

# P R O

PORTABLE RESTROOM OPERATOR

August 2008  
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**Keeping  
Race Fans  
Clean**

Maui Showers  
serves Indy 500

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# THE KOHLER EXPERIENCE

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Attendant Clinton Allen freshens the interior of a Kohler restroom trailer at the Triple Crown race, the Preakness Stakes, this summer. (Photo courtesy of Kohler Rental)

# PRO

PORTABLE RESTROOM OPERATOR

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## Offering the VIP Treatment

**As more special event attendees demand just-like-home portable sanitation, is it time to boost your restroom trailer fleet?**

By Jim Kneiszel

I've attended the same indoor-outdoor springtime farm equipment trade show for the past several years and, as is my habit, I've always made a mental note of the portable sanitation setup.

It's a challenging special event, with unpredictable April Wisconsin weather, sprawling grounds and big crowds (with attendees often skewing older) playing a role in portable restroom choices. I've never talked to the event organizers about their decision-making, but I can tell that they've struggled to strike a balance between providing the most comfortable facilities and controlling costs.

From what I saw this year, I've determined that comfort has finally trumped budgetary concerns. Clean, green Ameri-Can Engineering restroom trailers parked amid the outdoor equipment displays indicate a trend among special event planners to provide better and better facilities.

The first year I attended this trade show, organizers ordered smaller, no-frills restroom trailers that were a welcome sight on a cold, rainy day. However, the second and third year, I found standard drop-tank restrooms lined up inside party tents. The weather was particularly cool one of these years, and portable heaters were used to blow warm air inside the tents. With a few sinks and

ADA units, the facilities certainly seemed adequate.

But perhaps adequate was no longer good enough for a trade show that draws thousands of potential equipment buyers. If you want to encourage them to stay on the grounds longer and enjoy the experience, it's got to be a good idea to give them a better restroom experience.

*I've never talked to the event organizers about their decision-making, but I can tell that they've struggled to strike a balance between providing the most comfortable facilities and controlling costs.*

So it came as no surprise when I found the restroom trailers — bigger and better models from Pit-Stop Portables in Brownsville, Wis. — parked at the show this year. With climate-controlled trailers, the show sponsors no longer had to worry about near-freezing temperatures, soggy grounds or basic drop tank restrooms discouraging some customers from sticking around.

Perhaps you've had customer's request restroom trailers more often in the past year or two. Are those inquiries piling up to the point you might be considering either adding to your existing fleet of trailers or buying your first trailer? Are you waiting to hear



Portable sanitation offerings for a springtime farm equipment show included this Ameri-Can Engineering trailer and PolyPortables Inc. Enhanced Access Units. (Photo by Jim Kneiszel)

from other contractors about the demand for bigger ticket items like this?

If so, we're here to help. This month, *PRO* is stuffed to the gills with valuable information on restroom trailers.

### COMPARE THE UNITS

With the economy presenting significant challenges to many portable sanitation providers, you need as much information as possible to make sound purchasing decisions. For starters, turn inside for the second in our series of restroom trailer roundup stories, focusing on the mid-grade unit offerings designed to serve many customers who want the comfort and convenience of a trailer, but don't need a VIP model. Writer Ed Wodalski ("Comfort on Wheels") offers a side-by-side comparison of many manufactured trailers, with a unique look at the specifications you value most in a restroom trailer. Through the report, you can compare everything from frame sizes to hitch configurations, even learning which models come with an iPod dock for the stereo system.

A year ago we compared entry-level trailers and received a positive response. Let us know if this feature was helpful, and we may look at the top end models next time.

### WHAT ARE OTHERS THINKING?

In our *Think Tank* feature ("Rolling Profit Centers"), writer Mary Shafer talks to PROs about the market for specialty or restroom trailers in their territories. One company, Bob's Johns in Durango, Colo., has two restroom trailers and is considering adding a shower trailer to serve a major client, the U.S. Forest Service. The company reports an increase in requests for trailers, particularly for performers at music venues.

Another company, Bio-Gard Inc., of Columbia, Mo., is taking a wait-and-see approach to purchasing a restroom trailer. With music festivals on the rise, the company is continually gauging demand to determine if a trailer would be a sound investment.



### A HOT SHOWER FOR INDY CAMPERS

In this month's *On Location* story ("Freshen Up"), we travel to the Indianapolis 500 to see how Maui Showers of Burnsville, Minn., provides thousands of hot showers for fans camping at the storied racetrack venue. Writer Betty Dageforde learns how the specialty company has streamlined service procedures and improved trailer design to give good value to its customers.

While not every contractor can serve a high-profile event like the Indy 500, Maui Showers' efforts prove that campers at major special events are willing to pay \$10 to clean up.

### PORTABLE SANITATION OF THE RICH AND FAMOUS

In this month's *PROfile* story, ("The Kohler Experience"), I had the good fortune of peeking into the VIP restroom fleet of plumbing fixture giant, the Kohler Co.

Entrepreneurial company owner Herbert Kohler Jr. saw a restroom trailer parked at one of his famed Wisconsin golf courses for a major tournament in 1999 and decided then and there that the company should build its own trailers. Kohler later contracted with Ameri-Can Engineering to add to its fleet. His goal was to design a trailer that would be at home at the highest-profile special events in the nation.

Since its first unit was produced, Kohler trailers have parked at some pretty tony affairs, from Triple Crown horseracing tracks to the NBA All-Star Game to New York fashion shows. Kohler's product manager for restrooms, Steve Hoffman, shares some of the design touches that help place the distinctive forest green trailers in those special locations. ■

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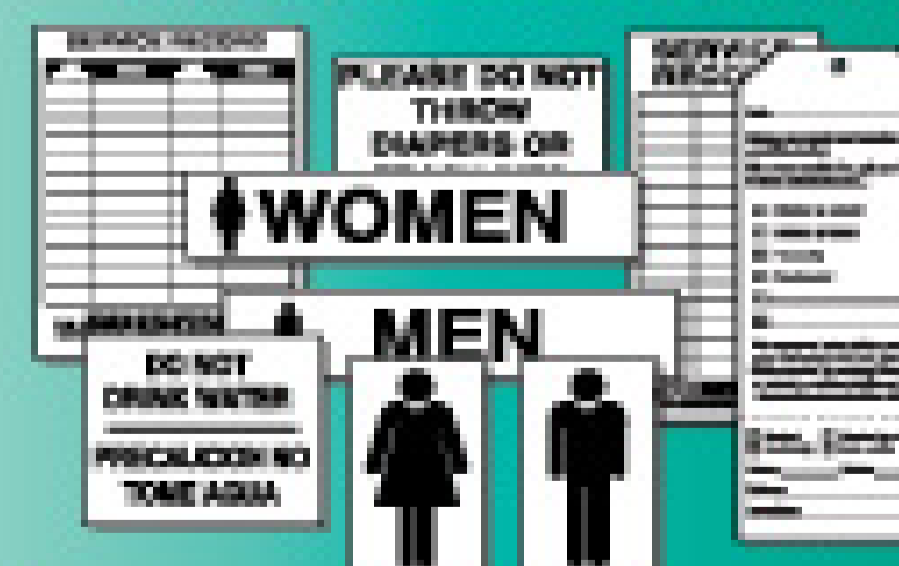
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*Writer Judy Kneiszel has operated her own small business for a decade and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at [thewordhouse@ameritech.net](mailto:thewordhouse@ameritech.net).*

# Cheap Yet Effective — That's Referral Marketing



**Referrals work wonders for boosting business, but contrary to popular opinion, they don't just happen. You may need to nudge a customer to spread the word about your quality service.**

*By Judy Kneiszel*

**B**efore ordering a book on Amazon.com, potential buyers can read reviews written by other customers who have read the book. On eBay, sellers live and die by their customer feedback ratings. And in more than 120 cities in the U.S., people can find a plumber, carpenter, carpet cleaner and a host of other services through something called Angie's List, which is like an online service directory with reviews that consumers pay to access.

Reviews, feedback, ratings ... it all may seem very 21st century, but really, these are just new words for an age-old business concept, "the referral." Potential customers have always trusted those who have already bought something to tell them if a product or service is worth their money. In short, people trust previous buyers more than sellers.

Would you select an eye surgeon based on a noisy "two-eyes-for-the-price-of-one blowout sale" radio advertisement or your sweet grandmother's testimony that after her surgery she can read the fine print on her prescription bottles from 20 feet away and she never felt a thing during the procedure?

## **GRANDMA KNOWS BEST**

Clearly grandma is more credible to you because you've known her your whole life and she's never steered you wrong. And that's the beauty of referrals: when a customer refers you to their friend or relative, your business gains immediate credibility, even if the friend has never heard of your company before.

Good old word-of-mouth referral is the cheapest form of marketing there is. And effective too. But for as long as referrals have been around, business people have had hang-ups about them. Mainly, they just expect them to happen, are confused when they don't, but are shy about asking for them.

Referrals work because they don't just blanket a wide, general audience; they go directly to individuals who actually need your particular product or service. For example, if a company does a great job painting my house, I will refer that company to the guy across the street whose paint is peeling. He's a definite prospect for the painter.

