and service sales specialist at Vimar Equipment, a British Columbia, Canada-based dealer of sewer and street vehicles and equipment for the contractor and municipal markets. Whitton, who has been a dealer for 20 years and is the startup demonstration trainer for the equipment that Vimar sells, also recommends utilizing highly efficient nozzles.



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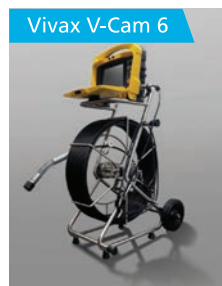
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Anthony Pacilla

Playing Games

Using gaming and virtual reality to attract talent is gaining popularity, and it could be a boost to your recruitment practices

By Anthony Pacilla

Let's face it, placing an ad in the newspaper trying to attract talent to apply for a job is not as effective as it once was.

With the shrinking talent pool and so many employment options being shoved in front of the younger generation, it is tough to not only stand out as a trade, but more so as an organization. Simply putting ads out for recruitment is considered dead, stagnant and no longer works. You need to have an "active" recruiting strategy that uses vibrant visuals, triggers emotions and prompts clicks to an online page where you can capture some information before the potential recruit is able to see "the goodies."

Having a series of web pages just for recruiting set up this way is a great idea to capture all employment leads from everywhere and jam them all through the same active process, but there are new ways people are generating exciting "buzz" in the recruitment community — and that is the leveraging of the online gaming communities and active first-person video recruiting to make your brand stand out.

ONLINE GAMING

Business owners often complain that there is no easy and affordable way to get into the trade schools, vocational programs and high schools without spending a ton of time and effort. You can talk to 1,000 kids and dozens of counselors spending time and money to get one halfway decent employee.

The question is often asked how you can get in front of that age group without the effort out of your busy day. Many industries are looking toward the gaming industry.

Think about how many middle and high school, college aged and even adults are online playing video games. There are now teams of gamers playing against each other just like we do in sports, and there are online channels

(YouTube) where gamers watch one another play the games. Whether you would like to believe it or not, these are the people you are after.

You may have sponsored a local baseball team, but have you considered a local esports team? They are always looking for sponsors. It's one of the fastest growing industries on the planet. Companies are getting in front

You may have sponsored a local baseball team, but have you considered a local esports team? They are always looking for sponsors. It's one of the fastest growing industries on the planet.

of this trend and sponsoring local teams to enhance their brand with the younger community. It is enormously powerful when it is a local company doing the sponsorships instead of corporate America.

Not only are companies sponsoring esports teams, but some companies are paying their current employees head-hunter fees to bring in talent by joining local gaming teams and talking others into coming in for interviews. If done tastefully, it can be added to your talent pool pipeline. Your current employees get to game, bring in talent, and get a commission on an acquisition.

If you have not considered this tactic, you should. You do not want to be last on this train. The United States military is our competition when it comes to recruiting kids who are not going to college, and they have already been using this tactic for years. And this tactic does not require much of a budget to compete for the younger generation.

Continued ►

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FIRST PERSON ACTION CAMERAS

There is nothing better to a potential employee than to be able to see what it looks like to work at your company before they even click to enter an application. Many companies are recording a typical day at work and allowing potential employees to view those videos online.

The trick is to run eye-catching snippets of interesting videos to send the potential employee through a webpage page where they are required to give you some information in order to see more interesting, longer videos and potentially job offers. This webpage could be something as simple as acquiring their name and email address. You should keep it simple.

Once they click on the advertisement, it would have ad copy asking for an email address to continue to the more interesting videos. At the end of those videos, you can send a follow-up email application, welcome letter, recruitment brochure or any other type of marketing material you want to send them with an additional call to action such as scheduling an online interview, phone call, in-person interview or a planned open house.

If you happen to have a job tent at a job fair, think about recording “day in the life” virtual reality videos for virtual reality headsets. A potential candidate can sit at your tent for a few minutes, put on the VR headset and see what it is like in your universe. This will undoubtedly set you apart from your competition.

These tactics can be remarkably effective because the younger generation is able to get “in-and-out” very quickly and move onto something else. In the meantime, you have planted a seed in their mind as a viable option for employment and proven that you are “with the times.” **P**

Anthony Pacilla has been in the trades since he was 9 years old (family business). He started cleaning toilets, mopping floors and putting fittings away in the warehouse. As he picked up skills, he would add becoming a ground man and laborer. When he was ready, Pacilla became an apprentice and then a journeyman plumber. He graduated college with a business and economics degree and immediately wanted to come back to work in the family business. A few years ago, Pacilla became a licensed master plumber. To contact Pacilla, email editor@plumbermag.com

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Let There Be Light

Redesigned basin wrench illuminates the way to greater productivity

By Ken Wysocky

Master plumber Brad Casebier probably can't count the number of times he's knocked over a flashlight or balanced an iPhone on his chest while trying to shed some light on an under-sink repair project.

But for about the last two years, there's one thing the founder and chief executive officer of Radiant Plumbing & Air Conditioning *can* count on: The redesigned RIDGID 2017 basin wrench providing enough convenient illumination to speed up jobs and improve productivity and profitability.

The wrench is equipped with a built-in, water-resistant LED light that shuts off automatically after several minutes to maximize the life of the CR2032 "button" battery that powers it. This feature is a game changer, says Casebier, who established the company in 1999 in Austin, Texas. It employs nearly 230 people and serves customers throughout the greater Austin metro area.

"I think it's sheer genius," he says. "You always need light while working under a sink, and this points light right where you need it most. It's super convenient.

"I've used everything from work lights to iPhones to headlamps to work under sinks, and none of them are ideal. There's no great way to illuminate things under a cabinet. But this solution — a built-in light in such a small package — is really awesome."

VALUE-ADDED FEATURES

But the built-in light isn't the only value-added feature on the basin wrench, which weighs just 2.5 pounds. Casebier also praises little details, like the stiff on/off button for the light, which makes it difficult for the light to turn on accidentally if it's jostled in a tool bag or bucket.

Then there's the spring-loaded buttons that make it easy to extend the telescoping arm. Or the ergonomically designed handle that's easier to grip than a traditional square handle. Or the 180-degree pivoting T-handle that



COMPANY	Radiant Plumbing & Air Conditioning, Austin, Texas
OWNER	Brad Casebier
TOOL	Redesigned RIDGID 2017 basin wrench
FUNCTION	Tighten faucet retaining nuts in hard-to-access locations
FEATURES	Built-in, water-resistant, battery-powered LED light with two light levels; ergonomically designed handle; telescoping handle that extends from 12 to 17 inches; 180-degree pivoting T-handle for working in tight quarters; 3/8-inch square drive connection for socket wrench; weighs 2.5 pounds; designed for 1- to 1 1/4-inch-diameter pipes.
WEBSITE	www.radiantplumbing.com

makes the tool both easier to store and use in tight spaces, he says.

