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Taking Calculated **RISKS**

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on the ROAD

Lighting the Way

Pipe lining system's UV curing helps California contractor achieve better productivity and increased profits.

- By Ken Wysocky



On the Cover

Andy Wyderka, one of the owners of Heiden Plumbing, stands next to a company truck at the shop in Milwaukee, Wisconsin. Wyderka owns the residential and commercial plumbing company along with his brother Scott and sister Tami Sackett. The company has 17 employees and offers its plumbing services throughout metro Milwaukee. (Photography by Michael McLoone)

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Plumber

Exclusively serving plumbing contractors and franchisees

Published monthly by COLE Publishing, Inc.
P.O. Box 220, Three Lakes, WI 54562

Call toll-free 800-257-7222
Mon.- Fri., 7:30 a.m.-5 p.m. CST

Website: www.plumbermag.com
Email: info@plumbermag.com | Fax: 715-350-8456

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CONTROLLED CIRCULATION: 22,000 per month

This figure includes both U.S. and international distribution.

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Cory Dellenbach



A Bright Future

Plumbing company partners with local school district to provide opportunities for future trades students

T Tyler Morrison is your typical high school senior. He loves sports — football, baseball, weightlifting — he likes to hang out with friends and he is looking ahead to what's in store for him after high school.

While many his age are looking at four-year colleges (or longer), technical schools or even entering the working world right away, Morrison already has a jump-start on his career thanks to a program through the local school district.

Local plumbing company Frasier's Plumbing, Heating, Cooling has been working with the local school district in Rhinelander, Wisconsin, and its apprenticeship program for a few years now and is in its second year of the Inspire program.

Inspire Rhinelander, as they call it, is an initiative that offers students information and opportunities to learn about possible careers while they are in high school. It is the foundation of Rhinelander High School's comprehensive academic and career planning program, which focuses on academic readiness, career and college readiness, and social emotional readiness.

Kyle Leighton, Frasier's operations manager, said the company wasn't sure where the program would be going initially so they started their own program called the Ride and Decide Program where high school students came and worked with the company for a week to see if it was a career of interest.

"From there we sort of found some success teaming up with the high school and have two seniors in the program and one junior that will be back with our team in the summer," Leighton says.

Morrison is one of those seniors and has already decided that plumbing is what he wants to do in his future. Both local newspapers have done stories on Morrison and his plans to enter the plumbing industry. He plans to work at

► Tyler Morrison, a student from Rhinelander High School in Rhinelander, Wisconsin, stands near one of Frasier's Plumbing, Heating, Cooling work vans. Morrison started working with Frasier's through a school program and now plans to enter the plumbing industry thanks to that program. (Photo courtesy of Frasier's Plumbing, Heating, Cooling)



Frasier's over the summer and eventually get into a plumbing apprenticeship at the local technical college.

"I'm learning a lot," Morrison told one local paper. "I go in at 8 in the morning in the warehouse, going through pickups and putting stuff back on shelves."


It's inspiring knowing that some of the younger generation is seeing a bright future in the plumbing and other trades and for more to feel that way, it's going to take more plumbing companies doing this type of work with local school districts.

Many schools across the country and even into Canada already have programs similar to the one in Northern Wisconsin. Reach out to your local school and see what they have to offer the students and how your plumbing company can help with that program.

If there isn't one, maybe start up your own Ride and Decide Program like Frasier's did. You're next star plumbing could be waiting for that opportunity.

YOUR START?

I'm hoping in a number of years we'll be featuring Morrison in the pages of *Plumber* magazine with his own company. Speaking of that, how did you get your start in plumbing? Let me know by emailing me at editor@plumbermag.com.

Enjoy this issue! 

[illegible]

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TOOL TALK

An Air Admittance Valve Tutorial

Designed to take the place of a fixture or branch vent, air admittance valves are an excellent alternative if you cannot connect to an existing venting system due to complex pipe-routing issues or obstructions. When installed correctly, they are a great way to save time, money and frustration. But many plumbers decide to steer clear of them, based on faulty thinking or understanding. This online exclusive covers eight misconceptions about AAVs.

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We're always on the lookout for relevant and interesting plumbing content across the internet and social media. In our e-newsletters, we regularly highlight that and share what else out there we're reading and watching. For example, this news item from March about a Texas plumbing company that got featured on "Last Week Tonight with John Oliver" for its unique TV and radio commercials. Be sure to sign up for *Plumber* e-newsletters if you haven't already.



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— Don't Settle for Good Enough on Safety Matters

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EASY CLEANING

The Right Tool for the Job

Drain cleaning with ease and efficiency starts with selecting the right tools for the job. With the type of drain cleaning options on the market continuing to grow, understanding the difference in drain cleaning machines and how to select the best option for the job is essential. Alex Meyer, a product manager for RIDGID, takes a look at the various options in this online exclusive. ▲ plumbermag.com/featured



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Taking Calculated **RISKS**

Heiden Plumbing isn't afraid to invest in equipment and new technology in order to keep an upward growth

By Ken Wysocky | Photography by Michael McLoone



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- ▶ Andy Wyderka, owner of Heiden Plumbing in Milwaukee, sorts through inventory to get trucks restocked before the start of the workday. The company has 17 employees and offers residential and commercial service and repair plumbing.

The power of investing in machines and equipment that generate new revenue streams, boost efficiency, enhance customer service and open up new markets is on full display at Heiden Plumbing, a nearly 100-year-old company in Milwaukee.

Over the decades, the company — established in 1925 — has embraced pipe bursting, pipe lining and pipe coating systems to provide more options for customers and diversify its services. At the same time, the business also has enhanced its drain cleaning capabilities with machines that work in a wide range of applications.

A trailer-mounted water jetter for clearing tree roots in mainlines? Check. Milling machines for descaling cast iron pipes? Yup. Cable drain machines for unclogging drainlines? Got it.

“We 100% believe in investing in advanced technology,” says Andy Wyderka, who’s the president and co-owner of the company with his brother, Scott, and sister, Tami Sackett. They bought the company from their father, Ken Wyderka, in 2019.

“My father believed in the philosophy of nothing ventured, nothing gained,” he continues. “He was big on trying new things and taking calculated risks. So we’re always looking for that next niche technology that fits in with our other work.”

That emphasis on keeping up with new technological advancements, as well as diversifying into heating and cooling and other ancillary services, also explains how the company remains successful 50 years after the Wyderka family purchased it.

- ▶ Heiden Plumbing was established in 1924 and is currently owned by Andy Wyderka along with his brother Scott and sister Tami Sackett. They bought the company from their father, Ken, in 2019. This photo shows the company’s original storefront in Milwaukee.

“Finding those niche markets has been vital to our growth,” Wyderka says.

SPEND MONEY TO MAKE MONEY

Being first to market with new technology also helps by keeping the company ahead of competitors, Wyderka notes, pointing to pipe bursting as a prime example. The company bought a PortaBurst pipe bursting system machine from HammerHead Trenchless (a division of The Toro Company) back in 1999.

“My father believed in the philosophy of nothing ventured, nothing gained. He was big on trying new things and taking calculated risks. So we’re always looking for that next niche technology that fits in with our other work.”

Andy Wyderka



“Drain cleaning allows us to complete entire jobs instead of having to call in someone else and then wait for them to arrive. In today’s world, you have to be a one-stop shop.”

Andy Wyderka

“We were told we were the first company in Wisconsin to buy one,” Wyderka says. “I don’t always like to be the first one because you’re kind of the guinea pig and sometimes there are bugs to work out. But being first also opened a lot of doors for different projects and gave us a competitive edge.”

Furthermore, investing in equipment and systems decreased the company’s dependence on subcontractors.

“We still hire subs for certain things here and there,” Wyderka notes. “But overall, owning your own equipment gives you more control over projects than waiting for subs to be available, plus you have more control over job quality and costs.

“When we get to a job site, we can facilitate the work from start to finish.”

Ironically enough, Wyderka says the company periodically gets hired as a subcontractor by other plumbing companies that lack the array of equipment Heiden Plumbing owns.



▲ Heiden Plumbing owner Andy Wyderka, prepares tool kits for the workday ahead.

A Place for Everything, Everything In its Place

Few things crimp profit margins faster than technicians making unnecessary trips to supply houses for parts. To minimize windshield time for technicians — as well as keep tighter control of parts and materials inventory — Heiden Plumbing in Milwaukee runs a mini-warehouse run by a full-time operational manager, Kevin Oswalt.

The warehouse occupies about 6,000 square feet of a roughly 12,000-square-foot facility the company owns on the near south side of the city. It houses everything from small fittings to water heaters. Having the parts on hand also improves technicians’ productivity, says company co-owner Andy Wyderka.

“Instead of sending guys out to supply houses, where there’s downtime for any number of reasons, we have a runner that delivers parts from our internal stock,” explains Wyderka, who co-owns the business with his brother, Scott, and sister, Tami Sackett. “Keeping technicians on the job and not behind the wheel is very beneficial.”

Wyderka is a big believer in being organized, which boosts efficiency and productivity. That philosophy is reflected in the company’s service vehicles, equipped with storage systems made by Adrian Steel, and the shop warehouse, where parts are categorized in bar-coded bins.