However, if the painting company does a mass mailing of flyers, at least half the flyers might go to people living in homes with vinyl siding. This doesn't mean businesses don't benefit from other forms of advertising and that flyers might not be helpful. But referrals are targeted marketing at its finest and free on top of

it, and therefore should not be left up to chance.

Here are some ways to make sure referrals happen for your company:

### **Bring up referrals early in your relationship**

Discuss the possibility early on in your relationship with a customer. There is no harm when agreeing on contract details to throw out a request for referrals when the job is done. For example, you might say, "Our service people will check on the rest-

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*Give a happy client more than one business card and more than one brochure. That way, they have something physical to give their associates when referring your company, and a constant reminder on their desk to actually make the call and refer you to someone.*

---

rooms at your event twice a day to ensure they are clean and well stocked. We hope that if you are happy with the service we provide, you'll refer our company to others." It's really another way of saying how serious you are about providing good service. You are telling the customer the

restrooms won't just be clean enough to get by; they will be clean enough to make them take notice and tell people about it.

### **Ask**

While it is the essential first step, doing a good job isn't always enough to get referrals. When you've successfully completed a job, it helps to specifically ask the client if they know anyone else who could use your services. Don't do it in a desperate sounding way, but in a we-just-want-to-be-helpful sounding way.

### **Supply extra materials**

Give a happy client more than one business card and more than one brochure. That way, they have something physical to give their associates when referring your company, and a constant reminder on their desk to actually make the call and refer you to someone.

### **Offer incentives**

This is where referrals stop being absolutely free, but an



incentive may inspire repeat customers to give you referrals. If you offer 10 percent off their next bill for every new client a customer refers to you — and who signs on the dotted line — they might think longer and harder about who else could use your services.

#### Think beyond customers

Referrals don't just come from existing customers. Ask vendors, suppliers and acquaintances for referrals, too. If your accountant's brother's daughter is having a huge outdoor wedding, guess which portable restroom company will pop into his mind over drinks when he's consoling his brother who is overwhelmed by the burdens of being the father of the bride?

#### Join a group

In many communities there are organized networking groups. Typically, only a single company representing each profession is allowed in the group: one plumber, one lawyer, one electrician, one portable restroom operator, etc. Everybody gets a chance to talk to the group about his or her particular company. Often members end up hiring others from the group when they need the particular services a member's company provides. Group members also refer the businesses of fellow members to people they know outside the group.

#### Say thank you

Even if you don't have a formal referral incentive program in place, it's good form to send a personal letter on company letter-

head thanking whoever it was who referred you to a new customer. If they think they went through the trouble of referring you and you didn't even notice, they aren't likely to do it again. A small acknowledgement can go a long way toward securing future referrals from an individual.

#### FINISHING TOUCH

One last thing. The referral system should not be a one-way street. Don't just think in terms of who can be a referral for your business; also think in terms of who you can refer your customers to. That's a system even more ancient than the referral system. It's called karma. ■

## INDUSTRY NEWS August 2008

### United Site Services Acquires Texas Pride Portable Toilets

United Site Services Inc. has acquired Texas Pride Portable Toilets LLC of Denton, Texas. The acquisition is the third for USS in 2008 and will enable the company to enhance its services to customers in the northern suburbs of the Dallas-Fort Worth area, and offer seven locations in Texas. Texas Pride was founded by Deanna and Tony Broadbent in 2004. In 2007, the company received the Vesta Award for outstanding customer service from the Greater Dallas Homebuilders Association. ■





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# THE KOHLER EXPERIENCE



Kohler Rental's fleet of restroom trailers includes this model with a rear-mounted handicap unit that is hydraulically lowered on location. (Photos courtesy of Kohler Co.)



Eric Blaker, a rental application specialist for Kohler Rental, snaps skirting in place around a 32-foot trailer at the 2008 Preakness Stakes.

## Dominant plumbing fixture manufacturer added upscale restroom trailers as logical extension of special event services it offers nationwide

By Jim Kneiszel

**H**erbert Kohler Jr., chairman, CEO and president of the plumbing supply manufacturer that bears his name, was at the U.S. Women's Open golf tournament at his company's Blackwolf Run course in Wisconsin in 1999 when he had a business epiphany.

Walking around the lush golf course, Kohler spied a restroom trailer placed where VIP visitors could use it. The light bulb went on — as it so often does for the entrepreneurial leader of the 135-year-old family business that has branched into restaurants, resorts, golf courses, etc.

"We need to have restroom trailers in our fleet as well," Steve Hoffman, the company's product manager for restrooms, recalls of Kohler planting the seed to become a national service provider of upscale restrooms.

### PROTOTYPES

From that germ of an idea, Kohler remained involved in developing a line of restroom trailers — a tasteful fleet of forest green units with gold Kohler graphics — approving every aspect of the units under development. Hoffman recalls Kohler inspecting three prototypes before approving his first production trailer in 2001.

Stressing that the units would be rented to customers for the highest-profile events in the country, Kohler insisted on using the company's top-end china fixtures and interior designs from the best decorators the company employed. He had to be pleased when the Kohler Co. trailers prompted high praise from some of the wealthiest and most influential people in the country attending President George H.W. Bush's birthday bash a

few years back at the George Bush Presidential Library and Museum.

Hoffman recalls a reluctant VIP user's response after emerging from a Kohler trailer.

"The woman was in there for 15 min-

### Kohler Rental Kohler, Wis.



**Owner:** Kohler Family

**Services:** Temporary site services; generators, temperature control and luxury restrooms

**Service territory:** National

**Web site:** www.kohlerrental.com

Shelita Hicks, a temporary worker from Preacher Janitorial, empties a trash bin inside a Kohler restroom trailer at the Pimlico Race Course.





"The portable restroom is still king and I don't think that will ever go away. But there will be a lot more awareness, from a health issue, that the trailers have normal plumbing and concealed (waste) tanks."

Steve Hoffman

utes and she comes out with a big smile on her face. She says to her husband, 'Sweetheart, you have to check out the men's side,' " Hoffman recalls. "They weren't just using a porta-potty. They were getting the *Kohler Experience*."

The *Kohler Experience* in restrooms is spreading. From modest beginnings, Kohler has steadily improved on its narrow line of high-end trailers, built out since about 2004 by American Engineering to Kohler specs. The company won't say how many of the 24- and 32-foot trailers it's built itself or commissioned from the Argos, Ind., restroom trailer manufacturer, but it stocks six main regional sales offices across the country.

#### KOHLER RENTAL

Rather than selling its trailers to service providers, Kohler has made restroom leasing a logical offshoot of its Kohler Rental area, which is part of the Kohler Power Division. The Power Division, one of the company's four major business segments, provides power, air conditioning, tents and restrooms for the most opulent events in America. The other three major business areas for Kohler are the Plumbing, Hospitality and Interiors Group divisions.

High-end portable sanitation service jobs start with the Professional Golf



Kohler Rental power equipment is set up to serve the Pimlico Race Course for the Preakness Stakes. Below, one of the Kohler restroom trailers is strategically placed near tents used for entertaining at Pimlico.



Association of America tournaments held at Herbert Kohler's Whistling Straits course on Lake Michigan, near the company's headquarters in the village of Kohler. It stands to reason that if you can pass muster with the PGA and its discriminating fans, you can branch off into high-profile events like Triple Crown horseracing venues and presidential soirees.

Early on, Kohler's aim was not to compete with restroom trailer manufacturers or established liquid waste pumpers. It contracts with American for construction of a number of units each year, which are then parceled out to regional sales offices in Los Angeles, Las Vegas, Dallas, Orlando, Washington, D.C., and Chicago. The trailers are either leased directly from Kohler sales reps in those offices or 80 nationwide Kohler Rental distributors, or the units are rented by portable sanitation providers who need a VIP unit

for one night or up to three months, according to Hoffman.

Kohler does no pumping, so it hires local liquid waste haulers for that service.

"We're pretty happy with the service we've been getting," Hoffman says of the company's developing relationship with a network of pumpers that cleans its units on location. "There's a learning curve. It takes them a little bit of time to learn what Kohler is. Kohler only settles for the best, and once our (hired pumpers) understand that, they're more than willing to rise to that level."

#### ONLY TWO SIZES

The first incarnation of Kohler restroom trailers, built at the company headquarters, were 24-foot models that have three stalls and two lavatories on the women's side and one stall, two urinals and two lavatories on the men's side.

Below, the 2004 Kentucky Derby was one of the first major events where Kohler restroom trailers were used. At left, Clinton Allen of Preacher Janitorial cleans the urinals in a Kohler trailer at the Preakness Stakes.





"The woman was in there for 15 minutes and she comes out with a big smile on her face. She says to her husband, 'Sweetheart, you have to check out the men's side ... They weren't just using a porta-potty. They were getting the *Kohler Experience*.'"

Steve Hoffman

After a few years and a number of events, the company diversified its fleet to include a 32-foot trailer with double the capacity — six stalls for women, three stalls and three urinals for men — and a 32-foot ADA model. The ADA model is essentially the 24-foot trailer with a hydraulically lowered handicapped facility at the back end.

Adding to the flexibility is that Kohler can plumb supplemental waste tanks directly into the trailers' holding tanks to extend use between cleanings.