Furthermore, removing the detachable T-handle reveals a 3/8-inch square drive connection that enables plumbers to use the tool with a socket wrench or breaker bar if they need extra leverage on hard-to-loosen nuts.

The tool also features stronger, spring-loaded jaws that automatically snap shut. While that's true for most basin wrenches, Casebier says it just feels "snappier" and provides a superior grip on nuts.

▶ Christopher Taylor, plumbing-drains director at Radiant Plumbing & Air Conditioning, stands next to one of the company's service vehicles holding a RIDGID 2017 basin wrench. (Photo courtesy Radiant Plumbing & Air Conditioning)

▼ A close-up view of the RIDGID 2017 basin wrench with an LED light in use. (Photo courtesy RIDGID)



"I've used everything from work lights to iPhones to headlamps to work under sinks, and none of them are ideal. There's no great way to illuminate things under a cabinet. But this solution — a built-in light in such a small package — is really awesome."

Brad Casebier

"The teeth are super-sharp, so it really grabs well," he points out. "And the jaws hold their position — they won't drop down to a different position while you're using it, which is a pretty handy feature."

CHANGE IS GOOD

Radiant Plumbing focuses on residential service and repair work. The company runs 45 service vehicles in its plumbing and drain cleaning divisions. Plumbers primarily drive Ford and Chevrolet cut-away vans, outfitted with van bodies made by Unicell Body Co., and drain cleaners drive Nissan vans.

Casebier, 45, earned a journeyman's license at age 17 and became a master plumber at age 20. His father was a new-construction plumber, so he's been around plumbing virtually all of his life. And one constant in his plumbing

career is his reliance on and preference for RIDGID tools, which he's used for decades.

In fact, he was so impressed with the RIDGID basin wrench that he did a short video review that's posted on YouTube. He says he was pleasantly surprised that RIDGID could take an iconic tool that's been around for a long time and add new, innovative features.

"There usually aren't too many changes or innovations in plumbing tools, so seeing something new that makes life easier for plumbers is a great thing," Casebier says. "RIDGID made a good basin wrench even better."

"Everyone I've talked to who uses it loves it," he adds. "It's funny how just some slight modifications on a tool can yield big productivity improvements. Buying one of these tools is a no-brainer." **PI**



Jeremy Eskenazi

Tips to Avoid Getting Ghosted

It's hard to find good workers for the industry, so it's doubly frustrating when they just don't show up for their first day of work

By Jeremy Eskenazi

The *Urban Dictionary* describes ghosting as “the act of suddenly ceasing all communication with someone the subject is dating, but no longer wishes to date.” While dating and interviewing candidates is not the same thing, they are very similar in the early stages and can elicit very similar behaviors. Candidate ghosting is when you are actively engaged with a prospective employee, but at some point before their first day of work, they cease all communication. Ouch!

Despite challenges in other sectors of late, the market for talent has been hot in the wastewater fields. It means your best candidates could be entertaining multiple offers. Even if you assume that job candidates have the best intentions as you are recruiting them, sometimes good manners fall to the side when there is a lot of interest in their skills. When candidates stop communicating with you, it's not only frustrating, it's costly too.

To avoid being ghosted, you must focus on the overall candidate experience. While there is as much head (clear processes and accountability) as there is heart (being respectful and kind) in this process, there are efforts you can make to minimize job candidates ghosting you.

First, be sure to stay connected with your candidate. Check-ins and pre-selling during all points of the process is critical. After every step, you should be asking the candidate how they feel the interview went, what they are thinking in terms of the company and the role, and how interested they would be in getting an offer at this point. You can use scales to ask them to rank from 1-10, and then follow up to understand why the interest is where it is. This shows you are invested in their success and they are not lost in a tunnel of endless interviews.

Don't be afraid to find out about other employers they are looking into. Building trust with the candidates and then boldly and directly asking about their interaction

with other companies is critical. Ask what other roles they are considering and what about those roles are potentially more appealing than what you might offer. This will help you be more effective at making an offer that targets their needs and is more attractive.

Speedy action is paramount. We live in a world of instant feedback and immediate reaction. While the interview process can take time, if you focus on the candidate experience, they can assume you're not interested and stop replying. Much like waiting for someone to call after the first date, what used to be a four-day standard is now more like a same day follow up. Candidates need and deserve to know how long you will take to consider them for the next step in the recruiting process, and that you will get back to them either way.

Now, let's assume you have made it past the interview stage and extended an offer. A good way to get ghosted is

Would it shock you to learn that candidates today are increasing their first-day ghosting tactics? What a horrible experience to expect a candidate onsite for their first day of work only for them to never show up!

to make an offer that is less than competitive. In hourly jobs, \$1 makes a big difference. For top candidates in middle management, certain perks are now standard and multiple offers are common at all career levels. Sending an offer that is too low increases the chance you will remove the opportunity to even improve the offer or negotiate.

This is where market data and non-salary perks become important as well. Not every company will be able to get into a salary war for their desired candidate, so knowing

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what other non-compounding benefits you can offer to sweeten the deal will help your chances of keeping the candidate engaged and interested through the recruitment process.

Suppose you got through the first two milestones and your candidate is ready for their first day. Would it shock you to learn that candidates today are increasing their first-day ghosting tactics? What a horrible experience to expect a candidate on site for their first day of work only for them to never show up! All the work that has gone into welcoming and planning for their onboarding is for naught.

Many employers try calling, emailing and even contacting the new hire through social media — they are often perplexed as to why someone would just not show.

At this stage, the reason for ghosting often is because of a terrible onboarding program. After cumbersome processes and silence once signing their offer, they no longer want to be part of your team. It's possible they received another offer in that time. While it's certainly

not good for their reputation to ghost, it seems to be the nonconfrontational option of accepting a role where they feel more valued. It was too hard before they even started.

Unfortunately, ghosting seems to be a growing practice. You rarely see it coming, and there is no profile to predict who will ghost and who will not. Therefore, your candidate experience is so critical to your success. If you aren't already, have a look at your practices at all the key touchpoints. Pressure-test your process and think about how easy and exciting it is (or isn't) for a candidate to move through. Think about how you can drastically reduce your chances of being haunted by the ghost of offers past!



Jeremy Eskenazi is a human resources trainer, author of RecruitCONSULT! Leadership and founder of the consulting firm Riviera Advisors. Contact him at www.rivieraadvisors.com.