Oswalt is responsible for tracking inventory, purchasing parts and materials and stocking them.

“Keeping track of the materials and parts you purchase, as well as pricing for them, is a full-time job when a company gets to a certain size,” he says. “It’s a huge investment to hire someone and get everything set up, labeled and organized, but it pays dividends.”

How? It saves money when things are organized, whether they’re in a warehouse or inside a technician’s truck, he notes.

“If you can find something quicker, it saves money right to the bottom line,” Wyderka says. “If you waste time looking for things, versus just grab it and go, you’re throwing money out the window.”

However, the company does hire subcontractors for hydroexcavating work because two of Wyderka's siblings, Steve Wyderka and Kim Wehse, own Wisconsin Utility Exposure, based in suburban Milwaukee. The primary focus of the company, established in 1999, is locating underground utility lines, Wyderka says.

"It gives us another tool in our tool bag, even if we don't own the equipment," he says. "It's a big benefit for us to have this relationship. My family is very entrepreneurial and we all work together toward a common goal — another reason for our longevity."

DEEP PLUMBING ROOTS

Al Heiden established Heiden Plumbing back in 1925. Andy Wyderka's grandfather, Stan Wyderka, and his father worked at the company, which Ken Wyderka purchased in 1974.

Andy Wyderka became a full-time employee in 1994 after graduating from high school a year earlier and attending a community college for a year, essentially to play soccer.

"I was a really good soccer player, but not a very good student," he explains. "So I realized that college wasn't for me at the time.

"So I asked my father if I could work for him," he continues. "I started out as a laborer and discovered that tools just felt good in my hands. I was never pushed into

To maximize technicians' efficiency, Wyderka says he conducts random truck inspections about once a month to be sure their trucks are well-organized and well-stocked.

Wyderka also takes time to educate technicians about the costs associated with picking up parts for a job, then not returning them if they don't get used. Technicians that routinely forget to return unused parts can easily lose track of them on their trucks, which costs the company money when it buys more parts that actually are available on technicians' trucks, he explains.

"That's especially important right now as the prices of parts and materials have increased dramatically," he says. "You need to educate technicians about the true cost of things."



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it — it just felt right. So I took the opportunity and ran with it.”

In the 1970s, the company slowly shifted to more commercial and residential service and repair work as the market for industrial plumbing waned a bit. In the 1990s, the business added forced-air heating and air conditioning to its services.

“It complemented the hydronic heating work the company had already done for decades,” Wyderka says. “It allowed us to give people more options and become more of a one-stop shop for customers.

“It also made sense because we could leverage our existing customer base,” he adds. “If you’re already in people’s homes doing plumbing, you need to stop and think about what else you can do for them.”

DRAIN CLEANING EXPERTISE

Heiden runs 11 service vehicles, mostly Ford Transits and one Ford F-450 walk-in step van equipped with a body made by Utilimaster (a brand owned by the Shyft Group). The Ford step van is used primarily for underground water and sewer work.

The company also owns RIDGID SeeSnake pipeline-inspection cameras and RIDGID K-7500 cable drum machines for cleaning 3- to 6-inch-diameter drainlines, RIDGID K-7500 cable drum machines for cleaning ¾- to 4-inch drainlines and RIDGID K-45 handheld drain machines for sink and tub drains.

“I couldn’t imagine doing plumbing and not doing drain cleaning,” Wyderka says, noting that the low-flow, water-saving toilets that are so prevalent today make drains more prone to clogging.

“Drain cleaning allows us to complete entire jobs instead of having to call in someone else and then wait for them to arrive,” he says. “In today’s world, you have to be a one-stop shop. Plus drain cleaning provides a very good revenue stream.”

The company broadened its drain cleaning capabilities when it invested roughly \$35,000 in a trailer-mounted water jetter from Harben (a subsidiary of Flowplant Group



▲ The Milwaukee-based plumbing company is owned by, from left, Andy Wyderka, along with his sister Tami Sackett and brother Scott.

Ltd.). The machine, which features a 350-gallon water tank and a Harben water pump (4,000 psi at 18 gpm) opened up a new market for cleaning sewer mainlines, he says.

MORE SERVICE, MORE EQUIPMENT

The company also owns Mini and Maxi Miller drain machines from Picote Solutions, plus Picote’s pipe-coating system; a HammerHead Portaburst PB30 pipe bursting machine; a pipe lining system from Perma-Liner Industries; two pneumatic piercing tools, a Grundomat from TT Technologies and a Mole from HammerHead; trailer-mounted air compressors built by Ingersoll Rand; and power tools from Milwaukee Tool and Bosch.

For excavation work, such as replacing sewer or water lines, the business relies on Caterpillar excavators, a Bobcat skid-steer, a Mack dump truck with a 10-cubic-yard dump body manufactured by Crysteel Manufacturing and two GMC mini-dump trucks with 2-cubic-yard dump bodies made by Knapheide Manufacturing Co.

Continued ►

“THE PROFIT MARGINS ARE HIGHER THAN ANY OTHER SERVICE.”

Profile NuFlow Certified Contractor

When Aaron Simpson opened his plumbing company, I Fix Pipe in 2019, he knew he wanted to add pipe lining to his list of services.

“It’s a better option for the customers and the profit margins are higher than any other service. There are no draw backs when it comes to lining.”

He chose to become a NuFlow Certified Contractor.

“I tried other companies, but the products were more complicated. I chose NuFlow for their product and the knowledge of their team.”

Over the years, they have utilized NuFlow’s training and job support.

“The best training was on the job site. Real world situations mean so much more. We call the team to go over projects. Their experience is so valuable, the team really knows the product and how to use it.”

Today, Aaron has grown the lining side of his business.

“About 50% of our work is now pipe lining, maybe more. We subcontract lining work for other plumbers in the area, some call me for help every week. Now, we’ve started booking larger, more technical projects.”

Aaron Simpson,
I Fix Pipe, Odessa, TX

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The company also relies on a Ready Fleet GPS system from Ready Wireless, which is used to track service vehicles for more efficient dispatching.

"It wasn't about playing Big Brother and tracking where technicians are," he explains. "It was all about the ability to know where each truck is so if a job pops up, we can bounce someone there more efficiently. It started as an add-on service from our cellphone provider and turned into a great productivity tool."

MORE SERVICE DIVERSITY

The company continued its emphasis on investments in new technology when it purchased a Perma-Liner pipe lining system in 2010. The system, which uses felt liners that are hot-water cured, provides the business with yet another option for customers with drainline issues.

"I love solving customer problems and working with my hands. And you get a real sense of accomplishment when a project is done."

Andy Wyderka

To illustrate the value of pipe lining, Wyderka cites a job the company did at a home in 2018 in Milwaukee.

The homeowners had recently spent roughly \$100,000 on a massive, Asian-style landscaping project that included a large pond with koi fish. Unfortunately, a sewer line that ran under the garden at a depth of about 12 feet needed repair.

"When we told the homeowner what the problem was, I thought she was going to fall over," Wyderka recalls. "It was a very expensive landscaping project that had been completed about 11 months earlier."

Furthermore, the sewer line came out the back of the house, then took two 90-degree turns before running out to the mainline, located under a street. But the company was able to line the pipe without disturbing the landscaping. The result? One very happy customer, he says.

"In situations like that, trenchless technology comes in very handy," Wyderka says.

MORE GROWTH EXPECTED

Looking back, Wyderka says he has no regrets about leaving college to work for his father and becoming entrenched in the plumbing industry.

"I love solving customer problems and working with my hands," he says. "And you get a real sense of accomplishment when a project is done."

"Running the business creates a totally different dynamic compared to being in the field, which I really miss. I'd love to turn off my cellphone and go back in the field — that's what I enjoy the most. But I also get a lot of satisfaction out of watching our younger employees become tradesmen," he adds. "That's where I get the most enjoyment now."


Looking ahead, Wyderka says the company plans to maintain its pattern of slow, controlled expansion, aiming for 3 to 5% revenue growth annually. The only thing that might hinder those plans is the inability to hire enough qualified technicians to fulfill the additional labor needs.

"Growing fast doesn't mean you're making more profit," he points out. "We like to grow slowly so we can provide a good end product and maintain great customer service."

Slow and steady growth also enables the company to preserve the legacy built by his father, he adds.

"What he accomplished is remarkable and we take great pride in keeping that legacy alive," he says.

Is another 100 years in business in the works?

"I hope so," Wyderka says. "But time will tell." 

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Laurie Guest

Breaking Away From Service Fatigue

When dealing with customer service issues creeps into your daily routine, make changes to regain the performance you expect in the field and on the phone *By Laurie Guest*

Does it feel like no matter how hard you try to please your customer, it isn't enough? Are you in charge of leading others and the faster you train teams and build energy, the quicker it seems to fade? Are you a business owner feeling hopeless about the neverending needs of staff and customers while trying to achieve a profitable bottom line? You're exhausted, right?

This exhaustion is what's called service fatigue, defined as that feeling that keeps you from delivering the excellent customer service your staff and clients have come to expect. Left unchecked, this weariness can impact your business in many negative ways, from short tempers to lost business.