"We can pretty closely predict the waste volume we'll create during an event. If the onboard tank isn't enough, we'll connect a supplemental tank," Hoffman explains. "We will not pump out a tank during an event. That's an absolute last resort."

Herbert Kohler chose a monotone forest green exterior for the restroom line so that the units will blend in with their surroundings, particularly for golf tournaments.

Simple Kohler graphics sporting the catchphrase, "The Bold Look of Kohler," are meant to blend in as well, but Hoffman said the company also has a way to cover up the graphics when customers prefer the units unmarked.

#### JUST-LIKE-HOME PRODUCTS

Kohler doesn't aim to compete with portable restroom companies that provide more general services. For most work site or special events set-

tings, Hoffman says, portable restrooms and basic restroom trailers are fine. The same goes for better commercial restroom trailers. Many units meet the needs of most customers who demand restroom trailers.

Hoffman does see a general trend toward just-like-home portable sanitation and away from the basic portable restroom unit with a drop tank. But he still believes there's room in the industry for the full range of products available today.

"The portable restroom is still king and I don't think that will ever go away," Hoffman says. "But there will be a lot more

One of the horses dashes for the finish line at the Pimlico Race Course on Preakness Day. The 1-mile oval track is located on 140 acres in Baltimore.



Well-shielded from track visitors, a 60-kilowatt generator provides power for housed betting stations at the Preakness.



An attendant holds the door for restroom trailer users at Pimlico.

## Kohler produces restroom service DVD

As a portable sanitation contractor dealing with turnover in the worker ranks, you probably wish there was a more efficient way to train new employees on how to service restrooms or restroom trailers.

Kohler Co. believes it might have the answer to meeting its own unique training needs. The plumbing fixture manufacturer that has branched into restroom trailer rentals is producing a 30- to 45-minute DVD to teach new and temporary workers how to set up, tear down and service its fleet.

Steve Hoffman, the company's product manager for restrooms, is overseeing production of the DVD being designed in chapter format to address every aspect of restroom trailer service for new company hires and temporary workers who take care of the units at a single event. Workers will be able to watch the DVD in its entirety or revisit specific sections to review important procedures in the field.

The streamlined training — due to be finished this summer — becomes more critical as Kohler expands its restroom trailer business, making face-to-face sessions more difficult.

"We are scattered coast to coast with regional offices. If you only have one shop, training is not as difficult to do. But for us, hands-on training is more complicated logistically," Hoffman explains. The DVD will cut Hoffman's training-related travel by 90 percent, and he hopes it will reduce the number of calls he receives to walk workers through setup or breakdown procedures.

Consistent customer service might be a good reason for smaller companies to consider a DVD training tool. If everyone receives the same training, the service results should become more consistent. And while smaller companies might not have the training budget that Kohler has, the technology to create DVD presentations is becoming more affordable.

"It'll help the end customer. The better trained you are, the quicker you can respond if there's an issue," Hoffman says.





awareness, from a health issue, that the trailers have normal plumbing and concealed (waste) tanks, and there's not an open pit that you can see. I see (demands) changing over the years, but in construction, we won't see that change soon." ■

## Kohler's hot special event venues

Kohler Co.'s high-end restroom trailers have been placed at some of the nation's trendiest event venues. If you're searching for a new ultra-opulent client to rent a restroom trailer, check out where Kohler's been:



A 24-foot Kohler trailer was placed for the grand opening of Millennium Park along Chicago's lakefront in 2004.

### Luxury auto industry events

The auto industry is turning to upscale touring test drive events to attract well-heeled customers to give new models a try. BMW was one automaker that called on Kohler to provide restrooms, tents and generators for these specialty on-location marketing events.

### Corporate shindigs

For its 100th anniversary, UPS held major parties for employees at 60 locations throughout the U.S. Kohler set up a trailer at party tours on the East and West coasts and employees celebrated in the office parking lots.

### Restaurants

When a chain of restaurants in Houston was remodeling, they hired Kohler to park restroom trailers on site rather than close down operations. Restroom contractors may find restaurants willing to rent an upscale, climate-controlled trailer as an option to having customers use makeshift bathrooms during renovations.

### Exclusive sporting events

Kohler cut its restroom trailer service teeth at PGA golf events at some of the top courses in the country. The rest of its sports clients read like a who's who of the ultimate athletic venues, from Triple Crown horseracing to the Super Bowl to the National Basketball Association All-Star Game.

### Fashion shows

Perhaps no client is more attuned to the latest designer trends than the New York City fashion crowd. Kohler rolled out its newest designer fixtures and flawless service to keep the models and other celebs happy with the facilities.

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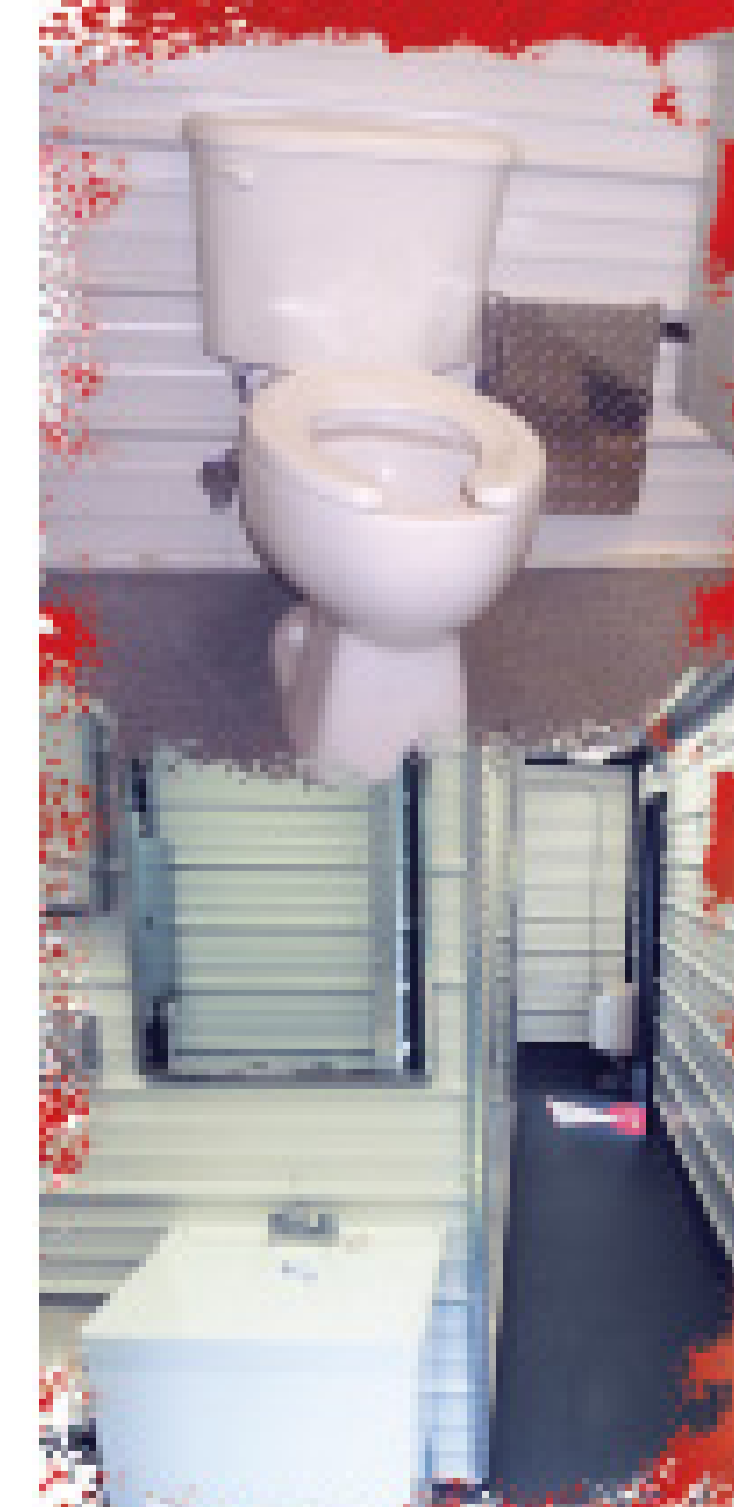
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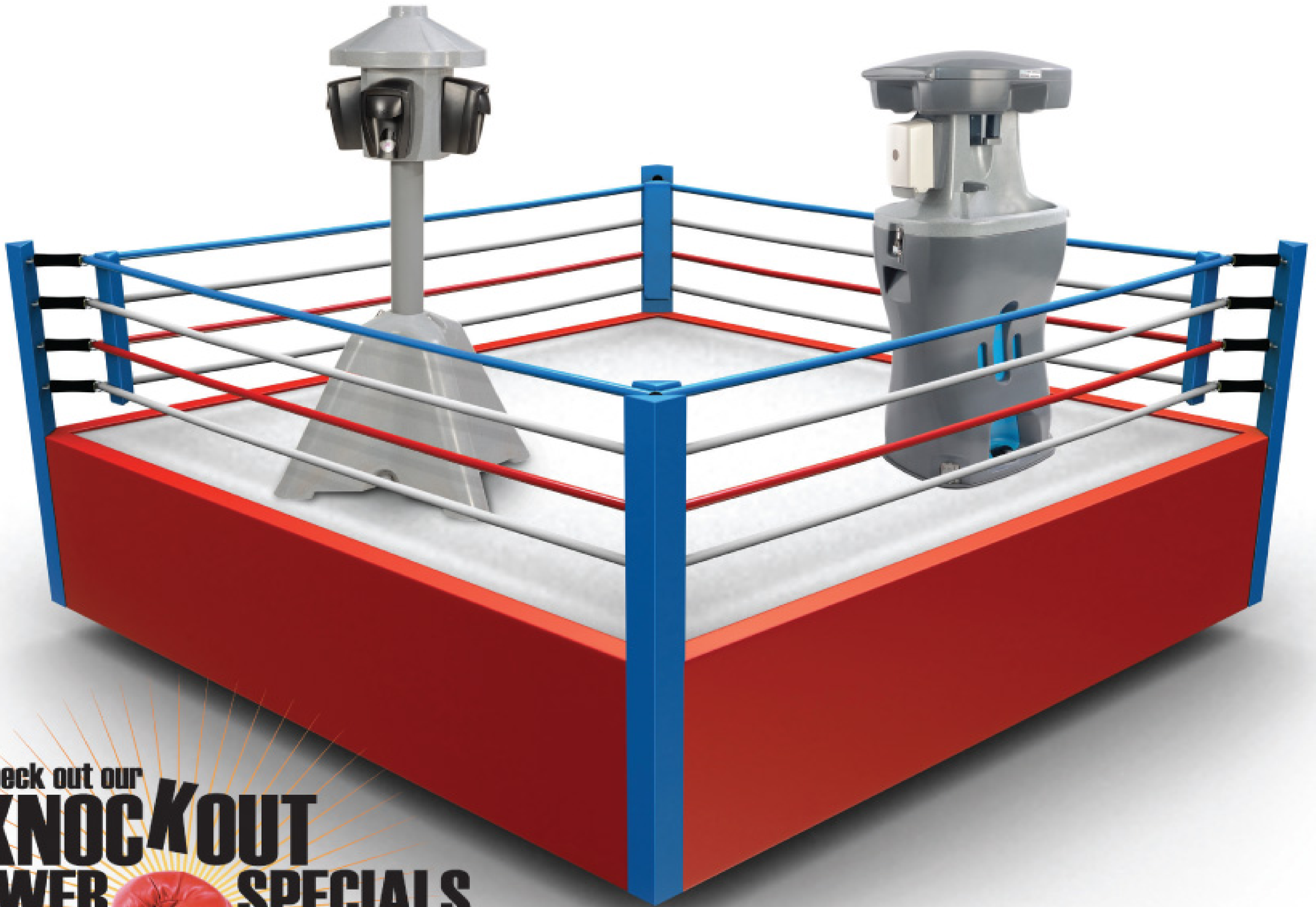