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JETTER - MANUFACTURER	MANUFACTURER MODEL	MAX PIPELINE CAPACITY	PRESSURE (PSI)	FLOW (GPM)	MOTOR/ENGINE
<p>AMERICAN JETTER 6908 Pine Grove Rd., Knoxville, TN 37914 866-944-3569 • 865-524-4647 • (f) 865-247-5105 www.americanjetter.com andy@americanjetter.com See ad on page 52</p>	<p>AJS8S1140 AJSIT1840 AJSIT1850 AJSIT2040 AJSIT3040</p>	<p>12" 20" 20" 24" 30"</p>	<p>4,000 4,000 5,000 4,000 4,000</p>	<p>11 18 18 20 30</p>	<p>37 HP Kohler 65 HP Kohler 97.5 HP Kohler 74 HP Kohler 111 HP Kohler</p>
<p> CAM SPRAY 520 Brooks Rd., Iowa Falls, IA 50126 800-648-5011 • 641-648-5011 • (f) 641-648-5013 www.camspray.com • sales@camspray.com See ad on page 35</p>	<p>RCJ4007H VM4007H VM2712H TM4012K CS4000QB.4</p>	<p>8" 8" 10" 10" 6"</p>	<p>4,000 4,000 2,700 4,000 4,000</p>	<p>7 7 11.5 12 4</p>	<p>690cc Honda 690cc Honda 690cc Honda 999cc Kohler 16 HP 479 cc Briggs Vanguard</p>
<p> ELECTRIC EEL MFG., CO., INC. 501 W Leffel Ln., Springfield, OH 45506 800-833-1212 • 937-323-4644 • (f) 937-323-3767 www.electriceel.com • msperanza@electriceel.com</p>	<p>EJ-1500 EJ-3000</p>	<p>4" 8"</p>	<p>1,500 3,000</p>	<p>1.7 4.7</p>	<p>11/2 HP Electric 13 HP</p>
<p> GENERAL PIPE CLEANERS 1101 Thompson Ave., Mc Kees Rocks, PA 15136-3818 800-245-6200 • 412-771-6300 www.drainbrain.com • info@drainbrain.com See ad on page 56</p>	<p>JM-1000 JM-1450 JM-2900 JM-3055 JM-3080 JM-2512 Typhoon</p>	<p>3" 4" 8" 8" 8" 10"</p>	<p>1,500 1,500 3,000 3,000 3,000 2,500</p>	<p>1.4 1.7 4 5.5 8 12</p>	<p>1.2 HP 1.5 HP 13 HP 16 HP 20 HP 24 HP</p>
<p> GORLITZ SEWER & DRAIN, INC. 10132 Norwalk Blvd., Santa Fe Springs, CA 90670 877-4GORLITZ • 562-944-3060 • (f) 562-944-7630 www.gorlitz.com • sales@gorlitz.com</p>	<p>GO 4000 GO 2000 GO 1500 GO 1500A</p>	<p>8" 4" 3" 3"</p>	<p>4,000 2,000 1,500 1,500</p>	<p>8 3 2.1 2.1</p>	<p>Honda GX630 Honda GX200 Baldor 2HP Baldor 2HP</p>
<p> HOT JET USA 14773 Heritage Crest Way, Riverton, UT 84065 800-624-8186 • 801-545-0777 • (f) 801-545-9132 www.hotjetusa.com • chester@hotjetusa.com See ad on page 3</p>	<p>HJ III HJ II XF III XF II</p>	<p>24" 12" 24" 12"</p>	<p>4,000 4,000 4,000 4,000</p>	<p>18 10 18 10</p>	<p>70 HP Gas/Vanguard 35 HP Gas/Vanguard 70 HP Gas/Vanguard 35 HP Gas/Vanguard</p>

COMPANY DIRECTORY



CARRY	PUSH/PULL	TOW	Mounted	HOSE REEL CAPACITY	WIRELESS REMOTE CAPABILITY	HOT WATER JETTING
			✓	500'	✓	✓
			✓	500'	✓	✓
			✓	500'	✓	✓
			✓	500'	✓	✓
			✓	500'	✓	✓
			✓	200' x 3/8"	✓	
			✓	400' x 3/8"	✓	
			✓	400' x 1/2"	✓	
			✓	400' x 1/2"	✓	
	✓			200' x 3/8"	✓	✓
✓	✓			150'	✓	
				300'		
✓				150' X 1/4"		
	✓			200' X 3/8"		
	✓			300' X 3/8"		
	✓			300' X 3/8"		
		✓	✓	400' x 1/2"		
	✓			300'		
	✓			150'		
	✓			100'		
✓	✓	✓	✓		✓	✓
					✓	✓
					✓	✓
					✓	✓

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General Pipe Cleaners,
 Jetters Northwest,
 RIDGID,
 Spartan Tool

CENTRAL OKLAHOMA WINNELSON

5037 NW 10th St., Oklahoma City, OK 73127
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RIDGID



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 MANUFACTURING
 — CO —

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 See ad on page 19

MyTana,
 RIDGID

MYTANA

746 Selby Ave., St Paul, MN 55104
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JETTER & CABLE MACHINE

COMPANY DIRECTORY

JETTER - MANUFACTURER

	MANUFACTURER MODEL	MAX PIPELINE CAPACITY	PRESSURE (PSI)	FLOW (GPM)	MOTOR/ ENGINE
 <p>MONGOOSE JETTTERS BY SEWER EQUIPMENT 1590 Dutch Rd., Dixon, IL 61021 877-735-4640 www.sewerequipment.com sales@mongoosejettters.com See ad on page 23</p>	Mongoose Jettters Model 123	8"	3,000	12	Gas/Diesel
	Mongoose Jettters Model 184	12"	4,000	18	Gas/Diesel
	Mongoose Jettters Model 254	24"	4,000	25	Gas/Diesel
 <p>MYTANA 746 Selby Ave., St Paul, MN 55104 800-328-8170 • 651-222-1738 • (f) 651-222-1739 www.mytana.com • mytana@mytana.com See ad on page 47</p>	M20	4"	1,500	2	2 HP Electric
	M30	6"	3,000	4.5	390cc Honda
	MV80	10"	3,000	8	690cc Honda
	Compact Pro	20"	3,000	16	25 HP Diesel, 33 HP Gas
	Economic	24"	2,250	26	33-58 HP Gas
	EcoFit	24"	2,300	34	58 HP gas
 <p>SPARTAN FOR TOUGH CUSTOMERS. SINCE 1943</p> <p>SPARTAN TOOL 1619 Terminal Rd., Niles, MI 49120 800-435-3866 www.spartantool.com sales@spartantool.com See ad on page 5</p>	717	1 1/4 to 6"	1,500	2.2	2 HP Electric
	727	1 1/4 to 6"	3,000	4	Gas
	738	3 to 12"	2,000	12	Gas w/Electric Start
	Soldier	3 to 12"	3,000	12	Gas w/Electric Start
	Warrior	up to 24"	4,000	18	74 HP Diesel or Gas
	Ultimate Warrior	up to 24"	4,000	18	74 HP Diesel or 87 HP Gas
	Urban Soldier	up to 13"	3,000	10	Honda Gas
	Urban Warrior	up to 18"	3,000	19	50 HP Kubota Gas
	Ultimate Urban Warrior	up to 24"	4,000	21	Kubota Diesel
	Ultimate Urban Warrior Highflow	up to 24"	2,300	32	Kubota Diesel
	758	3 to 12"	3,000	12	Gas w/Electric Start
The Cadet	1 1/4 to 3"	1,500	2	Electric	
<p>TROJAN WORLDWIDE INC. 3306 Ella Blvd. - Warehouse C, Houston, TX 77018 800-392-4902 • 713-692-1140 • (f) 713-692-1053 www.trojanworldwide.com info@trojanworldwide.com See ad on page 39</p>	C1500	2"	1,500	2	2 HP Electric
	C4300	4"	4,000	4	13 HP Honda w/ Electric Start
	TWW2000	6"	3,000	10	29 HP Kawasaki Liquid Cooled
	TWW3012	8"	2,200	13	31 HP Kawasaki Liquid Cooled
	TWW3034	12"	2,200	23	50 HP Cat Diesel