Let's unpack the what, where, why, and how of service fatigue and get on the path to busting out of it.

Make work a welcoming, encouraging environment for your technicians, drivers and office workers so they can give your customers a reason to crow about the great experience they had.

WHAT DOES SERVICE FATIGUE LOOK LIKE?

You know what customer service should look like. Attentive. Proactive. Genuine. Service fatigue is "less than," and it presents in many forms. It's when your customer experience is less than you — or they — expect. It's a lack of energy, elevated stress, constant ambivalence, difficulty concentrating, missed deadlines, frequent mistakes or safety compliance issues.

The trickiest kind of service fatigue to spot is the kind the team thinks they can hide from customers. It's still

there, lurking beneath the surface, threatening to bring everyone down in its undertow.

WHERE DOES SERVICE FATIGUE COME FROM?

After a stressful few years, various challenges have caused service fatigue levels to skyrocket. But the truth is, service fatigue can strike at any time, and much of it is really nothing new. It's short-tempered customers who escalate to anger quickly. It's trying (and usually failing) to juggle multiple priorities at a time. It's navigating ever-changing business policies. It's responsibilities that outnumber hours in the day. It's one bad attitude draining a team's morale. Service fatigue can come from anywhere, and knowing how to identify it is half the battle.

WHY DOES SERVICE FATIGUE MATTER?

The short answer: It matters because it impacts your bottom line. When service fatigue takes over at your business, everything is at risk.

You can play a huge part in lessening that burden for your team and your customers. If it's possible, make work a welcoming, encouraging environment for your staff so they can give your customers a reason to crow about the great experience they had. By recognizing service fatigue and equipping your team with the tools to bust out of its grip before it's too late, you'll ensure that everyone's experience is that much better.

HOW DO WE MITIGATE THE EFFECTS OF SERVICE FATIGUE?

There are countless ways to bust out of service fatigue, and no two businesses will adopt exactly the same solution. Decades of experience in the customer service industry prove that there's no silver bullet to finally overcoming exhaustion. Rather, it takes a combination of strategy, patience and commitment to bolster your team and get them back on track to deliver the kind of remarkable customer service you and your customers expect.

Continued ▶



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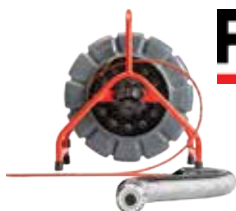
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Here are a couple strategies for busting out of service fatigue:

- Build better boundaries

Professional boundaries can be the single best tool to help with service fatigue, whether you need to put them in place with your boss or you need to ensure your team knows that work/life separation is a good thing. Unless it's imperative, do you really need to reply to emails at 8 p.m.? Is that gap or hiccup in a process at work really yours to lose sleep over?

We all can and should go above and beyond to deliver customer service excellence. But when you're doing far more than is expected, you may be bringing service fatigue on yourself. Be honest: Are you guilty of your own boundary breakdowns? Are there honest conversations you can have to get those boundaries — and your energy levels — back on track?

Re-evaluate your boundaries today and find where you can firm them up. You'll soon see what a difference they make in boosting your energy and positive attitude.

- Grant yourself rest


While some have mastered the art of taking breaks, others tend to do things fast — and often multitask. We like the concept of rest, but the demands on our time often get in the way of our ability to truly take a break.

There are as many as seven types of rest, from physical and emotional to creative and spiritual. The truth is, they're all important, and giving ourselves the space to breathe when things get stressful is imperative. Rest can mean putting down your phone an hour early and reading a book instead, or using a work break to do a brief silent meditation.

When we prioritize rest and start to see it as doing good for ourselves, we are more energized to deliver customer service excellence.

WHEN DO I NEED TO ADDRESS SERVICE FATIGUE?

No surprises here: If you recognize the signs of service fatigue, now is the time to bust out of it.

Start by identifying what's causing the fatigue, then set aside time to plan for change, including both big and small steps to reinvigorate your team and return to delivering customer service excellence. When you commit to the change, the hardest part is already over. All it takes from there is digging in to bust out of service fatigue once and for all. 

Laurie Guest, CSP, CPAE, is a speaker and author working on her third customer service book on the topic of service fatigue. Visit www.laurieguest.com



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Lighting the Way

Pipe lining system's UV curing helps California contractor achieve better productivity and increased profits

By Ken Wysocky

Chris Reynolds is a big believer in reinvesting profits into cutting-edge equipment that can improve both his business and better serve the company's customers.

So when he first heard about the LightRay LRI pipe lining system from Perma-Liner Industries (part of the Waterline Renewal Technologies family of companies), he says he immediately was all in.

"We were the third to buy the system," says Reynolds, who co-owns Hall's Plumbing in Woodland, California, with his wife, Jennifer. "I was super excited about it."

And with good reason. Reynolds says this system, along with other pipe lining technologies, helped him grow the business from 11 employees when the couple bought the company in 2016 to 33 people today. Hall's Plumbing also runs 27 service vehicles.

Woodland, CA

COMPANY Hall's Plumbing,
Woodland, California

OWNERS Chris and Jennifer Reynolds

MACHINE LightRay LRI UV LED-light pipe
lining system from Perma-Liner
Industries

FUNCTION Lining 3-, 4- and 6-inch-diameter
pipelines

FEATURES Fiberglass liners wetted-out in
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that activate the resins; cures
up to 6.3 feet of liner per minute;
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multiple 90-degree bends; liner
can cure underwater

COST About \$92,000

WEBSITE www.hallsplumbing.net



▲ Chris Reynolds uses LightRay technology to cure an 80-foot section of pipe liner in a 4-inch-diameter, cast iron sewer pipe located under a kitchen at a convalescent home. The entire project required lining about 400 feet of failed sewer lines, and Reynolds says the technology enabled his company to finish the job in seven days. (Photo courtesy Hall's Plumbing)

The LightRay LRI system, designed to line 3-, 4- and 6-inch-diameter pipelines, ticks off a lot of boxes that are priorities for Reynolds — greater productivity, less down-time for customers, access to new markets, reduction of labor requirements and costs per project, and increased profitability.

In fact, Reynolds says the LightRay LRI technology helped the company land a \$1.4 million contract to line 155 10- to 15-foot-long clay pipe sewer laterals in a trailer park, plus another 8,000 feet of 6- to 8-inch clay main-line sewers.

Reynolds says the LRI system also helped him win a lucrative maintenance contract to handle sewer issues for a national chain of dialysis centers with nearly 90 facilities.

INNOVATIVE TECHNOLOGY

A 50-foot-long “light train” that features a double strand of UV LED lights sets the LightRay technology apart from competitors. The system can “cast” — or cure — up to 150 feet of pipe at a rate of 6.3 feet per minute — no heat or ambient curing needed. The liner and light

“It’s almost exactly like using an ambient-curing system, just much faster.”

Chris Reynolds

train can navigate multiple 90-degree bends.

Moreover, the fiberglass liner comes already wetted-out with a non-thermal resin that’s temperature-stable and can be stored for up to nine months with no refrigeration required. That eliminates the time-consuming and tedious chore of mixing resins on site, then wetting-out a liner. It also minimizes the amount of equipment needed on job sites, Reynolds says.

In addition, only the light train can activate the casting process, so it only starts to cast when a contractor is ready to roll, regardless of the temperature, humidity or other factors. That produces more consistent cure times on all jobs, which makes scheduling projects easier, Reynolds notes.

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“This technology reduces the cast time from up to several hours to just minutes,” says Reynolds. “It also saves us a substantial amount of labor and provides a wonderful service for our customers, especially our time-sensitive commercial customers. Instead of, say, a convalescent home or a factory going without sewer service for hours, we can reconnect their sewer lines in less than 60 minutes. We can cast (cure) a liner in 10 to 20 minutes, and we no longer have to work during the night on commercial jobs.”

To prep laterals for lining, the company relies on robotic descaling/cutting machines from Picote Solutions, IMS Robotics, Boldan, Schwalm Robotic and Dancutter. For line reinstatements, the company invested in equipment from Hurricane Reinstatement Solutions.

WORK FASTER, LESS LABOR

The LightRay technology also significantly improves productivity and reduces labor.

“We make more money because we can do more jobs per day,” Reynolds says.

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The company can better compete on project bids because the LRI system requires only two technicians and sometimes an assistant instead of a four-person crew.

“Labor is the largest piece of overhead on a job,” Reynolds says. “But this technology cuts our man-hours by 40 to 50% to around 20 to 24 man-hours for a typical lining job. For example, we’ll be able to shoot up to four laterals per day per crew on that trailer park job, instead of maybe just one or two per crew.”

The system is relatively easy to use, too.

“It’s not any more difficult than traditional cured-in-place lining,” he says. “It’s almost exactly like using an ambient-curing system, just much faster. It’s super simple — you shoot in the liner, insert the light train, press a button and watch it glow for 10 minutes or so until it shuts off automatically. It can even cure that fast underwater.”

GREAT ROI

Of course, all those advantages come at a price — about \$92,000 for the LRI system. Reynolds also invested in the LightRay LR3 system, designed to perform point lining repairs in 3- to 6-inch-diameter pipelines. It cost roughly another \$30,000.