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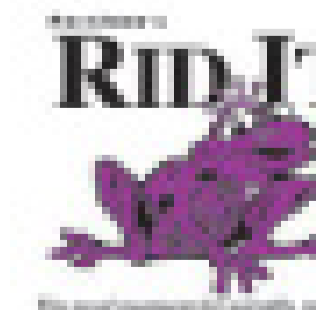


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Maui Showers spent the month of May at the Indianapolis Motor Speedway, providing race fans a chance to freshen up. (Photos by Doug McSchooler)



Driver Will Power comes in for a quick stop during the May running of the 92nd Indianapolis 500.

# FRESHEN UP

## Maui Showers helps fans keep it clean at one of America's most storied sports venues

By Betty Dageforde

### THE TEAM

Tim Watts is president and CEO of Maui Shower Company LLC, a mobile shower company. His son Sam handles operations, staffs the office in Burnsville, Minn., just outside Minneapolis, and is the events coordinator. Scott Anderson is in charge of sales, part-timer Bob Stoks takes care of equipment issues, and another part-timer, Tom Dahlberg, handles marketing.

There are three drivers — Tom Gwinn, John Palmer and Steve Hughes. The company flies them home between gigs — Illinois for Gwinn, Florida for Palmer, and Arkansas for Hughes — but they're on the road much of the year, traveling from event to event. It's a lifestyle, not a job — and it's not for everyone. "They have to understand customers, they have to take care of customers, they have to be presentable, and they have to be willing to work hard," says Tim Watts.

At most events, drivers need help with setup, cleaning and crowd management. The company usually hires a local attendant through Labor Ready, a temporary employment agency. For the Indy 500 auto race, drivers Hughes and Gwinn were assisted by one temp worker, as well as Gwinn's wife, Kay.

### COMPANY HISTORY

The idea for a shower trailer was planted in Watts's head in 1997 when his 11-year-old daughter Allison was horrified to learn there'd be no showers

at a four-day music festival she wanted to attend. Watts started noticing that this was, in fact, a common problem at festivals. Over the next few years he did some research, developed ideas, and started designing a trailer in his head, all while holding down his "day job" as vice president of operations for a trucking company.

But the idea languished until Allison grew up and got married. Watts's new son-in-law found the concept exciting. "He called me a coward if I didn't do it," says Watts. Together they worked with Featherlite Trailers to hammer out a design, and the business was born. Eventually they purchased two more trailers, these made by Renegade/Kibbi LLC, Bristol, Ind. Maui is now in its fourth year of business and is in the process of adding a fourth trailer to its inventory.

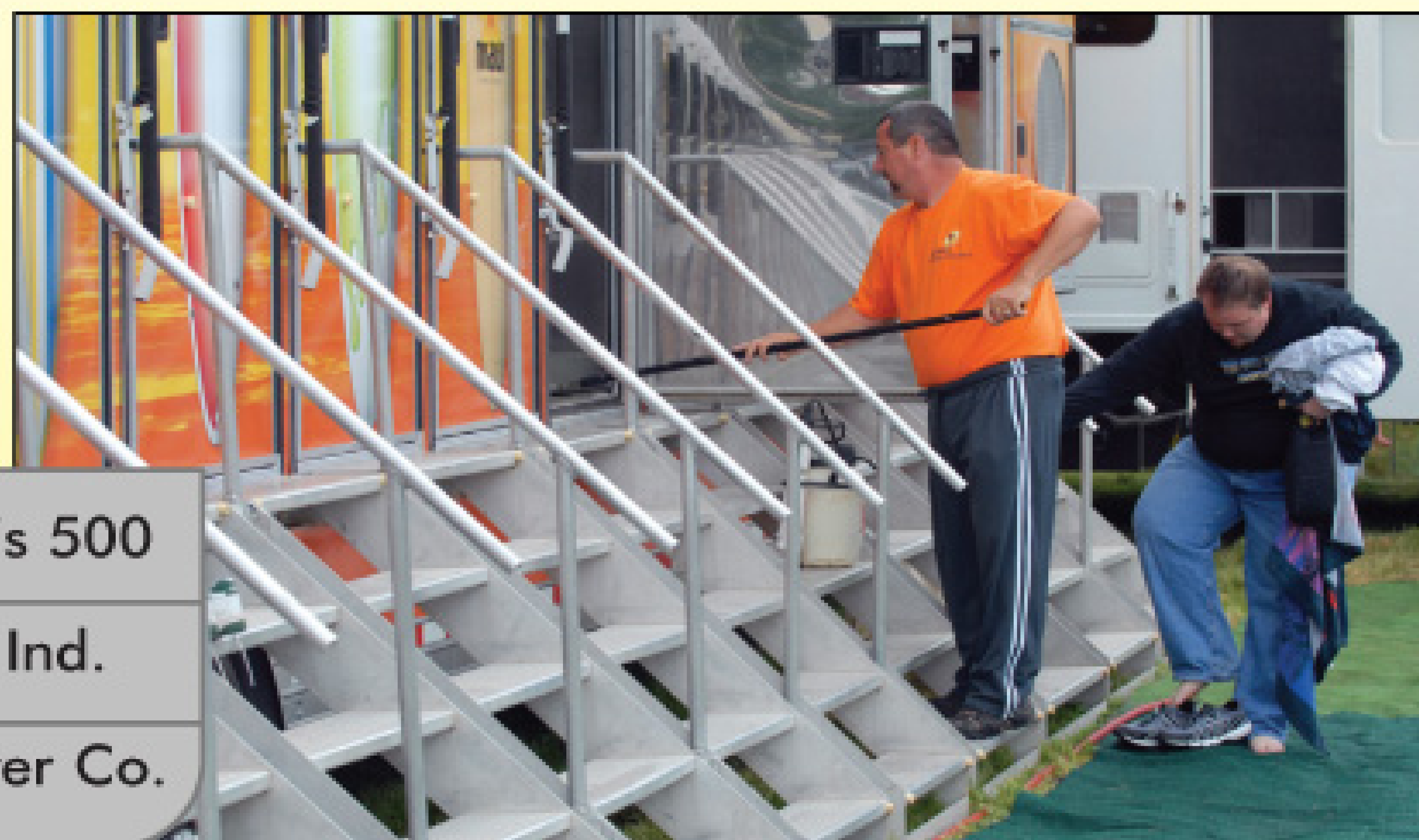
So how did they get their name? Watts

explains: "Before we started, I hired a national company to do marketing. I had a couple of ideas, but they came up with this. They said people would remember the name because when you think of Maui you think of vacation, you think of beaches, you think of water. After arguing for a while, I said OK. And it worked — people do remember the name."