CARRY	PUSH/PULL	TOW	IMOUNTED	HOSE REEL CAPACITY	WIRELESS REMOTE CAPABILITY	HOT WATER JETTING
			✓	250' of 3/8"	✓	✓
			✓	600' of 1/2"	✓	✓
			✓	500' of 5/8"	✓	✓
	✓			115'		
	✓			75'		
			✓	250'		✓
			✓	270' x 1/2"	✓	✓
			✓	400' x 1/2"	✓	✓
			✓	600' x 1/2"	✓	✓
	✓			115'		
	✓			200'		
			✓	250'		
			✓	350'	✓	
			✓	500'	✓	
			✓	500'	✓	
			✓	200'	✓	
			✓	360'	✓	
			✓	520'	✓	
			✓	260'	✓	
			✓	350'	✓	
			✓	25'	✓	
	✓			150'		
	✓			300'		
			✓	400'		✓
			✓	500'		✓
			✓	800'		✓



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3012H Compact Skid
 »12 gpm @ 3000 psi
 »800 cc EFI Honda Engine
 »400' x 1/2" Jet Hose on DC Powered Reel
 (100 GALLON TANK) **Call for Quote**



RCJ4008H
 »8 gpm @ 4000 psi
 »800 cc EFI Honda Engine
 »200' x 3/8" Jet Hose on Manual Reel
Call for Quote



LJ4008H
 »8 gpm @ 4000 psi
 »800 cc EFI Honda Engine
 »200' x 3/8" Jet Hose on Manual Reel
 (NARROW DESIGN) **Call for Quote**



VM4007H
 »7 gpm @ 4000 psi
 »690 cc Honda Engine
 »400' x 3/8" Jet Hose on DC Reel
Call for Quote



CV4007H-HOT
 »7 gpm @ 4000 psi
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JETTER & CABLE MACHINE

COMPANY DIRECTORY

CABLE MACHINE MANUFACTURER/DISTRIBUTOR	MANUFACTURER			DISTRIBUTOR
	MODEL	DRUM CAPACITY	PIPE DIAMETER	BRAND
<p>ALLAN J. COLEMAN 5725 N Ravenswood Ave., Chicago, IL 60660 773-728-2400 • (f) 773-728-2499 www.allanjcoleman.com • info@allanjcoleman.com See ad on page 25</p>				<p>RIDGID, General Pipe Cleaners, Electric Eel, Duracable, Milwaukee Tool, Spartan Tool</p>
<p>CENTRAL OKLAHOMA WINNELSON 5037 NW 10th St., Oklahoma City, OK 73127 888-947-8761 • 405-947-8761 • (f) 405-947-1934 www.centralwinnelson.com • krjones@winnelson.com See ad on page 15</p>	<p>K-3800 K-400 K-7500 K-50 K-60SP</p>	<p>100' Max 100' Max 250' Max 100' Max 150' Max</p>	<p>3/4 to 4" 1 1/4 to 4" 3 to 10" 3/4 to 4" 1 1/4 to 4"</p>	<p>RIDGID</p>
<p> DURACABLE MANUFACTURING 300 Ashworth Rd., West Des Moines, IA 50265 800-247-4081 www.duracable.com • sales@duracable.com See ad on page 19</p>	<p>DM10 DM138 DM150 DM175 DM30 DM55 J-Maxx</p>	<p>3/8" x 75' 3/8" x 90' 1/2" x 75' 1 1/16" x 100' 1/2" x 75' 1 1/16" x 150' 5/8" x 100'</p>	<p>1 1/4 to 4" 1 1/4 to 2" 1 1/4 to 4" 3 to 10" 1 1/4 to 4" 2 to 10" 2 to 6"</p>	
<p> ELECTRIC EEL MFG., CO., INC. 501 W Leffel Ln., Springfield, OH 45506 800-833-1212 • 937-323-4644 • (f) 937-323-3767 www.electriceel.com • msperanza@electriceel.com</p>	<p>D-5 Z5-P</p>	<p>112' 100'</p>	<p>10" 4"</p>	
<p> GENERAL PIPE CLEANERS 1101 Thompson Ave., Mc Kees Rocks, PA 15136-3818 800-245-6200 • 412-771-6300 www.drainbrain.com • info@drainbrain.com See ad on page 56</p>	<p>Super-Vee and Power-Vee Mini-Rooter XP Speedrooter 92 and XL Flexi-Rooter Maxi-Rooter Sewerooter T-4</p>	<p>50' x 3/8" or 5/16", 35' x 3/8" 75' x 3/8", 50' x 1/2" 100' x 3/4" or 5/8" 75' x 5/16" 125' x 3/4" or 150' x 5/8" 100' x 5/16" or 75' x 5/8"</p>	<p>1 1/4 to 3" 1 1/4 to 4" 3 to 10" 2 to 4" 3 to 10" 3 to 6"</p>	

CABLE MACHINE
MANUFACTURER/DISTRIBUTOR

MANUFACTURER

MODEL

DRUM CAPACITY

PIPE DIAMETER

DISTRIBUTOR

BRAND



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100'
90'
50'

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4"
3"
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M745
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125'

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3 to 10"



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700
718
81
100
300
1065
2001

35'
35'
50'
100'
107'
250'
250'

1 1/4 to 2 1/2"
1 1/4 to 2"
1 1/4 to 3"
1 1/4 to 4"
3 to 6"
3 to 10"
3 to 10"