But the two lining systems offer a great return on investment, Reynolds says.

“The LRI paid for itself in about seven to eight months,” he says. “As long as you’re busy shooting liners, you can pay off this equipment quickly. You have to get familiar with it and then create a market for it. If people don’t know it exists, they can’t take advantage of it. And if people don’t know you have it, they won’t call you. The key is getting the word out.”

So does Reynolds believe the LightRay technology has lived up to its billing?

“No doubt about it,” he says. “No piece of equipment checks off every box. But when you combine the LRI and the LR3, you check off a majority of them. This technology has opened up a whole other realm of possibilities. The ability to do jobs so much quicker differentiates us in the market from our competitors. And it enables us to do specialty jobs other people in our area can’t do.”

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Answering the Call

Answering services are one way plumbing companies don't have to worry about missing potential customers and still give crews their time off **By Cory Dellenbach**

As nice as it would be, customers don't stop calling after normal business hours are finished. Emergencies and other calls can come in at any time of the day — your busiest time, over the weekends, overnights and holidays. Nothing is off limits for when a plumbing customer could be trying to reach you.

What are you supposed to do? Make sure you and your team can answer the phone all the time? That's not feasible for many companies out there, but answering services are one way plumbing business can solve the problem of making sure customer calls are getting answered.

"It is so vital to have a reliable, creditable answering service that you can rely on 24/7, so that you never miss a call or lead," says Ashley Tells, founder and owner of Right Way Answering Service.

Right Way Answering Service is a full-service answering service and call center customized to fit all business needs.

"We specialize in providing service specifically to the home service industry," Tells says. "We offer a variety of services and plans that can fit into any budget and our elite agents will fulfill your customer needs in a friendly and professional manner."

Plumber recently spoke with Ashley about why she founded Right Way Answering Service and the company's drive to help contractors.

Plumber: Why is a good answering service so important to a service company?

Ashley: Being able to have a service that you can quickly roll your phone lines over or catch overflow if you are experiencing an influx in calls or if one of your staff members calls out sick, we are here 24/7 to help so that your busi-

ness can operate normally. We have heard from many contractors about their struggle to find a reliable answering service that provides exceptional service. We can be of service during company meetings so the business can conduct the meeting uninterrupted, when managers have to travel, or simply at the end of the day so that the owners can enjoy time outside of the office uninterrupted with the peace of mind that all of their customers are receiving the care, and service needed.

Plumber: Tell me about Right Way Answering Service, how was it founded, what does your company do?

Ashley: Right Way Answering Service specializes in providing service specifically to the home service industry. We offer a variety of services and plans that can fit into any budget and our elite agents will fulfill your customer needs in a friendly and professional manner. Don't miss any more calls, let us be your extended office. You

no longer have to worry about after hours, weekends or holidays. We provide live support with our highly trained and professional customer service representatives every minute of the day!

Plumber: The company doesn't only service plumbing companies, but that is where it got its start, what has the growth of the company been like?

Ashley: The growth of our company has been absolutely amazing. It's extremely rewarding to be in an industry that is not only helping people get their home serviced, but also knowing we are helping other business owners support and grow their business as well.



▲ Ashley Tells, owner and founder of Right Way Answering Service

Plumber: What type of services does the company handle? Just answering customer calls or more?

Ashley: On our answering service side, our customer service representatives will answer your calls 24/7 and capture the caller's information. Messages are then distributed per your request. When a call comes in, we alert you via phone call, text or email based on your preferences.

With virtual reception, the representatives will answer your calls during your business hours and capture caller's information. Callers are then connected over to the personnel that they requested. We will schedule appointments for your customers within your CRM (customer relationship management) based on your instruction. Our CSR's are an extension of your company and will act as if they are your front office personnel.

With the dispatch service, our representatives will answer your calls 24/7 and capture caller's information. Technicians are then dispatched based on the information you provide. We build custom solutions based on your business needs.

We take care of each client as if it were our own business. We pride ourselves in short hold times and we never miss a call.

Plumber: Is it difficult for a service company to get started with an answering service? What is the process like?

Ashley: We have made the process of setting up the business's customized account extremely simple. Step one is simply tell us about your business, and we will work with you to build responses for all of your customers' inquiries, whether it's new leads, or existing customers. Step two is start forwarding your calls to us. Step three is getting instant notifications. We will provide details of all the interactions via your communication preferences.



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Plumber: What is the future for Right Way Answering Service?

Ashley: Our goal is to be able to provide this exceptional service to as many contractors as possible that are in need. Our service is life changing. We don't sleep so you can. We started as a small office answering one phone line for one contractor and our reputation and key performance indicators have enabled us to quickly extend our services to others.

Plumber: Anything else you'd like to add?

Ashley: We take care of each client as if it were our own business. We pride ourselves in short hold times and we never miss a call. All of our customer service representatives are highly trained and accredited by Power Selling Pros which is the number one phone coaching company in the nation. Our team is hand picked with highly caring individuals that will exceed all expectations. "It's not done right, unless you do it the RIGHT WAY!" 📞



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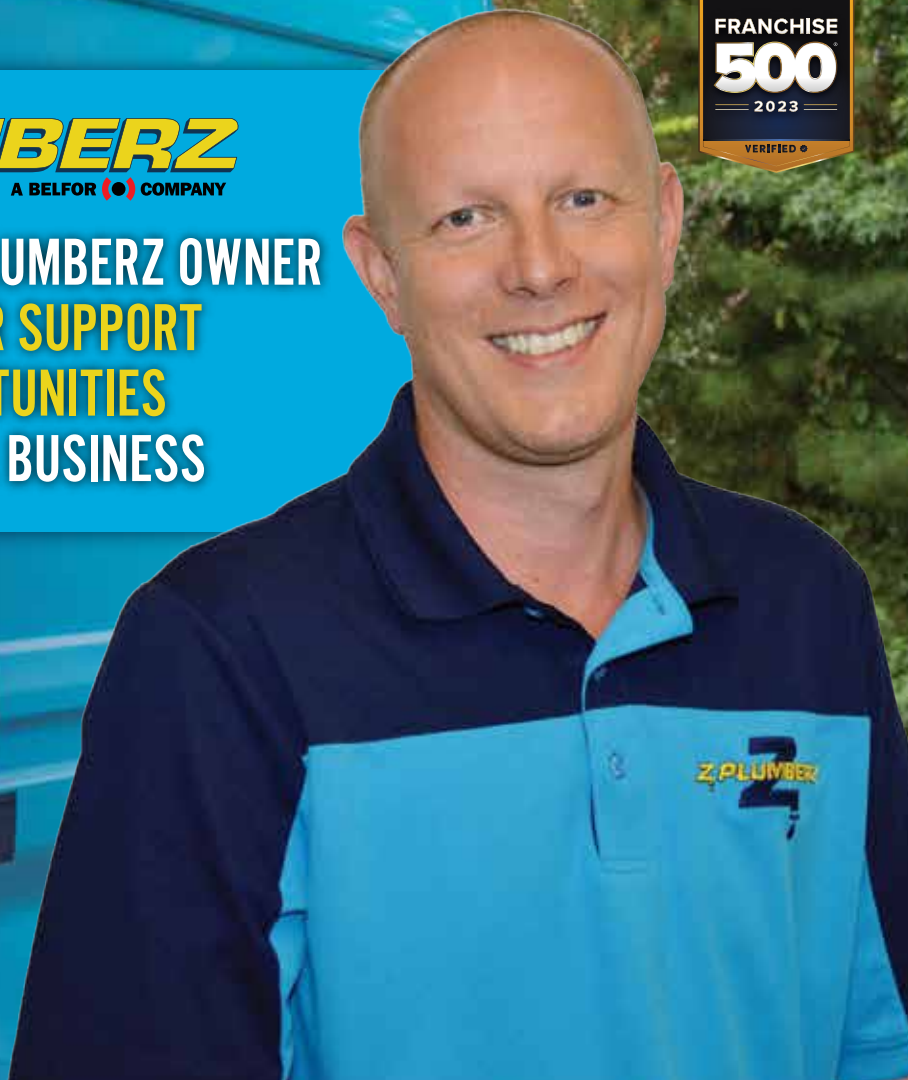
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Dave Bailey

Benefits of Best Practice Groups

From opportunities provided to agreements, be sure to carefully look at what a best practice group has to offer your company

By Dave Bailey

Several years after getting his plumbing license, Bill decided it was time to open his own company. Bill considered himself an above average plumber with great customer service skills.

How hard could it be to run his own, successful, plumbing company? Bill did what many new companies do: Bill decided to base his prices on what his competitors are charging. A year or so after starting his business, Bill hired another plumber. The sky was the limit! The phone almost rang enough to keep both plumbers busy, which was OK because Bill was wearing a lot of hats. He was answering the phones, dispatching, writing checks to pay the bills and he was running service. Bill was an employee in his own company. He didn't feel like he owned a business, he felt like the business owned him.

Several months after his new plumber started, he quit. He had a baby on the way and his new family needed health insurance. Bill was beside himself. He was ready to quit and go back to working for his former employer.