### GOING CUSTOM

Watts always knew he wanted to design his own trailers because he couldn't find exactly what he was looking for. "Ours are self-contained, there's one source of power, there are individual shower stalls, and they're lockable," he says. He also knew he didn't want the complication of including toilets. "If we did toilets, there would be fewer shower stalls and we'd also have to deal with blackwater as well as graywater."

Shower operator Steve Hughes disinfects a recently used stall. Patrons to the mobile facility pay \$10 for a token good for a six-minute shower.



**THE JOB:** Indianapolis 500

**LOCATION:** Speedway, Ind.

**THE PRO:** Maui Shower Co.





Above, a race fan steps into one of the Maui Shower units. At right, two large bladders behind a shower trailer are used to store freshwater and collect graywater.



"We climbed to the top of the Speedway and looked down at the race car transports and saw what color jumped out the most. I thought it would be orange or red but it was yellow."

Tim Watts

Separate doors along the side of the trailer lead to each of the 11 heated and air-conditioned stainless steel stalls, a material Watts chose because it's easy to clean, sanitary, and indestructible. Each stall has a dressing area with hooks and a bench and a 36-inch by 36-inch shower area. A \$10 token provides six minutes of diesel-generated hot water at 2.5 gallons per minute. The trailer has enough water for 1,100 showers. Patrons can purchase soap, shampoo and towels, but most bring their own. The trailers are designed to get people in and out quickly — no sinks, mirrors, or electrical outlets are included.

The trailer exteriors are visually stunning with their colorful beach and surfboard decals. Watts wanted them to stand out. "They had to be yellow," he explains, "We climbed to the top of the Speedway and looked down at the race car transports and saw what color jumped out the most. I thought it would be orange or red but it was yellow."

The drivers live in relative comfort in the rig — a toterhome built on a 50-foot Freightliner chassis.

#### MAKING CONNECTIONS

This is Maui's third year servicing the Indy 500. "Our first year, I called up and begged," says Watts, but another company had the contract. The second year the Speedway called Watts, saying they wanted improved service. "They said, 'Can you do it better?' and I said yes." Since then Watts has had the shower contract for all the events at the Speedway, although, because of the volatile price of diesel fuel, he does not sign long-term contracts.

#### THE MAIN EVENT

This year marked the 92nd anniversary

of the Indianapolis 500. Some call it the largest single-day sporting event in the world. Although the Speedway does not disclose attendance figures, it is estimated that between 250,000 to 300,000 people attended the 500-mile, 200-lap race in Speedway, Ind, on May 25th. About 50,000 campers were expected. The company's job was to provide shower facilities for campers who either didn't have or didn't want to use their own showers.

#### LET'S ROLL

Two trailers were set up at the Speedway on Thursday morning, May 22, and removed the following Monday morning. One was positioned near the camping area across from Turn 4; the other near the announcer's tower.

The company can connect its trailers to local water and sewer sources but those were unavailable at the Speedway so Maui set up four 3,000-gallon, rubber onion-shaped bladders — two for freshwater and two for graywater.

The showers were open from 6 a.m. to 10 p.m. each day with peak activity from opening until the start of the race. "People were taking showers right up until the

National Anthem," says Sam Watts. More than 2,000 showers were provided during the weekend.

#### KEEPIN' IT CLEAN

Stalls were wiped down and sanitized after each use with ordinary household cleaning products. Three times a day they were scrubbed down with industrial cleaners. Maui replaces its plastic shower curtains every month.

The company does not do its own pumping. The Speedway provided this service through a local company, Gordon Plumbing, which pumped out the graywater once a day. The freshwater bladders were filled and topped off daily by Aqua Fill water delivery.

#### A WINNING EVENT

Finding a few drunks on the shower steps first thing in the morning is nothing new to Maui drivers, but compared to rock & roll festivals, the family-oriented racing crowd was well-mannered, even though lines were sometimes 50 or 60 deep. "This is one of our most tame events," says Chris Watts. "This was a perfect event. Everything went pretty smooth." ■

Below, the diesel-powered water heater is housed at the front of the shower trailer.



Each stall is functional and simple in design.



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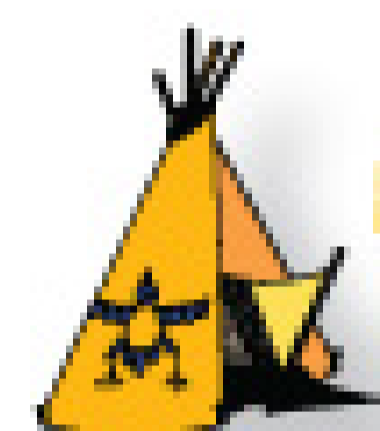
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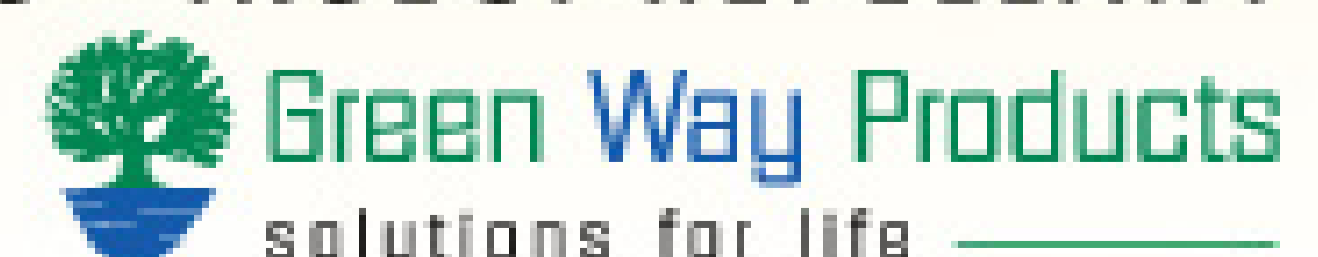


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Jeff Peltier is Midwest area manager for Hampel Corp., Germantown, Wis



# Reinforce Safety During the Busy Season

Even when your crew is working long hours this summer, take the time to remind employees about basic safety rules

By Jeff Peltier

**A**s a former owner of a portable sanitation company, I know that a large part of the portable sanitation business is seasonal. Most PROs earn the majority of their annual income during a few short months of the year. During this extremely busy time, successful operators do whatever it takes to get the job done.

Owners and employees know they have to complete work on a very tight schedule. If they don't, a competitor will. This stressful business condition is the reality for a PRO. Having such harsh demands can cause an operator to sacrifice safety in the interest of time.

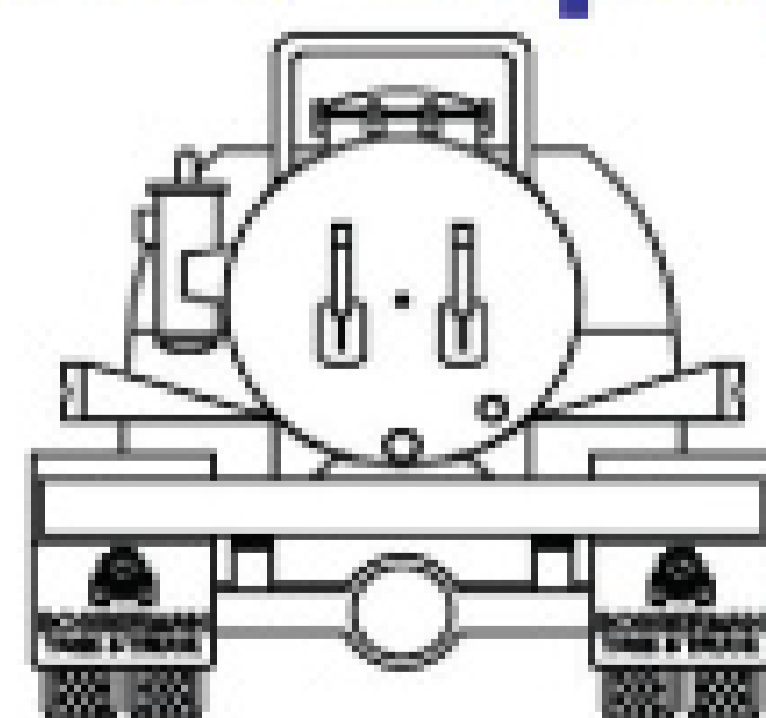
Many areas should be addressed when dealing with safety. A top to bottom, companywide safety assessment takes time, though, and a luxury you don't have during the busy season. Based on my experience as an operator, a few critical areas may be affordably and easily addressed during this time: safe transportation of units, availability and use of proper equipment, and avoiding fatigue. By addressing these three key areas, you can have a positive impact on your company's safety record and your employees' well-being.

## SAFE TRANSPORTATION

Your trailer is loaded, you have your schedule and your route; it's time to hit the road. Right? No, it's time to double-check that your restrooms are properly secured. Even though the yard person has been working with you for years, and has always done an outstanding job, the driver is the one responsi-



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ble if a portable restroom goes airborne during rush hour.