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Cable Machines

DCD VALOR

The VALOR series of drain machines from DCD (formerly Drincables Direct) is suitable for plumbers. Complete with a 1/12 hp motor, this machine has an independent inner drum that helps prevent cable kinking. It is suitable for 5/16-, 3/8-, 13/32- and 1/2-inch drain cables. The VALOR Extreme mid-sized machine is ideal for 3- to 6-inch drainlines, with a large drum capacity that handles up to 125 feet of drain cable with a heavy duty power feed and a gearbox mated to the motor for maximum torque output. 855-746-7323; www.dcdrain.com



Duracable DM125

The Duracable DM125 is a small and easily portable machine to clear drainlines fast. Weighing in at just over 20 pounds, the go-anywhere unit is a tidy 20 by 10 by 14 inches. The 1/6 hp motor runs at 230 rpm, controlled by an air foot pedal designed with operator safety in mind. All wiring is enclosed within the sturdy frame, and a guide tube makes it easy to run the cable without scratching surfaces. It can be operated in a vertical or horizontal position without scuffing the floor thanks to non-marring pads on the frame. It is suitable for 1 1/4- to 2-inch residential lines including sinks, bathtubs and shower drains. 800-848-3375; www.duracable.com



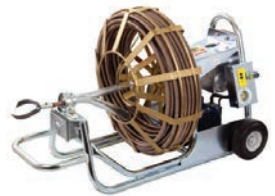
Electric Eel Model D-5



The Model D-5 from Electric Eel is a continuous cable drum machine for cleaning 3- to 10-inch lines up to 100 feet. The high-density polyethylene drum and belt guard will not rust or dent and holds up to 100 feet of 3/4-inch Tri-Max cable. Three sealed, heavy-duty ball bearings support the drum and thick-wall guide tube for extended wear. It is powered by a heavy-duty, 1/2 hp, capacitor-type motor to provide more torque. It has large, 10-inch solid wheels for easy maneuvering and stabilization while in operation. It has 1 1/4-inch steel tubing framework, five-position height adjustments on the handle, a wheel brake, continuous belt skids and a loading wheel built into the handle, GFCI on a 20-foot line cord and an air-operated foot switch for easy operation. 800-833-1212; www.electriceel.com

Gorlitz Sewer & Drain Model GO 62HD Series

The Model GO 62HD Series machine from Gorlitz Sewer & Drain is a mirror image of the larger Model GO 68HD. Its smaller size, low profile and lighter weight make it suitable for getting into tight spaces or through narrow doorways and basements. It is available in a variety of reel and/or drum combinations. With a quick turn of an Allen wrench, the machine can be broken down into separate frame and reel components for easy transportation or adding an additional cable reel for extended reach. It includes a ball bearing 1/3 hp reversible motor and aluminum gearbox that develops approximately 100 pounds of torque and cleans sewer lines and drainlines from 2 to 4 inches in diameter up to 200 feet long. The machine comes equipped with a standard hollow-core 5/8-inch-diameter cable with slip-joint connectors. An electric foot switch is provided for safe operation of the machine. 877-446-7548; www.gorlitz.com



Milwaukee Tool MX FUEL Sewer Drum Machine

Milwaukee Tool's MX FUEL Sewer Drum Machine has POWERTREDZ lift-assist technology, which makes it easier for one person to transport the machine up and down stairs and in and out of service vans. The machine has the power to clear roots 200 feet out while containing the mess with a fully enclosed drum. The POWERSTATE brushless motor provides full power at the maximum capacity of the machine, the REDLINK PLUS intelligence improves control with an integrated drum brake, and the MX FUEL REDLITHIUM battery pack can power through multiple jobs on a single charge, delivering the easiest setup and transport. **800-729-3878; www.milwaukeetool.com**



handle multiple 90-degree bends, even in smaller-diameter pipes. **219-440-1404; www.picotesolutions.com**

RIDGID FlexShaft Drain Cleaning Machines

RIDGID FlexShaft Drain Cleaning Machines quickly and efficiently deliver wall-to-wall clean in 1 1/4- to 6-inch residential and commercial pipes up to 125 feet. Lightweight and fully contained machines, they are used in conjunction with a full suite of specialized accessories designed for clearing grease, sludge, small tree roots and soft blockages with less mess and enhanced speed. They utilize various chain knockers that expand to the size of the pipe to quickly clear the entire pipe circumference. The chain knockers are connected to a flexible, nylon-sheathed cable that is housed in a fully enclosed drum. The K9-102 and K9-204 are powered by a cordless drill attached to a driveshaft. The K9-306 is powered by an internal 1 1/2 hp motor equipped with an I-Clutch for additional cable protection. Nylon and nylon/steel brushes for final pipe cleaning and relining preparation are also available for each machine. They allow for inspection cameras to remain in-pipe throughout the entire drain cleaning process for maximum efficiency. **800-474-3443; www.ridgid.com**



MyTana M888 Cable Machine

MyTana's M888 Cable Machine clears roots and obstructions from 3- to 10-inch lines. Constructed of powder-coated steel, it's built to hold up in harsh environments. Its easy reel change design lets the user quickly add additional reels, and the gearbox will push the cable up



to 400 feet. Its upright, compact size gives it a small footprint, and a removable pneumatic loading wheel allows the user to load it efficiently. Glides assist in navigating stairways. An automatic feed/retriever is standard, and the unit is available with 11/16- or 3/4-inch cable in either 100- or 125-foot length. **866-735-7684; www.mytana.com**

Spartan Tool Model 300

The Model 300 from Spartan Tool has a compact design suitable for tight spaces and narrow doorways. Its enclosed inner and outer steel drums are designed to contain messes. It can be combined with up to 107 feet of Spartan Tool's Magnum cable for increased power and performance in a compact machine. **800-435-3866; www.spartantool.com**



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

Continued ▶

Grease Chemicals

DRAINBO drain cleaner

DRAINBO certified safe, all-natural drain cleaner can be used to combat buildup restricting and slowing down flow. It uses a concentration of seven-strain bacillus formula along with derivatives from corn, coconut and citrus to eliminate slow drains and help keep them free-flowing all year round. When offered and used as part of a regular maintenance program, it can keep drainline buildup digested and removed, allowing the drains to run at peak performance. As customers look to their plumber to offer a complete solution, offering DRAINBO helps ensure their drains are taken care of after the plumber leaves. Private labeling is available. 877-372-4626; www.drainbo.com