Bill's problem wasn't his plumbing knowledge. Someone taught him to be a great plumber, but nobody taught Bill how to be a business owner. Bill realized that he needed help and he remembered that he had received a few invitations to join some best practice groups. If these companies did what they claimed, Bill could find some of the answers that he needed.

For plumbing companies, the benefits of best practice groups can be significant. These groups provide an opportunity for plumbing professionals to share knowledge and experiences, learn about new technologies and best practices in the field, and network with others in the industry. This can lead to improved performance and increased efficiency for plumbing companies, as well as greater satisfaction and retention of top talent.

One of the primary benefits of best practice groups for plumbing companies is the opportunity for learning and

professional development. Plumbing professionals who participate in these groups can stay up-to-date with the latest industry trends and technologies as well as learn about new techniques and approaches to problem-solving. This can help them to provide better service to their clients and to work more efficiently, which can lead to increased profitability for the company.

In addition to learning opportunities, best practice groups can also be a valuable resource for networking and building professional relationships. Plumbing professionals

To get the most value out of a best practice group, it's important for plumbing companies to ensure that the group has a clear purpose and focus, and to have a diverse group of participants.

who participate in these groups can connect with others in the industry, both locally and nationally, and build relationships that can be beneficial for their careers and their businesses. This can be especially valuable for plumbing professionals who work in small companies or in isolated locations, as it provides them with a support network and access to a wider pool of expertise.

Another key benefit of best practice groups for plumbing companies is the opportunity to improve performance and increase efficiency. By sharing best practices and ideas, group members can identify and address common challenges and find ways to work more effectively. This can lead to increased productivity and better outcomes for the organization as a whole. Additionally, by providing

opportunities for learning and professional development, best practice groups can help plumbing companies retain top talent and improve employee engagement.

To get the most value out of a best practice group, it's important for plumbing companies to ensure that the group has a clear purpose and focus, and to have a diverse group of participants. Regular meetings and communication are also crucial for maintaining momentum and keeping group members engaged. By participating in a best practice group, plumbing companies can tap into the collective knowledge and expertise of their peers and improve their performance, leading to better outcomes and greater success.

There are many best practice companies to choose from, so how do you decide which is best for you? Here is some information that you can look for:

Ask for testimonials. If they have a happy customer base, ask to speak to one or two of their contractors to see

what they like and don't like. Also, has their company grown since they have been a customer?

Ask why they are different from other best practice groups. Do they provide a variety of tools for you to choose from to use to grow your company, or do they supply a one size fits all approach that has been successful?

What is their agreement like? Will you be locked into a many year's long agreement, or would you be able to cancel if things don't work out for you?

As part of their agreement, do they get a percentage of your revenue? If so, are their customers successful and able to deal with the loss of revenue because they have been more successful because of their membership with that specific group?

Do their customers openly share information with one another? Sometimes it's better to get the answers you need from those that have faced the problems you have faced and have found solutions.

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Dave Bailey is the vertical market manager, plumbing for Service Nation Inc. and has 25 years working in the plumbing industry — 23 in the field. If you would like to send a message to him, email dbailey@servicenation.com.

Septic and Sewer Systems

By Craig Mandli

Remote monitoring system keeps lake safe



Problem: The Missouri Department of Natural Resources, in order to approve an operating permit for a multi-unit MBR treatment system discharging into the Lake of the Ozarks, required that high water alarms be monitored remotely by cell service. The lake is protected water and any untreated sewage is a violation and subject to fines. The homeowners association, engineer and contractor were all searching for a good product at a reasonable price.

Solution: Webtrol Pumps and LEC partnered to promote IQ2 remote monitoring devices that can operate without relying on a power supply and can transmit alerts to the cellular devices of the homeowners and the maintenance providers. For this application there are two treatment units that run in parallel with separate alarm systems. One **IQ Pulse** endpoint contains two sensors, thus was capable of monitoring both units. Additionally, since the existing control panels monitored everything from high water, blowers and pumps through one alarm, any malfunction within the treatment unit would set off an alert so that problems could be corrected before any damage occurs.

Result: The IQ2 has been monitoring the two treatment units for over a year. The 10-year battery is monitored by the same system as the alarms. Cellular service through FirstNet was covered for the first year and subsequent years are modestly priced and paid annually. **800-769-7867; www.webtrol.com**

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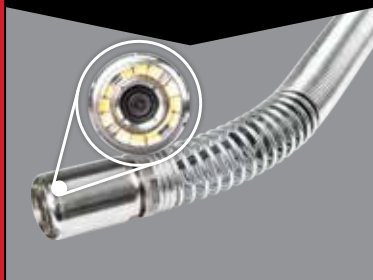
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Septic and Sewer Systems

By Craig Mandli

Advanced Treatment Units

Airvac vacuum sewer collection system

Airvac's vacuum sewer collection systems are a mechanized method of transporting wastewater. Differential air pressure creates flow rather than gravity or pressure. Essentially, a vacuum sewer collection system is a vacuum-assisted gravity sewer system. Systems require a vacuum station. Vacuum pumps at the vacuum station maintain vacuum on the collection mains. To maintain this vacuum, a valve at each sewage input point seals the system. The valve opens automatically when a given quantity of sewage accumulates in a collection sump. This valve is entirely pneumatic in its control and operation. Differential pressure between local atmospheric pressure and the vacuum pressure provides the thrust needed for wastewater transportation. **800-247-8229; www.airvac.com**



Fuji Clean CE

Fuji Clean's CE model series offers a one-tank configuration, small footprint (7 by 4 feet for the smallest model), low power draw, easy plug-and-play installation, simple and efficient operations and maintenance, and consistent treatment (90-95% BOD and TSS removal). No preceding septic tank is necessary. It is NSF 40 certified, and there are no moving in-tank parts. An external air blower (FujiMAC RII) introduces oxygen to aerobic chambers and powers two internal air lift pumps, which manage sludge return and discharge of clean effluent. CEN technology provides enhanced denitrification into its standard treatment process and produces a consistently high-quality effluent (NSF 40/245 certified: 5 BOD, 6 TSS and 10 TN) from straight septic wastewater. It has all the same easy installation and maintenance features of the CE models and an optional wireless telecommunication package. **207-406-2927; www.fujicleanusa.com**



Norweco Singulair HK Green

The **Singulair HK Green** wastewater treatment system from **Norweco** is designed for areas that require significant and consistent reduction of total nitrogen. The hybrid system combines suspended and attached growth biological processes, and consists of pretreatment, anoxic, aeration and clarification chambers, followed by the biofilm reactor. It uses an extended aeration process to treat wastewater and features technology to enhance or optimize denitrification. Wastewater in the system undergoes a 70-hour retention to ensure adequate exposure to all treatment processes. **800-667-9326; www.norweco.com**



Excavation Equipment

Hydra-Flex Reaper

The **Reaper** from **Hydra-Flex** clears and cleans by combining a powerful rotating front stream that cuts through blockages and cleans pipe walls, while the back streams propel the nozzle forward to break through anything in its path. With stainless steel housing and tungsten carbide wear surfaces, its strength has proven for long life in the harshest environments. With four versatile nozzle sizes, it is built to tackle residential, commercial or municipal sewer issues. It was designed to be repairable — not replaceable — and repair kits extend the nozzle's life and have you back up and running in just 10 minutes. **952-808-3640; www.hydrflexinc.com**



Soil Surgeon hydroexcavating tool

The **Soil Surgeon** hydroexcavating tool fits any sewer combination truck equipped with a telescoping 6- or 8-inch boom. The tool has a 1-inch water connection. The operator controls water pressure and power through truck controls. It has a 6-foot Tuff-Tube with



handles to guide the unit down for potholing or side to side for trenching. Six jets boring inward cut the soil while six boring outward bring the tube down. **949-363-1401; www.soilsurgeoninc.com**

Takeuchi TB335R compact excavator

Available in cab or canopy models, **Takeuchi's TB335R** compact excavator features a short tail swing design with a rear overhang of just 3.1 inches over the tracks, making it ideal for working in tight or confined spaces. The cab model has an operating weight of 8,310 pounds, a maximum bucket breakout force of 9,127 pounds and a maximum arm digging force of 4,290 pounds. A 24.4 hp engine delivers a maximum torque of 70.6 ft.-lbs. Additional cab features include a 7-inch touchscreen, multifunction color display as well as air conditioning, heat/defrost, windshield wiper and washer, skylight w/ sunshade and AM/FM radio with Bluetooth technology. Canopy models include a 4.3-



inch, high-definition, multifunction display. Both models have low-effort, pilot-operated joystick controls and a deluxe high-back suspension seat with head rest and retractable seat belt. The Takeuchi Fleet Management telematics system is standard, providing remote diagnostics, scheduled maintenance and alert settings. **706-693-3600; www.takeuchi-us.com**

Grease Bacteria/Chemicals



Duracable Manufacturing ProClean Drain Line & Grease Trap Treatment

ProClean Drain Line & Grease Trap Treatment from Duracable Manufacturing can reduce the need for grease trap pumping by as much as 65%. It uses a high concentrate of selectively adapted bacteria to degrade greases, fats, long-chain fatty acids and other organic wastes. Suitable for commercial locations such as restaurants, where a heavy concentration