Take a few extra minutes to walk around the trailer and do a quick, but thorough, inspection. Good straps are a great investment. Don't cut corners. Be sure you're using at least two 3-inch straps around the units. Throw away worn straps and the old ropes. Don't even keep them as a backup. If you're the one loading, go around and double-check the straps and the trailer locking mechanisms. Better safe than sorry.

After you get the units to the site, don't be a tough guy and horse them around by hand. Use a wheeled cart to maneuver them on location. A sore or injured back can put you out of work. The few extra minutes you gain by toughing it out could cost you a lot more if you suffer an injury.

## PROPER EQUIPMENT

Having the proper safety equipment — including gloves, goggles, steel-toe boots, grabbers and safety kits readily available and mandatory to use — will help reduce hazards. We all know it doesn't take long for a pair of gloves to get really dirty. Have plenty of clean gloves available. The technicians will be much more inclined to keep them on if they are dry and clean.

Eye injuries are easy to avoid if you have protective goggles. They are inexpensive and don't take up much space, so keep an extra pair in the truck. In hot weather, nobody wants to wear steel-toe boots. But you should include safe work boots in your safety policy. The policy must be communicated and enforced. This isn't unreasonable; many industries require this. The key is communication.

When cleaning out the restroom tank, it's not uncommon to find foreign objects like cans or golf balls. Providing a safe way for operators to retrieve them is a good idea. You've spent thousands of dollars on a truck, why not equip it with a \$4 grabber? Additionally, a five-gallon bucket and lid work great for sealing up contaminated items.

Even though you've put new safety rules and policies in place, be prepared in case an accident occurs. Keep an extra pair of clothes in the truck should your clothes get contaminated. Safety kits are affordable and readily available. Keep a wash kit, eyewash kit and first-aid kit in each truck. Being prepared will save you time and money and the operator's well-being.

## ELIMINATE FATIGUE

A plan to avoid fatigue is vital. Proper diet and hydration goes a long way in fighting fatigue. If you're sweating a lot, you need to replenish those fluids. Water should be readily available. Don't wait until you're thirsty. Thirst is not always a good barometer for hydration needs. Medications or illness can prevent you from feeling thirsty. Add an insulated water jug to the list of equipment that goes out on the truck.

Encourage and remind employees to eat healthy, not to skip meals and to drink plenty of water. Our company's human resources department sends out health and wellness tips to the entire staff on a weekly basis. This works very well. It's a simple thing to do, and it gets people thinking.

Don't forget about the sun. There are three simple things you can do to protect yourself from the sun's harmful rays: Wear light-colored clothing to reflect the sun's rays, use sunscreen to prevent burning, and wear a hat to keep the sun off your head and face.

## START NOW

While a comprehensive safety policy may take too much time to develop during the busy season, addressing these areas can go a long way in preventing accidents and ensuring the health and well-being of your staff. ■

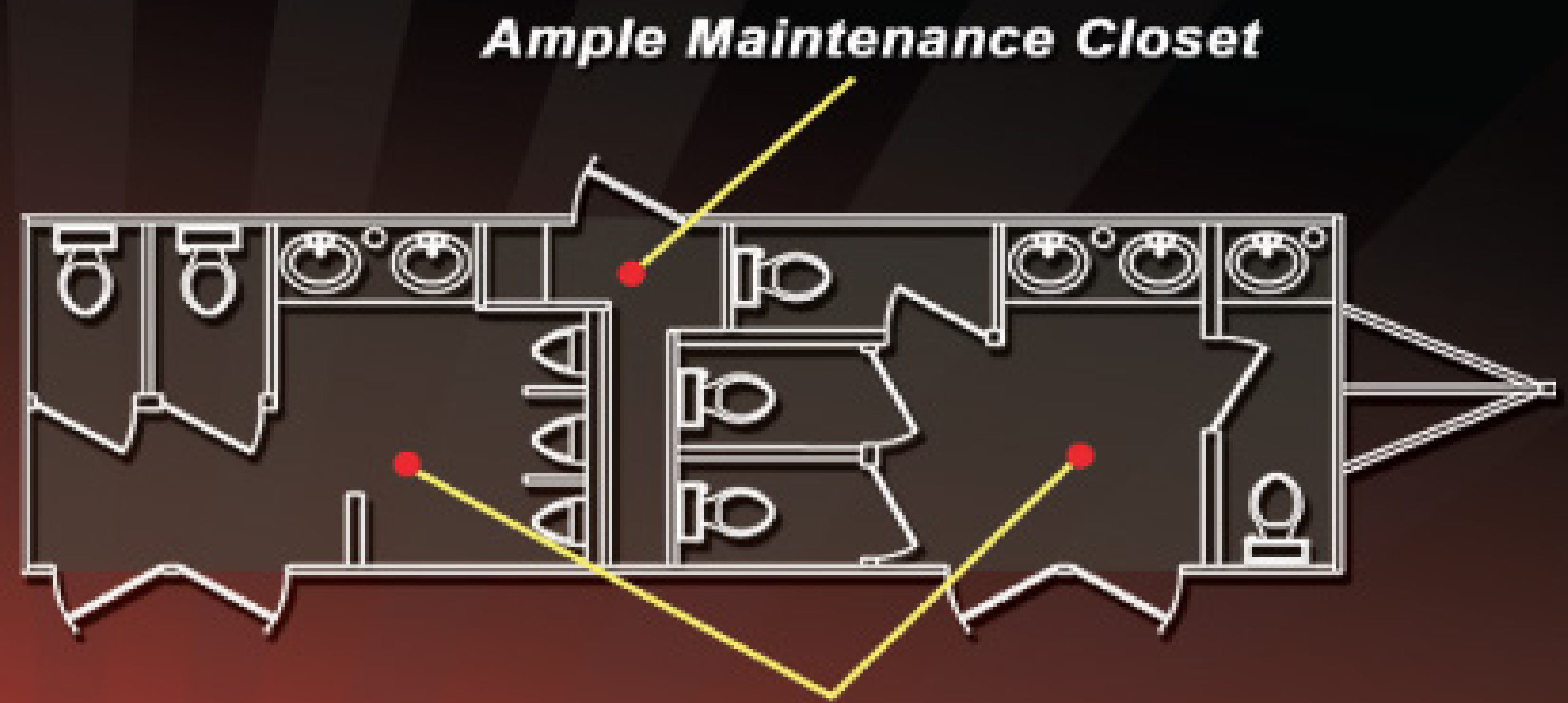


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## PRODUCT NEWS

August 2008

### Hampel Introduces StyleLite Single Sink Station

StyleLite  
single sink  
station from  
Hampel  
Corp.

The StyleLite single sink station from Hampel Corp. features both paper towel holder and soap dispenser in a single unit. The sink includes a 17-gallon, high-capacity water tank, water-conserving spout, easy-to-clean oval bowl, and hands-free foot pump. For more information: 262/549-1558; [www.hampelcorp.com](http://www.hampelcorp.com).



Spinner  
attachment  
from Water  
Cannon

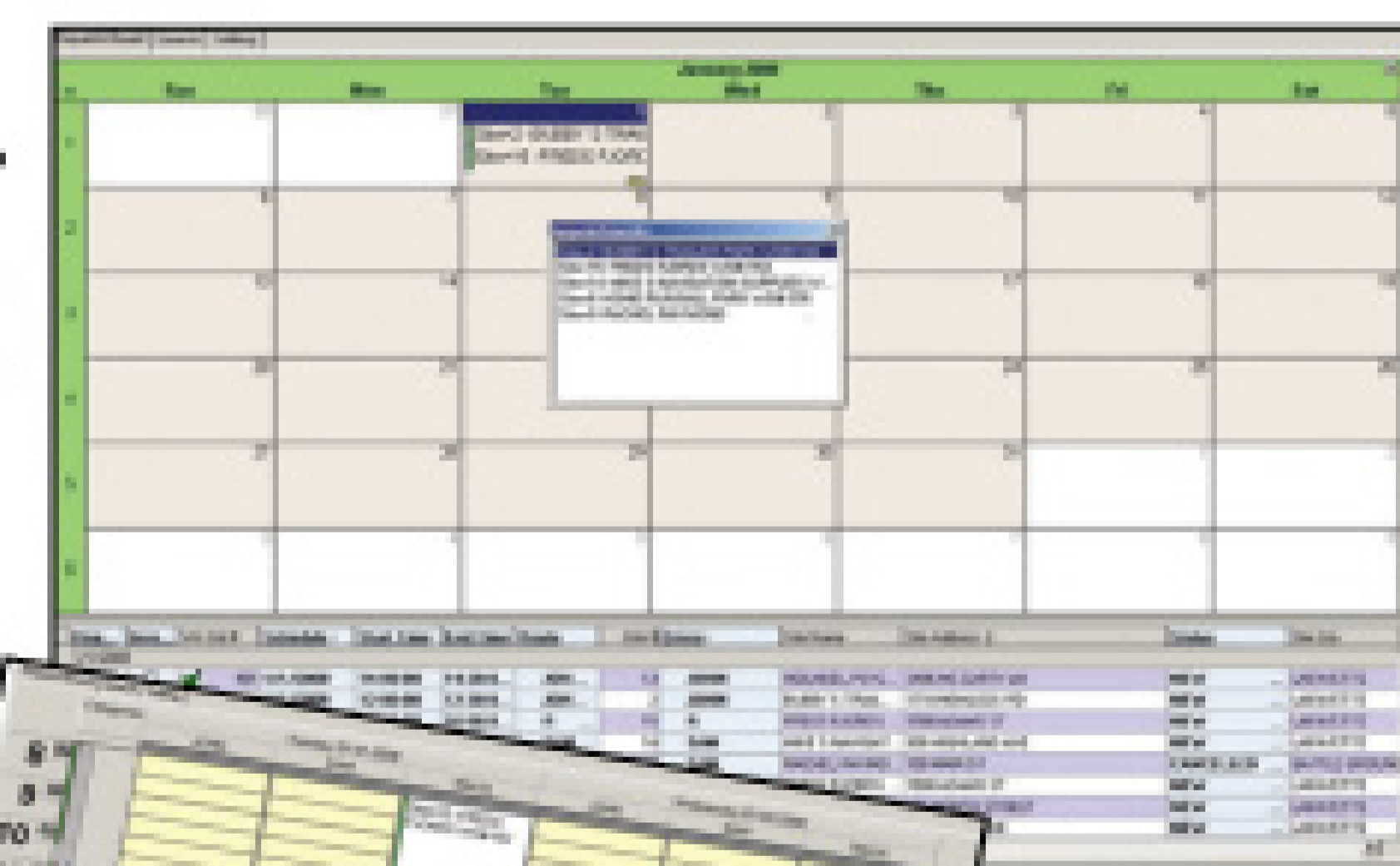
### Water Cannon Offers Spinner Attachment