Portable Jetter

General Pipe Cleaners JM-2900 Jet-Set

The JM-2900 Jet-Set gas-powered water jet from General Pipe Cleaners can quickly clear grease, sand and ice in 4- to 8-inch drainlines. It is designed to be light and maneuverable, and it is driven by a 13 hp Honda engine connected directly to a 3,000 psi, 4 gpm triplex pump. Vibra-Pulse helps the hose slide around tight bends in small lines and down long runs. A 200-foot-capacity hose reel with reel brake is mounted on a heavy-duty frame with two 10-inch flat-free foam-core tires. It has a thermal relief valve to protect the pump from heat damage, along with a backflow check valve and inlet filter. An optional spray wand is available. 800-245-6200; www.drainbrain.com



Nozzle

Enz USA 37 mm Bulldog

The Enz USA 37 mm Bulldog has been redesigned for the low-flow jetter units. As low as 5.5 gpm, this nozzle can aggressively remove tree roots, grease and hard deposits. It's suitable for accessing mainline blockages from a 2-inch toilet roof vent and wall cleanout. The small size allows it to easily maneuver pipe bends. An integrated oil-free braking system results in a low wear and tear operation, resulting in low upkeep and virtually maintenance free. This nozzle can be used with both recycled and freshwater. Flow rates start at a range from 5.5 gpm, depending on the output of the jetter unit. This nozzle is available in 3/8- and 1/2-inch connecting threads. The cleaning pipe diameter range starts from 1 1/2- to 6-inch pipe. 877-369-8721; www.enz.com



Root Control Chemicals

RootX

RootX is designed to reduce the need for mechanical root control. Every component of a septic system can be treated with the chemical without the risk of machine failure or pipe damage to fight root intrusion. The mainline can be treated easily and effectively from a toilet or cleanout. Roots often penetrate tank, lid and riser seams, as well as baffle entries and exits. The chemical can be applied to the drainfield through a clean-out, distribution box or pressure system with special instructions. 800-844-4974; www.rootx.com



Root Cutters

Arthur Products Cnt-r-Kut2 EMAX2

The Cnt-r-KUT2 EMAX 2 from **Arthur Products** is an interchangeable cutter nozzle to clear roots and debris. The centering devices can be modified for custom applications. They help operators tackle tough jobs, including when using drain cleaning nozzles in tight spaces in damaged sewers, according to the maker, and technicians can expect to achieve maximum cleaning spread in drains and other pipes. **800-322-0510; www.arthurproducts.com**



Southland Tool SRRK-1H Super Red Hot



The round-body **SRRK-1H Super Red Hot** heavy-duty-bearing, root-cutting motor from Southland Tool comes with a specially machined, oversized front bearing. The hydraulic root cutter motor

allows the user to cut, rip and destroy roots in sewer lines. It is a direct replacement for the Patriot Motor. It produces 14.58 ft-lbs of torque. It has the exact tail thruster to bolt onto green skids or smart-cutter skids. It is available in 1- and 3/4-inch hose models. **714-632-8198; www.southlandtool.com**

USB-USA Turbo 0



One of the smallest chain cutters offered by **USB-USA**, the **Turbo 0** utilizes turbine technology and 3D fluid mechanics to deliver cutting and cleaning power. Multiple chain attachments, and rigid guide skids 4 to 6 inches

make the removal of roots, grease and mineral deposits easier. The cutter is constructed from hardened stainless steel, comes standard with one-piece ceramic nozzle inserts and is capable of use with recycled water. **844-285-5770; www.usb-usa.com**

Truck/Trailer Jetters

American Jetter 51T Series 2040

The **51T Series 2040** trailer jetter from **American Jetter** offers 20 gpm at 4,000 psi in cold- and hot-water models. Consistent power is provided by dual Kohler electronic fuel injection gasoline engines that create 76 hp, saving up to 20% fuel, while avoiding problems associated with carbureted engines. Low water shutoff prevents pump damage if the optional 330- to 800-gallon tanks run low. Hose reel speed control allows for precise cleaning in both directions. A long-range wireless remote option allows for water on/off, engine shutdown and hose reel control. The heavy-duty square tubing trailer offers standard electric brakes on both axles. **866-944-3569; www.americanjetter.com**



Cam Spray CV Series



The **CV Series** cargo van drain jet from **Cam Spray** offers diesel-fired hot water for added jetting power. Several models are available up to 4,000 psi and 12 gpm. A triplex plunger pump with power pulse valve provides an extra push when needed. Air purge and recirculation to the tank are provided for freeze protection. It comes with a 5-gallon fuel tank, heavily built, powder-coated frame with full deck, a 130-gallon water capacity, a 12-volt DC reel with 2-1 clutch drive allowing for free spooling and a powered hose return. It is controlled by a push button or foot switch. Accessories include a set of four nozzles, storage box, tip cleaner, tiger tail, safety shield, rubber gloves, high-visibility safety vest, 50-foot washdown hose and trigger gun. **800-648-5011; www.camspray.com**



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.easykleen.com**

HotJet USA HotJet II

The **HotJet USA HotJet II** trailer-mounted jetter is now available with hydraulic hose reels and 37 hp Vanguard fuel-injection engine. Operating with hot or cold water, it runs 12 gpm at 4,000 psi, cleaning 2- to 12-inch lines. The fuel-injected unit is a good alternative between the small output and larger output machines. It comes ready to operate upon delivery with a 330-gallon water tank, detergent tanks and full power-washing capabilities for cleaning, disinfecting and sanitizing after the job. It is mounted on a 7,000-pound rated tandem-axle trailer (single-axle units are also available). It has a rear control panel and remote control, two HD diamond plate side toolboxes and a front toolbox. **800-624-8186; www.hotjetusa.com**



Jetters Northwest Eagle 200

The **Eagle 200** midsize trailer jetter series from **Jetters Northwest** is available in 12 gpm/3,000 psi (model Eagle-200/3012) with 1/2-inch ID jet hose or the 9 gpm/4,000 psi (model Eagle 200/4009) with 3/8-inch ID jet hose. It comes with either a Kawasaki (liquid-cooled) or Kohler (air-cooled) fuel-injected engine, an industrial-duty trailer with brakes for safety and an A-frame tongue that allows it to be towed when full of water. Flat-top fenders allow for additional mounting surface. Chrome wheels give it a sharp appearance. It comes with a super-duty triplex UDOR U.S.A. pump, 12-volt power-wind hose reel with wind-speed controller, 200-gallon water tank, 60-inch lockable tool storage bin, 300 feet of jetting hose on the main 12-volt reel, 100 feet of 3/4-inch water-supply hose on a second reel, adjustable pulsation control and four jetting nozzles. **877-901-1936; www.jettersnorthwest.com**