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of waste products can clog drains quickly, it builds a bio-film of microbes on the walls of drainlines and grease traps. It works continuously, consuming grease and organic waste before it has a chance to build up. It is safe to use around food processing areas. For best results, use with a Time Flow Meter, also available from Duracable. **800-247-4081; www.duracable.com**

Oatey Hercules Cesspool Cleaner

Hercules Cesspool Cleaner from **Oatey** helps guard against troublesome accumulation of grease and organic matter in cesspools and septic tanks. It works by removing grease and sludge from baffles, pump floats, distribution boxes and lateral lines. Additionally, it helps restore a pump system within a few hours of adding it, and will not harm concrete, concrete block, cinder block or metal tanks. It can be used in emergencies to temporarily eliminate back-ups and overflows. Additionally, it is safe to use on plastic, clay or cast iron sewer lines. **800-321-9532; www.oatey.com**



Pumps



Ashland Pump Effluent Pumps

Heavy-duty effluent pumps from **Ashland Pump** are available in multiple horsepower sizes for various performance requirements, and feature efficient permanent split capacitor motors. The oil filled pumps have an upper and lower ball bearing design and handle solids up to $\frac{3}{4}$ of an inch. They are made of heavy-duty cast iron, with cast iron impellers and equipped with a piggyback switch (20-foot standard cord) or in manual configurations. They are offered in 3/10, 4/10, $\frac{1}{2}$, $\frac{3}{4}$, 1 and 1-1/2 hp models. Ashland Pump is located in Ashland, Ohio, and manufactures a complete line of pump products for the residential wholesale market. **855-281-6830; www.ashlandpump.com**

Crane Pumps & Systems Barnes Rival Grinder Pumps

Barnes Rival Grinder Pumps from **Crane Pumps & Systems** are engineered to vigorously reduce solids in residential sewage applications, where basic sewage ejector pumps continue to clog due to a high solids load. The pump features an axial cutter, which provides superior clog resistance, and a 1 hp, 3,450 rpm motor, available in 115- or 230-vent Single phase power. The discharge connection is a 2-inch vertical NPT, and the pump is constructed of robust cast iron with a bronze impeller. Both models include an optional wide-angle float for automatic operation. The pump can also be installed in a PitPro Basin Package, which is ideal for residential bathrooms, laundry rooms, utility sinks and floor drains. The package features a split cover for simplified basin access, a custom modeled basin, inlet hubs for easy connection to piping, and a ribbed floor to limit pump rotation due to torque during grinding. **937-778-8947; www.cranepumps.com**



Franklin Electric Little Giant Pit+Plus

The **Little Giant Pit+Plus** package from **Franklin Electric** provides an all-in-one solution for light duty wastewater management. Each package includes a roto-molded polyethylene basin — the pit — combined with the user's choice of Little Giant pump. The addition of the 1 hp grinder pump option joins the already available 4/10 and 1/2 hp sewage pump choices. The basin is available in two sizes: the 24x24 JR or 20x30 SR. The Little Giant 16G Series 1 hp grinder pump has a cutting mechanism modeled after the unique design used in larger Franklin Electric models. The heavy-duty 1 hp class F motor provides optimal power to prevent flushables and other debris from clogging and causing downtime. **844-250-4982; www.littlegiant.com**



Saniflo Sanicubic 2VX

The **Sanicubic 2VX** lift station from **Saniflo** provides above-floor drainage for multiple plumbing fixtures for a commercial structure, eliminating the need for costlier and less convenient pit installations. It is an ideal solution for projects where conventional, below-floor drainage is impossible or too costly to install. Equipped with two 1.5 hp motors, the



lift station is capable of discharging effluent through either 2- or 4-inch rigid pipe and offers a shut-off head of 43 feet. It employs an internal air pressure switch for automatically cycling the unit on and off. The unit also comes equipped with a wired control panel, as well as an external audible and visual LED indicator alarm in the event that a pump experiences overload or ceases to operate. Featuring easily removable circular panels on top, the IP68 enclosure permits ready access to every major component inside. **800-363-5874; www.saniflo.com**

Zoeller Pump 72 HD Series

Zoeller Pump's 10 and 15 hp 72 HD Series is an expansion to its existing grinder product offering now ranging from 1 to 15 hp. The units include a dual carbon ceramic shaft seal, moisture and thermal sensor, a buna-n gasket to protect the 3,450 rpm motor, and class F windings. Pumps are available in 208, 230, 460 or 575 volts with a three-phase connection. The 3- or 4-inch ANSI flanged horizontal discharge allows for easy adaption to competitor



grinder or solids handling rail systems. Pumping performance ranges from 250 feet at shut off and a max flow at 150 gpm at 50 feet TDH. Removable legs clear the bottom of the pump to allow debris to flow easier into the cutter assembly when used with a guide rail assembly. This assembly uses a 440 stainless steel with a Rockwell C hardness of 55-60 cutter and cutter plate in a scissor-like cutting motion that reduces solids down to 1/8 inch. **800-928-7867; www.zoellerengineered.com**

Pump Controls

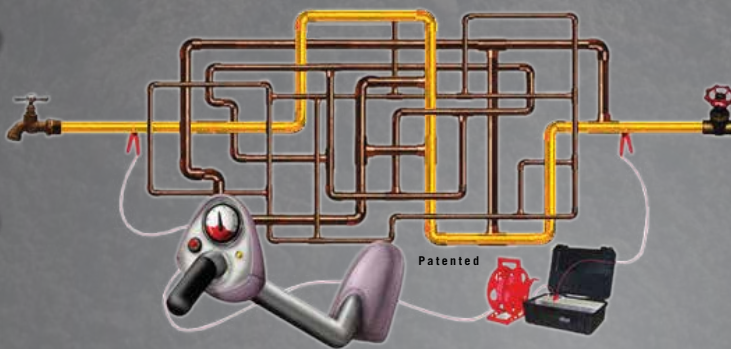
SJE Rhombus Model 112

The **Model 112** control panel from **SJE Rhombus** features a user-friendly simplex controller. It controls one 120, 208 or 240 VAC single-phase pump in water and sewage installations. The simplex controller



Pulsar 2000 Line Tracer

- ✓ Locate Lines
- ✓ Locate Water Leaks
- ✓ Training Video



The **Pulsar 2000** line tracer is designed primarily to locate metallic pipes. The Pulsar 2000 is a directional line tracer. Connect the Pulsar's powerful and unique transmitter to your target pipe and locate only that pipe. Locating can be accomplished under floors, in walls and in ceilings. The Pulsar 2000 does not require grounding.

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We have been using the **Pulsar 2000** along with the XL2 fluid detector and Geophones since January 1989 in our leak locating business. Our leak locates are **accurate 95% of the time**, but I can honestly say, the line we trace is always there. Our equipment is user-friendly and requires very little training, as you will see on the video. Purchase the **Pulsar 2000** line tracer, XL2 fluid detector and Geophones, and start locating leaks immediately.

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has a touch-safe housing clearly labeled and elevated in the enclosure. It has LED status indicators for pump run, power on and float status; float push-to-test buttons; an HOA switch that allows you to easily switch between Hand, Off and Auto; and form C auxiliary alarm contacts. There's also an optional adjustable seal failure circuit and red LED indicator. It has built-in pump failure and float out-of-sequence detection. In addition, there are three user-selectable field-programmable options: alarm steady state or flashing; alarm auto reset or manual reset; and optional seal failure alarm beacon plus horn activation. It is also UL listed. **888-342-5753; www.sjerhombus.com**

Septic System Bacteria/Chemicals

Cape Cod Biochemical CCLS

CCLS from **Cape Cod Biochemical** was originally formulated for municipal waste treatment facilities, and the technology has been miniaturized for onsite septic systems. It contains enzymes immediately available to break down solids buildup in drains, pipes, septic tanks and soil absorption systems. It also contains reproductive bacteria for continued aid in solids digestion and settling, suspended solids removal and odor control. Regular use along with periodic pumping is intended to provide many years or trouble free use. **800-343-8007; www.septiconline.com**



Century Chemical Bio-Tab

Bio-Tab from **Century Chemical** is a tablet that sinks to the bottom of septic tanks where build-up problems begin. There, self-reproducing bacteria and enzymes gradually dissolve to create a growing area of activity, digesting and liquefying organic waste — treating the entire system, including the drainfield. Common household chemicals such as anti-bacterial products, bleaches, detergents, or a heavy presence of antibiotics can kill already low levels of bacteria in the septic system. When this happens, waste is no longer being digested, resulting in buildups of solids that plug the system and give off offensive odors. Bio-Tab is able to establish itself by working from the inside out, and regular usage — combined with routine pumping — can aid and support the natural digestion



of waste, helping septic systems to maintain good working condition. **800-348-3505; www.bio-tab.com**