The spinner attachment from Water Cannon offers universal hookup to any pressure washer, handles chemical ratings of pH 3-12 and heat up to 250 degrees F. The attachment is designed for cleaning small duct

areas, including grease traps, urinals and more with no splash back. For more information: 800/964-9274; [www.watercannon.com](http://www.watercannon.com).

### Clear Computing Adds Work Order

Clear Computing brings the Work Order Dispatch Board to its Total Activity Control 2008 software program. The drag-and-drop calendar view is made to schedule, assign, track and manage work orders. It can be changed to month, week or day view. Work orders can be dragged from the unassigned list to a driver's calendar, or moved from one route to another. Orders can be edited directly from the calendar and overridden as work is assigned.



Work Order  
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Board from  
Clear  
Computing

Work status is color-coded — indicating work is scheduled, on-hold or invoiced. The system also automatically sets time intervals based on the type of work scheduled. For more information: 888/332-5327; [www.clearcomputing.com](http://www.clearcomputing.com). ■



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2500 gal. tank, 10-spd., 330 hp

## 2008 KENWORTH T300

2500 gal. tank, auto transmission, 260 hp

## (2) 2008 INTERNATIONAL 4400

2500 gal. tank, (1) 6-spd. transmission & (1) auto transmission

### NEW PORTABLE TOILET UNITS:

## 2008 HINO

1500 gal. portable toilet service units, auto transmission

## (2) 2008 INTERNATIONAL 4300s

1500 gal. portable toilet service units, auto transmission

## 2008 5500 CHEVROLET

1000 gal. 700 waste / 300 fresh, 2 Wheel Drive & 4 Wheel Drive available

## 2008 KENWORTH

1500 gal. portable toilet service unit, auto transmission

## 2008 PETERBILT

1500 gal. portable toilet service unit, auto transmission

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**2008 International 4400E Series,** 260 hp diesel DT 466 engine, 6-spd. trans. and world class auto, air brakes, 33,000 GVW, air conditioned, 2500 gal. tank, Masport HXL400 pump. **IMMEDIATE DELIVERY!** Also, 2500 and 3500 gal. tanks **READY FOR IMMEDIATE DELIVERY.**



**2008 International 4300,** 220 hp DT466, Allison auto. trans., air brakes, 25,999 GVW, air conditioned, total tank capacity: 1100 waste/400 fresh, Masport HXL75V pump. **IMMEDIATE DELIVERY!** Also, 1500 gal. tanks **READY FOR IMMEDIATE DELIVERY.**

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## SEVERAL GOOD, OLDER TRUCKS TO CHOOSE FROM:

- **1999 International** 2500 gal. dump tank
- **1998 Volvo** - 4000 gal. tank
- **1997 Volvo** - 4000 gal. tank
- **1995 Chevrolet** 2500 gal. dump tank
- **1995 International** 2500 gal. tank
- **1991 Chevrolet** 2000 gal. tank, low miles, low hours

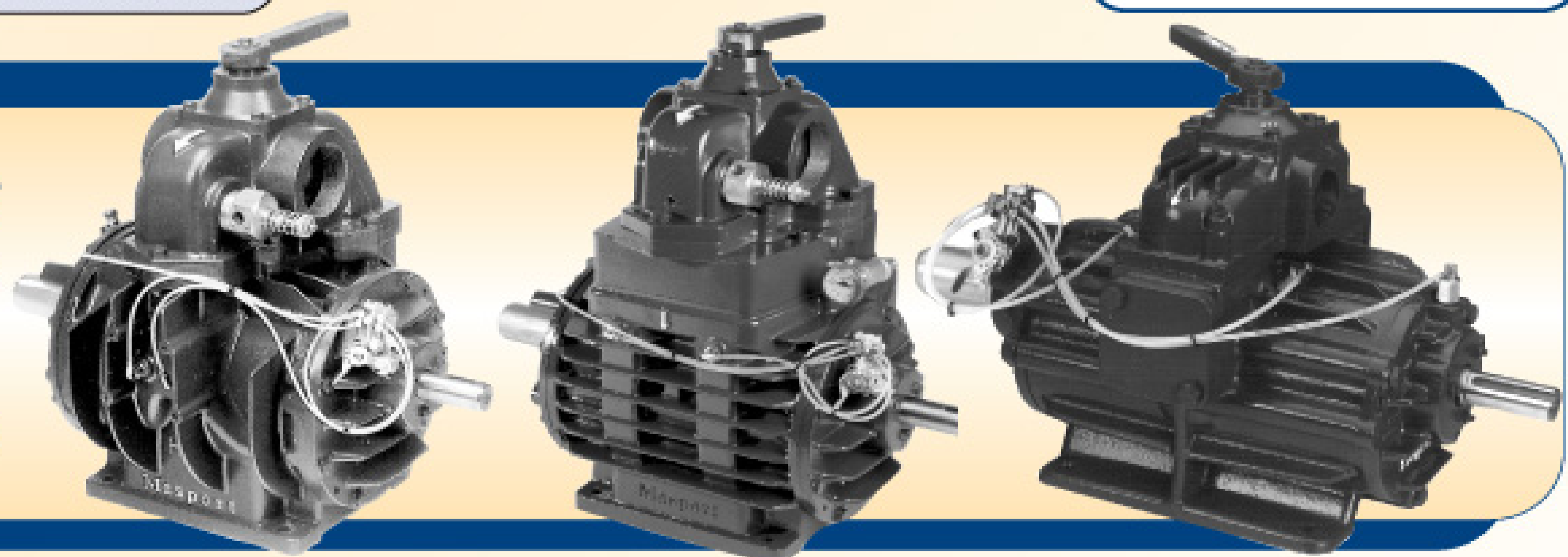
### PORTABLE TOILET UNITS:

- **2004 7550 Chevrolet** 1000 gal. tank
- **2002 International** 1500 gal. aluminum tank
- **1999 Sterling** - 1500 gal.
- **1997 Ford F450** - 800 gal. tank
- **1994 UD** - 1200 gal. tank

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# COMFORT on Wheels

**We provide a  
by-the-numbers look at  
the latest in mid-level  
restroom trailers**

*By Ed Wodalski*

**S**ometimes a special event, construction site or discriminating wedding planner requires more than an entry-level restroom trailer. But they might not have the budget for that luxury unit. That's where a mid-line model can provide a good fit.

Certainly no one knows your market better than you. That's why we asked the top manufacturers to provide us with a simple but inclusive list of facts that can help with your choice. You might recall we did the same last year with entry-level models. The feature proved so popular that we had to bring it back again — this time featuring the mid-level line.


From top to bottom — inside and out — we list materials, construction specs, fixtures, warranties, brakes and optional trailer offerings in an easy-to-read, side-by-side chart.

If you want to look beyond the head-to-head spec sheet comparisons, contact the manufacturers for more information.