Mongoose Jetters by Sewer Equipment Model 184

The **Mongoose Jetters by Sewer Equipment Model 184** comes with a run-dry pump offering 18 gpm at 4,000 psi, a tubular steel frame, corrosion-resistant pre-painted subassemblies, state-of-the-art controls, strong hose reel and high-quality gas engine. It is suitable for drain cleaning and sewer jetting, remote access locations, mainlines up to 12 inches in diameter and commercial and industrial lines. The trailer unit comes with a water tank capacity of 300 gallons and standard hose reel capacity of 600 feet of 1/2-inch hose. The trailer setup consists of a 6,000-pound-rated single-axle trailer, and the addition of a wireless remote-control system makes this equipment a true one-man operation. It is also available as a van pack or truck-mounted unit. **815-835-5566; www.sewerequipment.com**



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Drain Cleaning


By Craig Mandli

Root problem eliminated on lakeside easement



Problem: A neighborhood in Liberty, Missouri, had a heavily root-bound easement. Access was difficult, as the 1,280-foot line traveled across the backyards of houses situated on a lake. The line was laid unevenly, which gave roots more opportunity to invade. There were continual blockages, with several houses experiencing backups. The municipality put the easement on a saw, cut and flush routine program, conducted twice a year. However, they were called out for emergencies in between the maintenance visits as well, as there were constant problems.

Solution: Duke's Root Control applied RazorRooter II to the entire easement. The hose released and sprayed the foam in all directions, allowing it to adhere to roots and penetrate through wye connections to kill roots, without harming trees or other aboveground vegetation.

Result: "A few months after the foam was applied in January, we ran our CCTV through the pipe, and the roots had decayed, like you see cigarette ashes crumble," says Gary Harter, operations manager for the City of Liberty. "Our camera made it right through the pipe. We haven't had any blockages since. This has saved our city a tremendous amount on time lost, wages and expenses. We can rededicate the time we were spending to different areas of the town." 800-447-6687; www.dukes.com 

Sept. 13-15

Safety 2021 Professional Development Conference & Exposition,

Austin Convention Center, Austin, Texas. Visit safety.assp.org

Sept. 14-15

Wastewater Equipment (WEQ) Fair,

Nissan Stadium, Nashville, Tennessee. Visit weqfair.com

Sept. 20-21

Plumbing Contractors of America (PCA) Plumbing Service Conference,

Cleveland Marriott East, Cleveland, Ohio. Visit www.mcaa.org

Sept. 21-24

Service World Expo,

Louisville International Convention Center, Louisville, Kentucky. Visit www.serviceworldexpo.com

Sept. 22-26

American Society of Plumbing Engineers (ASPE) Tech Symposium,

San Diego Marriott Mission Valley, San Diego.

Visit www.aspe.org

Sept. 26-30

International Association of Plumbing and Mechanical Officials 92nd Annual Education and Business Conference,

Hyatt Regency San Antonio, San Antonio, Texas.

Visit www.iapmo.org

Oct. 8

Northwest Wisconsin Plumbing Seminar, Sleep Inn & Suites Conference Center,

Eau Claire, Wisconsin. Visit phcc-wi.org/plumbing-seminars/

Oct. 14-17

Mechanical Service Contractors of American (MSCA) Annual Educational Conference,

J.W. Marriott Scottsdale Camelback Inn, Scottsdale, Arizona.

Visit www.mcaa.org

Oct. 20-22

PHCC Connect 2021,

Kansas City Marriott, Kansas City, Missouri.

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DuPont, RecoveryPRO and BELFOR partner to clean cruise ship

DuPont Personal Protection, RecoveryPRO and BELFOR Group teamed up to conduct a deep cleaning aboard the Diamond Princess cruise ship following an outbreak of COVID-19 among its passengers and crew in February 2020. The collaboration among the companies, along with protocol guidance established by global health and safety organizations, resulted in an effective cleaning and disinfection solution, enabling the ship to be deemed safe to sail. RecoveryPRO led the cleaning and disinfection project aboard the ship with assistance from its parent company BELFOR Group. DuPont Tyvek personal protective garments were used to help keep the frontline cleaning crew workers safe.

Perma-Liner expands portfolio to include RIDGID

Waterline Renewal Technologies, a portfolio company of Behrman Capital, announced Perma-Liner Industries as an official North American stocking distributor of RIDGID. New diagnostics and heavy-duty drain cleaning tools from RIDGID enhance the company's trenchless rehabilitation product offerings.

SJE acquired by Audax Private Equity

SJE sold a majority equity interest to Audax Private Equity. The investment from Audax comes as SJE aims for continued growth and expansion within the controls industry. Over the past 45 years, SJE has brought a number of new products to the market. SJE has seven locations worldwide and nearly 500 employees.

Bradford White supports top snowboardcross competitor

Bradford White water heaters announced its continued support for master plumber and general contractor Jonathan Cheever as he pursues his dream of competing in the 2022 Winter Olympics in Beijing. The company has renewed its sponsorship agreement with Cheever, a 2018 U.S. Olympian and former national snowboardcross champion who has balanced world-class international competition with plumbing, general contracting and design work throughout his career. Cheever credits his career in the skilled trades as the key factor allowing him to compete internationally for more than 15 years.



Franklin Electric appoints new VP and CFO

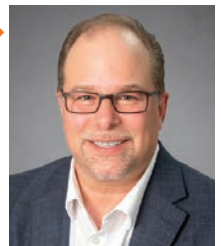
Franklin Electric announced that Jeffery L. Taylor has been appointed vice president and CFO. John J. Haines has retired as vice president and CFO of the company but will support Taylor through an interim period. Most recently, Taylor was the CFO of Blue Bird Corporation, a manufacturer of school buses.

Infinity Drain launches new website

Infinity Drain unveiled its new website, www.infinitydrain.com. Designed with enhanced features and an easy-to-navigate interface, the new site introduces a modern look with improved functionality and dynamic tools as a resource for builders, designers, homeowners and specifiers.

Bradley announces promotions within executive team

Bradley Corp. announced several promotions within its executive team. The promotions have been made as the manufacturer marks 100 years of business this year. Jon Domnisse was promoted to vice president of marketing and corporate communication. With Bradley for over 25 years, Domnisse will focus on expanding the reach of Bradley's global brand, strategic planning and supporting acquisition and partnership initiatives. Nate Kogler was promoted to vice president of products and engineering. With 20 years at Bradley, Kogler will focus on driving new product development and product strategy. Mark Umhoefer has been named chief financial officer. Formerly vice president of finance, Umhoefer has been with Bradley since 1993 and has held progressive management, director and executive leadership roles over his finance department tenure. 