Septic Tanks

Infiltrator Water Technologies CM-1060

The **CM-1060** septic tank from **Infiltrator Water Technologies** offers strength, efficient storage, and easy installation in a compression-molded septic tank design. The first in a new line of CM-Series tanks, the tank is manufactured using recycled polypropylene and is similar in design to the IM-1060 septic tank which was introduced by Infiltrator in 2010. Seven inches longer than the IM-1060 due to the rounded end walls, it will include the Infiltrator septic tank lid design and be compatible with the watertight EZsnap Riser family of products. Like the IM-1060, it is a two-piece septic tank offering shipping and storage efficiencies. Additional sizes will be available in the future. **800-221-4436; www.infiltratorwater.com**



Jet Inc. BAT Media Plants

Jet Inc. BAT Media **Plants** offer variable capacity in an NSF 40 and 245 listed treatment system. The precast concrete J-1500 Series provides complete effluent treatment from 500 to 1,500 gpd with the convenient option of a fully integrated pump tank. The 500 and 800 gpd PLT Series tanks are the lightweight, rotational molded alternative to the concrete J-1500 Series. The seamless polyethylene tanks are easy to transport and install in the most difficult site conditions. **800-321-6960; www.jetincorp.com**



Septic Tank Components

Pagoda Vent

Decorative **Pagoda Vents** come in 16-, 24- and 36-inch sizes, and fit over 4-inch PVC pipe. The original vents are bark (brown) or moss (green) color to blend into the landscape. The newest copper offering




will add patina over time or can be maintained as a pristine copper landscape feature. All versions support the long life of system components by providing septic field microbes the oxygen they need to thrive, concrete tank gas release to mitigate microbial induced corrosion, and pressure relief for pumps. An optional odor filter cartridge uses concentrated media for years of odor control, according to the maker. **888-864-1468; www.pagodavent.com**

Industrial Odor Control Heavy Duty

Industrial Odor Control's residential workhorse, the **Heavy Duty**, is for residential and light industrial applications for the removal of the odors associated with volatile organic compounds. It comes with the first charge of carbon, Norit Darco's H2S Sulfursorb Plus. This carbon is engineered to work efficiently in high-humidity conditions. The filter housings are manufactured from heavy-duty



schedule 40 PVC. They come with an end-of-service indicator, a qualitative (yes/no) colorimetric indicator for the end-of-service life of carbon adsorbers and filters. It provides real-time indication of the breakthrough of hydrogen sulfide gas, allowing the customer the ability to order replacement carbon before the odor returns. It is located on the side of the filter and is easily viewable from the ground, allowing the homeowner to know when the carbon is becoming saturated without climbing on the roof or waiting until they notice an odor breakthrough. The indicator is waterproof. **866-667-8465; www.industrialodorcontrol.com** 



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Product Spotlight

Liner provides unparalleled stretch characteristics

By Craig Mandli

Cured-in-place pipe lining continues to make inroads in both the municipal and residential markets. However, one of the largest gaps in the lateral and in-house CIPP liner market has been a highly flexible offering that can handle 90-degree bends and diameter transitions while still offering control in longitudinal stretch or drawback. WovoX, a joint venture between sister companies MaxLiner and Applied Felts, fills that gap by providing stretch and drawback characteristics that are reliable and repeatable.

WovoX's unique seamless design makes it ultra-flexible to seamlessly transition to diameter changes within a pipe run without a taper, and smoothly finish around bends up to 90 degrees with very minimal wrinkling on the inside bend. Most other flexible transition liners will expand, however, the end result often doesn't meet the required finished thickness, such as when transitioning from 4 to 6 inches, the liner in the 6-inch portion will typically be under 3 mm. WovoX, though, according to Applied Felts Director of Business Development Gil Carroll, will maintain finished thicknesses as intended.

"I have been fortunate enough to be a part of some tremendous innovations and development project teams in my 30-plus years in the CIPP market, but very few have



been this exciting and game-changing," Carroll says. "It took years of hard work on many fronts that came with plenty of obstacles, but what we have created here is a CIPP liner targeted towards the plumbing market that is more versatile and flexible than anything that we have offered before."

Because of WovoX's ability to invert easily and line turns/pipe diameter transitions, it is an ideal liner for under-slab and in-building installations, whether that be on a residential or commercial property. Its versatility allows the installer to complete the project that presents the installer with limited and difficult installation access. The range and capability of the product allows installers to stock one type of liner to be used in a variety of pipe sizes and configurations. "Maxliner has changed the game with WovoX," says Justin Sloan, co-owner of Sloan's Septic and Sewer in Oakley, Michigan. "It handles transitions flawlessly and shoots in like butter. It will be the new go-to for our ultra-flexible liner!"

"From our perspective, all of the effort and time was worth it, and we envision the CIPP market benefiting greatly from what we have to offer with our next generation of the WovoLiner family of products," says Carroll. 877-426-5948; www.maxlinerusa.com

Find Sources of Sewer and Plumbing Odors and Inflow with Superior 5E Smoke Blower

Smoke testing is a cost-effective solution ideal for hard-to-find odors, leaks and other faults in commercial, residential and municipal facilities. It's a quick and effective way to find plumbing faults when testing laterals and building plumbing. The Superior 5E Electric Smoke Blower gently pushes smoke throughout the system to find cracks, leaks and quickly identify problems. It takes only minutes to set up the blower and seconds to see the results. Superior's 5E Electric Smoke Blower easily connects to any

clean-out, port or vent to smoke test the entire system. Made in the USA, the durable 5E is complete with 8 feet of industrial-grade hose. Use with 1A or 2B Superior smoke candles which create 4,000 or 8,000 cubic feet of smoke, respectively. Superior's smoke candles are also sold in convenient SealPac cans which extend shelf life. 732-251-0800; www.superiorsignal.com/pl5





Intellihot Electron tankless heat pump water heater

Intellihot's Electron family of tankless heat pump water heaters are designed and built for commercial applications. Electron units include: the iE1, an integrated unit with a thermal battery that can be installed indoors or outdoors; and the iE6, a larger modular heat pump that installs outdoors and pairs with the iB3, a thermal battery that installs indoors. The unit uses electric heat pump technology with CO₂ as the refrigerant paired with a specially designed thermal battery. CO₂ is environmentally friendly; it has superior heat transfer characteristics compared to synthetic refrigerants; it's a naturally occurring substance and abundant in the atmosphere; and it's safe because it's nonflammable and nontoxic. The specially designed thermal battery stores heat energy and enables heating water on-demand without the need to store large quantities of potable water. The Electron offers 24/7 factory monitoring to ensure endless volumes of water up to 170 degrees F, and multiple units can be wirelessly cascaded via Bluetooth. All can be made solar-ready with a quick upgrade. 877-835-1705; www.intellihot.com

Cherne heavy-duty poly lift line

Cherne Industries, part of the Oatey family of companies, introduced its heavy-duty poly lift line, engineered to outlast the harshest environments as pipe plugs are inflated or deflated. Available in lengths ranging from 10 to 50 feet, the poly lift line is designed with a 3/8-inch heavy-duty inside diameter hose, covered with an industrial-grade, heavy-duty spiral wrap. Its hardware and fittings are made of stainless steel, and a heavy duty rubber cover protects the line's gauge. The lift line comes with clear-coated zinc-plated steel hooks and industrial quick disconnects. 800-843-7584; www.cherneind.com



Oakville Stamping & Bending Total 1 line

OS&B launched its new Total 1 line of bath wastes. Available in ABS and PVC models, with multiple kit types and closure mechanisms, Total 1 includes both offset and direct drain bath waste configurations in one bag, so there's no wasted parts. Contractors won't have to keep both offset and direct drain bath waste kits on hand, and wholesalers can reduce inventory costs and maximize shelf space. 877-314-6040; www.osb.ca



Thermal Solutions AMP-L condensing boiler and water heater

Thermal Solutions, a Burnham Corp. subsidiary, offers the AMP-L condensing boiler and water heater in five sizes: 400, 500, 650, 800 and 1,000 mBh. AHRI certified and rated at 97% and 98% thermal efficiency respectively, the AMP-L is available in either a natural gas or propane configuration. Included are the low-water cutoff and high and low gas pressure switch making the AMP-L CSD-1 compliant. It is equipped with a strength-adding 3-in-1 vent connector which allows for the use of polypropylene, CPVC or stainless steel venting. AMP-L is capable of up to 200 equivalent feet of vent in AL29-4C, polypropylene or CPVC. Modbus communication also comes standard. Measuring only 27 inches wide, the AMP-L easily fits through most doorways and is easily maneuverable in the boiler room. AMP-L stacks two-high without the need for accessory racking systems. 717-239-7642; www.thermalsolutions.com

Uponor Smatrix Pulse smart home technology

Uponor's Smatrix Pulse is a solution that offers precise wireless comfort control of radiant heating and cooling along with forced-air heating and cooling in multiple zones throughout a structure. It is one system that connects to a smart home assistant and can also be controlled remotely via an app. Designed for single-family residences in new construction, retrofit and remodel applications, Smatrix Pulse provides connection to a smart home assistant for voice-activated control and allows remote control anywhere with internet via the Smatrix Pulse app, which can be downloaded from Google Play or the Apple App Store. The wireless thermostats, which have a maximum distance of 98 feet from the controller, eliminate the time, cost and hassles of running wires. In addition, the innovative auto-balancing technology eliminates the need for manual balancing, providing faster system reaction times and greater energy savings for homeowners. 800-321-4739; www.uponor.com/en-us