▲ Jon Domnisse



▲ Nate Kogler



▲ Mark Umhoefer

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Product Spotlight

Heavy-duty drain pump aimed at demanding applications

By Craig Mandli

Drain pumps have become popular additions in above-floor plumbing applications. However, given the higher flows that commercial and larger residential properties produce, sometimes a larger, more robust alternative is required. Saniflo USA recently introduced the heavy-duty Saniswift Pro to answer that call.

Designed to meet larger commercial as well as conventional residential drainage applications, the Saniswift Pro can handle graywater from up to three fixtures: sink, shower, dishwasher or washing machine (via a laundry sink). The pump is encased in a robust, cube-shaped exterior that can be easily installed in hard-to-reach spaces, such as beneath a bathroom or kitchen sink. The product is slightly larger and three pounds heavier than its predecessor Saniswift, but still offers a compact profile.

“With the growing need for above-floor plumbing solutions, we felt it was time to introduce a more rugged drain pump that meets the demanding needs of both residential and commercial applications, including in regions where UPC codes are the standard,” says Saniflo CEO Regis Saragosti.

Service can be done without disconnecting any piping to the unit. Made of rugged, high-density polyethylene to resist corrosion from harsh chemicals, the Saniswift Pro encasement has a top cover with two removable screws, providing ready access to all electrical components inside.



The pump motor can then be quickly lifted from within to remove any foreign objects in the impeller.

The Saniswift Pro stores no waste, but uses a short-cycle motor to begin drainage immediately while also keeping the basin empty during operation. Water entering the unit triggers a sensor that immediately activates a pressure switch, causing the motor's spindle/shaft to turn the pump impeller (at 3,600 rpm) and discharge the waste. The 0.3

hp motor is sealed for life in an oil-filled enclosure while moving parts are kept to a minimum. This results in more efficient and effective drainage with no unpleasant odors and a longer product life.

Once the water is discharged and the water level inside the Saniswift Pro drops, the pressure switch deactivates the unit — until effluent enters the unit again. A normal operating cycle for the Saniswift Pro is between three and five seconds, depending upon the discharge-pipe run configuration. Power consumption is therefore minimal.

“The Saniswift Pro water detection sensor is far superior to float systems for water detection and is designed to minimize opportunities for pump and system failures,” says Saragosti. “The original Saniswift has been a huge success for Saniflo while this new Pro edition will appeal to those residential and commercial customers who prefer a heavier-duty product with an attractive, more industrial-type look.” **800-571-8191; www.saniflo.com**

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water stops from BrassCraft are the pro's choice in quality and a job done right. **877-272-7755; www.brasscraft.com**



PRIER Products P-6IV irrigation valve

PRIER Products' P-6IV irrigation valve comes with a built-in elbow that swivels to allow for easy installation and reduced cost for extra parts.

It's also designed to allow servicing from the exterior of the structure, rather than entering the residence, which means the homeowner doesn't need to be home or provide access to the technician for annual servicing. The heavy-pattern cast brass hydrant with a nickel-plated body looks attractive, resists corrosion and should last the life of the plumbing system when installed correctly. The valve also offers a triple-seal positive shutoff system, assuring shutoff. The P-6IV is available in 12 lengths to suit a wide range of installation needs across the U.S. and Canada. **800-362-9055; www.prier.com**

Powers IntelliStation Jr. digital mixing valve

Powers, a Watts brand, enhanced its IntelliStation Jr. digital mixing valve with remote visibility and alerts through Cloud connectivity. The valve now features Wi-Fi capability and connectivity to the new Watts OnSite mobile and web app for commercial facilities. The Watts OnSite app provides access to critical mixing valve performance data. While BACnet and Modbus were already native to the valves, the new IntelliStation Jr. with Cloud connectivity provides an additional economical way to view and adjust critical mixed outlet temperature via a secure, local Wi-Fi network. No additional module is needed to achieve connectivity. Key features of the enhanced valve include multi-channel alerts, remote scheduling of temperature set-back for energy efficiency, data logging and report generation for ASHRAE 188P compliance and more. **800-669-5430; www.powerscontrols.com**



The Auto Handy can be used as a hand tool or as a power tool by removing the turning handle and attaching a drill for extra muscle on tough clogs. Squeezing the feed lever as the container rotates feeds the cable; to retract cable, reverse drill rotation and squeeze the lever. Auto Handy can clear clogs from 1 1/4- to 3-inch diameter lines up to 50 feet long. Designed to withstand tough jobs in the field, Auto Handy's sturdy polyurethane drum has been drop tested from 8 feet, fully loaded, without damage. Auto Handy uses Flexicore cables made of heavy-gauge wire coiled tightly around an aircraft-type wire rope core, then heat treated, offering strength with optimal flexibility. **800-245-6200; www.drainbrain.com**

Zurn Industries FloForce roof drain

Zurn Industries' Z100 FloForce high-performance roof drain's efficiency is realized through a redesigned system geometry, which optimizes the flow at lower head depths. The drains are tested in a closed-lab facility following a highly automated process and ASME Standard A112.6.9 to ensure controlled results and compliance. The labor-saving design eliminates costs during installation and optimized storm evacuation that may result in fewer systems required on each roof. **814-875-1252; www.zurn.com**



Aqua-Rex power supply for water conditioners

Aqua-Rex upgraded its electronic water conditioners for treating hard water with a new power supply that can be connected to USB outlets and the same transformers that are used for recharging cell phones. The new low voltage input eliminates the need for UL certification, reducing cost and complexity. Aqua-Rex units are sized to be suitable for single residence homes, multifamily and all types of commercial, hospitality, health and correctional facilities. **702-304-2170; www.aqua-rex.com**

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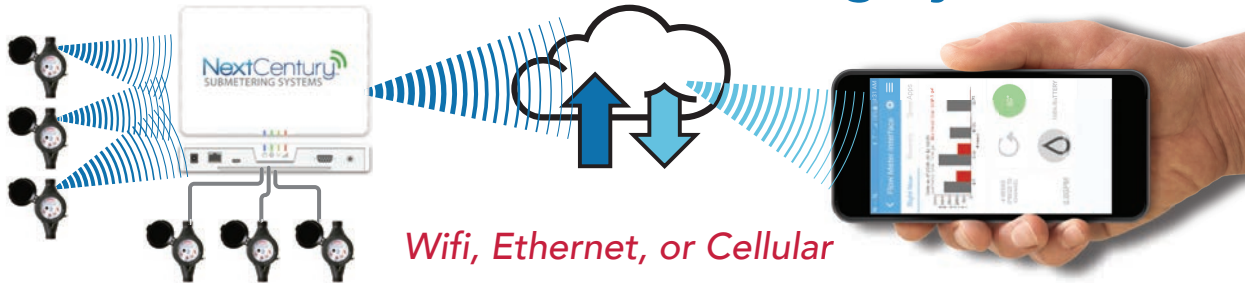


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