Noritz Hybrid Hot Series water heater

Noritz America's Hybrid Hot Series provides a continuous hot water supply and quick hot-water recovery. The Hybrid Hot mounts the Noritz NCC199CDV commercial condensing tankless water heater onto a 119-gallon storage tank. The tankless unit draws cold water from the side port of the attached tank. Once heated within the NCC199CDV to the desired temperature, set between 100 to 185 degrees F, the heated water travels via a pipe that connects the hot water outlet at the bottom of the tankless water heater to a port located on the side of the storage tank near the top. The combination of the storage tank and tankless water heater in the Hybrid Hot Series offers flexibility for indoor commercial applications that require a large dump load of hot water over a short period of time without the use of multiple tankless water heaters. The hybrid unit has a 317 gph delivery rate and is equivalent to two tankless water heaters. 714-433-2905; www.noritz.com



Mueller Steam Specialty Series 90 butterfly valve

Mueller Steam Specialty, a Watts brand, introduced the Series 90 butterfly valve which is designed for commercial and industrial applications working with pipes from 2 to 40 inches. The butterfly valves are ideal for water supply applications in hydronic cooling and fire protection systems. Like the Series 88, the Series 90 can be used to control the flow of liquids, gases and slurries. In addition, the Series 90 complies with API 609 and MSS-SP-68 standards; is bubble-tight at 290 psi differential, enabling it to work with larger pipes up to 40 inches in diameter; boasts a double offset RPTFE seat designed for 500 degrees F and a carbon steel body, also with a stainless-steel stem and disc. 800-334-6259; www.watts.com



Bradley top-fill soap system for WashBar models

Bradley's new Top Fill Multi-feed Soap System is now available with all WashBar handwashing models. The soap system features a large capacity 1.3-gallon tank that can supply soap to up to three WashBars at once. Perfect for medium-to high-traffic commercial applications with multiple handwashing stations, the top fill multi-feed soap system boosts maintenance and efficiency in a number of ways. A single, easy-to-access top fill hub allows staff to refill multiple soap reservoirs all at one time and the system accommodates either foam or liquid universal soap. A smart sense system with LED indicator on the fill port illuminates to indicate when the tank begins to run low on soap or battery power, taking the guesswork out of maintenance. Smart sensors also provide audible and visual indicators to prevent overfilling and mess. The fill port hub is made of durable chrome-plated brass construction to withstand heavy usage in busy restroom environments, and its tamper-resistant screw heads off vandalism attempts. 800-272-3539; www.bradleycorp.com



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Franklin Electric welcomes new team members

Franklin Electric welcomes three new customer-facing team members to its Industrial & Engineered Systems business unit. Andrew Ross will take on the role of senior business unit manager – aftermarket, while David Gray and Marty Lehmann will serve as business unit sales managers for the Industrial Distribution and OEM business units, respectively.

Ross will lead the company's growing aftermarket parts business, working with fleet and industrial distribution teams to provide critical parts and help customers maintain and increase the lifespan of their equipment. Lehmann joins the IES team with more than 25 years' sales and business development experience, and will focus on bringing Little Giant's growing product line to OEM customers. Utilizing his 20 years' industry experience, Gray will take over responsibility for the company's industrial distribution customers across the Southwest region.



▲ Andrew Ross



▲ Marty Lehmann



▲ David Gray

Asahi/America welcomes Mike West as new sales manager

Asahi/America added Mike West as district sales manager for the Midwest sales region, which includes Illinois, Wisconsin, Minnesota, Iowa, North Dakota and South Dakota. He comes to the company with a background in water and wastewater treatment plant installations, and will assist distributors and engineers with sales and specification efforts for Asahi/America's family of thermoplastic fluid flow products.



A. O. Smith expanding Tennessee facility for new product development

A. O. Smith announced plans for a new product development center at its Lebanon, Tennessee, location. Construction will begin at the existing Lochinvar campus to include a state-of-the-art engineering facility where next-generation water heating and boiler technologies will

be developed. The company will also be expanding the Lebanon manufacturing facility to support future production lines, including space for new decarbonization products.

Campbell names controller at Cornerstone One

CornerStone One announced Amber Campbell as controller of its Brookfield, Wisconsin-based commercial plumbing, earthwork, HVAC and site utilities operation. Campbell was previously office manager for John Beres Builders and has also served as office manager and payroll specialist at Anderson Ashton.



Uponor North America makes donations honoring Unsung Heroes

Uponor North America, in partnership with its corporate offices in Finland, announced a global donation of approximately \$26,600 that will be split between five charities in countries Uponor serves as part of the company's Unsung Heroes campaign. This internal campaign recognized employees who volunteer and serve as ambassadors for organizations that serve their local communities. While more than 30 organizations nominated by Uponor employees, the following Minnesota-based nonprofit groups will be receiving a \$5,320 donation from Uponor: the American Red Cross, Stand with Ukraine MN and Minnesota Assistance Council for Veterans. Emmaus Europe and Down Madrid Association will also be receiving donations.



▲ Recipients of the Uponor North America Unsung Heroes donations gathered in Apple Valley, Minnesota, to be honored with their donations. From L-R: Alex Khrystych, Sarah Qualy, David Nguyen, Yakov Gradinar, Nate Martineau, Aubrey Mozer, and Yury Aroshidze.

Keven McCook appointed to vice president, Rinnai Latin America

Rinnai America has promoted Keven McCook from director of business development for Rinnai Latin America to vice president of Rinnai Latin America. In his new role, McCook will focus on growth strategies that will help develop new and existing revenue streams in three key segments: residential, commercial, and industrial and agricultural.

Continued ▶

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Cindy Sheridan named CEO of PHCC National

After serving as interim chief executive officer of the Plumbing-Heating-Cooling Contractors — National Association, Cindy Sheridan was named the organization's chief executive officer during the association's January board of director's meeting in Texas. Sheridan is a Certified Association Executive with more than 30 years' association management experience. She most recently was the PHCC Educational Foundation's chief operating officer, where she oversaw the development of innovative programs to help develop a highly skilled and well-educated industry workforce.



Controls. Matco-Norca operates five distribution centers located in California, Texas, Illinois, Georgia and New York.

Oatey announces personnel promotions

Oatey announced the promotion of Paul McKay to vice president, Canada. In his new role, McKay will lead the daily operations of Belanger (Tubular Industries of Canada), in addition to his existing responsibility for G.F. Thompson and Oatey Canada SCS. The company also announced National Showroom Sales Manager Christen Allen will lead tile showroom sales in addition to the kitchen and bath market, serving as sales manager, showroom and tile sales.



▲ Paul McKay



▲ Christen Allen

NIBCO completes acquisition of Matco-Norca

NIBCO has completed the acquisition of Matco-Norca. Matco-Norca will continue to operate separately as a wholly-owned subsidiary of NIBCO and its leadership team will remain in place. The acquisition also includes the purchase of Matco-Norca's sister company, SVF Flow



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May 17-18

Tampa Build Expo, Tampa Convention Center - East Hall, Tampa, Florida. Visit www.buildexpousa.com

June 5-7

Safety 2023 Professional Development Conference & Exposition, Henry B. Gonzalez Convention Center, San Antonio. Visit www.safety.assp.org

June 11-14

AWWA Annual Conference & Exposition (ACE), Sheraton Centre Toronto, Toronto. Visit www.events.awwa.org

June 12-14

Women in the Mechanical Industry (WiMI) 2023 Conference, Renaissance Cleveland Hotel, Cleveland. Visit www.mcaa.org/events/

June 18-20

Canadian Institute of Plumbing & Heating (CIPH) Annual Business Conference, Delta St. John's Hotel and Conference Center, St. John's, Newfoundland. Visit www.ciph.com



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Houston Build Expo, NRG Park Center - Hall E1/E3, Houston. Visit www.buildexpousa.com

Aug. 30-31

Atlanta Build Expo, Cobb Galleria Centre - Halls C & D, Atlanta. Visit www.buildexpousa.com

Sept. 24-28

International Association of Plumbing and Mechanical Officials 94th Annual Education and Business Conference, Hyatt San Antonio, San Antonio. Visit www.iapmo.org/ibu/events

Sept. 28 - Oct. 1

American Society of Plumbing Engineers Tech Symposium, Maydenbauer Center, Bellevue, Washington. Visit www.aspe.org/conventions-symposiums/

Oct. 3-6

Service World Expo, Phoenix Convention Center, Phoenix. Visit www.serviceworldexpo.com

Oct. 3-5

WaterSmart Innovations, South Point Hotel and Conference Center, Las Vegas. Visit www.awwa.org/events-education/watersmart-innovations

Oct. 22-25

Mechanical Service Contractors of America Annual Education Conference, JW Marriott, Marco Island, Florida. Visit www.mcaa.org/events/calendar/msca-2023-annual-educational-conference/

Oct. 25-27

PHCC Connect 2023, Huntington Convention Center, Cleveland. Visit www.phccweb.org/connect

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