Ameri-Can  
Engineering  
Oasis Series



<b>COMPANY NAME:</b>	<b>Ameri-Can Engineering</b>	 Ad pg. 5
<b>TRAILER SERIES:</b>	Oasis	
<b>LENGTHS (in feet):</b>	14, 16, 18, 20, 24, 32, 36, 44' and custom	
<b>FRAME CONSTRUCTION:</b>	12" I-beam	
<b>SHELL CONSTRUCTION:</b>	Aluminum, screwless application (10 colors available)	
<b>DECK CONSTRUCTION:</b>	3/4" marine grade, 3/4" structural t/g, undercoated	
<b>FLOOR JOIST SPECS:</b>	Tube steel on steel base; treated and rust proofed	
<b># OF TIRES AND SIZE:</b>	Varies as to trailer size: 4 to 6; either 14" or 16", depending on axle size	
<b>WEIGHT (in pounds):</b>	Varies as to trailer size: 3,600 to 11,700	
<b>TONGUE WEIGHT: (in pounds)</b>	10 percent of trailer weight	
<b>INTERIOR TRIM:</b>	Large selection of laminate and wood wall boards. Color-coordinate the trailer with color combinations and choice of oak trim stained in medium oak or dark Jacobean. Oak cabinetry to match. Choice of designer cabinet tops in one-piece marble or with drop-in sinks.	
<b>FIXTURES:</b>	Choice of either Style Plus toilet or Traveler, each with low water use flush	
<b>FLOORING:</b>	Choice from a range of one-piece commercial-grade designer linoleum coverings in a range of colors and patterns.	
<b>WARRANTY:</b>	5-yr. tank, frame & axles; 2-yr. air conditioning; 1-yr. remaining components	
<b>BRAKES:</b>	Electric	
<b>BALL TYPE:</b>	2-5/16"	
<b>WASTE TANK SIZES:</b>	(In gallons) 600 to 2,000, depending on trailer size	
<b>FRESH TANK SIZES:</b>	(In gallons) 50 to 1,000	
<b>ADDITIONAL STANDARD FEATURES:</b>	Rugged, stylish, event-grade fixtures. Stereo system with iPod dock. Designer-styled interiors featuring a choice of interior wall finishes and treatments. Choice of designer floor coverings. Oak cabinetry. Trim is oak in a choice of stains, framed beveled mirrors, upgrade light fixtures with wall sconces, color-coordinated steel partitions, choice of designer floor coverings all one-piece, ducted thermostatically controlled, high-efficiency air conditioning system, box wired for heating, patented fold-up step assemblies with hand rails, 3/4" freshwater connection, 3" brass termination valve with male cam-lock fitting, DOT LED lighting package, recessed exterior night lights, one-piece aluminum roof, capped tank vents, 20-amp, 110-volt electrical system, full-size commercial quality steel doors, 12-volt system for accessories, self-closing water-saver faucets, Tor-Flex axles, visual tank gauges, low water flushing toilets, urinals with self-closing valves, skylights, floor drains for cleaning, electric breakaway system, load levelers, horizontal belt rail construction, rubber sealed undercoating, rustproofing.	
<b>OPTIONS:</b>	Winterization package, standard or arctic heat packages, baby-changing stations, skirting, spare tires, potable water system, hands-free faucets, hot water system, solar exhaust, freshwater system, porch steps, slide-out rooms, surge brakes and pintle hitch.	



## Advanced Containment Systems Inc.

### Advantage Plus

10, 12, 16, 20, 24, 28, 32' and custom

12" wide flanged steel beam (16 pounds)

Walls are 2 x 4 studs with 0.040" aluminum exterior siding; interior is seamless FRP siding bonded to 3/8" plywood

Decorative vinyl with 3/4" marine grade t/g plywood sub-floor

16" on center (steel tubing)

Four R16 e-rated (12, 16, 20, 24'); six on triple-axle trailers 28' and larger

4,000 (10'); 5,500 (12'); 8,200 (16'); 11,600 (20'); 12,400 (24'); 14,000 (28'); 15,000 (32').

575 (10'); 800 (12'); 1,300 (16'); 1,700 (20'); 1,800 (24'); 2,100 (28'); 2,500 (32')

High-definition, texture-laminate wainscot, large decorative mirrors, color-matched partitions, simulated slate or wood floor

Chrome fixtures, metered faucets, water-saving urinal valves

One-piece seamless commercial-grade vinyl, decorative slate or wood

2-yr. manufacturer's workmanship/defect; 3-yr. air conditioner; 5-yr. chassis

Electric brakes with breakaway kit

2-5/16"

(In gallons) 450 (12'); 650 (16'); 850 (20'); 1,000 (24'); 1,150 (28'); 1,300 (32')

(In gallons) 150 or 300

Indirect fluorescent lighting, poly-colored partitions, large decorative mirrors, white aluminum vanities, chrome toilet paper holders, porcelain sinks and urinals, standard height toilet with porcelain bowl.



Advanced Containment Systems Inc. Advantage Plus

Flat-screen plasma or LCD TV, winterizing holding tank 20 degrees F, 0 degrees F or minus-20 degrees F, two-tone interior laminate, private stall package, solar power with 12-volt system, electronic-eye lavatory faucets, electronic-eye urinal flush valve, electronic push-button flushing toilet, recessed wall electric heaters, two full-length mirrors, diaper-changing stations, heavy-duty black vinyl skirting with thumb snaps, stereo with CD player and MP3, seamless exterior siding, crushed granite countertops, single pass through door, double pass through with utility closet.

## Black Tie Manufacturing



Ad pg. 27

### Optimum

8' to 32' and custom

10" I-beam

0.040" white Filon laminated fiberglass exterior walls; 2 x 2 wood studs with 3/8" plywood; 2 x 6 door frame and header

1" OSB with perforMax coating

1-1/2" tube steel, 16" on center

12', 14': 2 tires (ST225/75/R15); 18', 22': 4 tires; 28': 6 tires (ST235/80/R16)

5,150 to 13,100

500 to 1,400

Hi-gloss white fiberboard walls, heavy-duty plastic stall dividers (choice of colors), large framed mirrors, charcoal countertops, soap, towel and tissue dispensers



BlackTie Manufacturing Optimum

Porcelain pedal-flush toilets, porcelain sinks, fluorescent lighting

1-piece vinyl diamond-tread pattern

10-yr. roof; 5-yr. frame; 1-yr. bumper-to-bumper

Electric

2-5/16"

(In gallons) 300 to 1,000

(In gallons) 75 to 600

Sealand low-volume ceramic toilets with pedal-flush lavatory in vanity with mirror; porcelain sinks with metered water faucets; wall-hung porcelain urinals with metered flush valve; 6-gallon electric water heater; air conditioner with heat strip; Al-KO Kober 4- x 10" structural steel main I-beam frame with rear bumper; Al-KO Kober 5,400-pound axles with six stud hubs; 8,000 to 15,000-pound tongue-mounted frame jack; four 5,000-pound leveling jacks; spare tire with mounting bracket; one-piece 1" undercoated Adventech with Parmax sub-flooring; single-piece seamless vinyl charcoal diamond floor covering; 0.040 white filon laminated fiberglass exterior walls; 0.040 Dove seamless contoured rubber roof; 0.040 bead-board ceiling with R8 insulation rating; pre-finished, smooth 0.080 white filon entry/exit and mechanical room doors; 2 x 6 wood entry/exit door frame; 83" inside height; 5/16" luan interior walls with white laminated enamel finish; solid high-density plastic partitions and doors with transportation locks; fluorescent light fixtures in restrooms and mechanical room; 11,000-Btu roof-mounted air conditioning units; 20-amp panel boxes located in onboard locking mechanical room; DOT-approved running lights; entry/exit deck lighting; heavy-duty steel and aluminum telescopic stairs with deck platform; stainless-steel, three-point, fold-out support handrails; removable 1/2" co-polymer waste tank with cleanout and dipstick; city water hookup; city sewer hookup with 3" banjo dump valve; spare tire; pitched roof and maintenance closet.

1/2-hp pump and 15- to 42-gallon tank, handle-flush toilets, winterization package, electronic waste tank monitor, any type of ball hitch.



JAG Mobile Solutions Functional Upgrade



Wells Cargo COG Comfort Elite



SandDollar Comfort Loos Luxury Tide



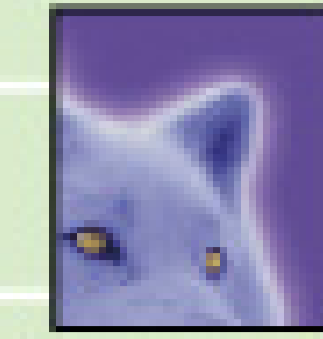
Comforts of Home Services 24', 2-station



Alpha Mobile Solutions Oasis Series



<b>COMPANY NAME:</b>	<b>Alpha Mobile Solutions</b>
<b>TRAILER SERIES:</b>	Century V
<b>LENGTHS (in feet):</b>	28'
<b>FRAME CONSTRUCTION:</b>	6" steel tubing
<b>SHELL CONSTRUCTION:</b>	Aluminum
<b>DECK CONSTRUCTION:</b>	3/4" plywood
<b>FLOOR JOIST SPECS:</b>	3" C-channel
<b># OF TIRES AND SIZE:</b>	Four, ST225/75 R15
<b>WEIGHT (in pounds):</b>	9,900
<b>TONGUE WEIGHT (in pounds):</b>	950



Ad pg. 12

**JAG Mobile Solutions Inc.**



Functional Upgrade

Ad pg. 8, 28

12 to 32'

Structural steel I-beam

Extruded T6 aluminum 6063 framework, seamless laminated fiberglass, foam core insulation, structural construction

Seamless treated Vantek laminated on structural 1 1/2" extruded steel tubing

Extruded steel fully insulated and laminated

Four, 16" and steel wheels (24')

9,500 (24')

950 (24')

White or tan pebbled walls with water-resistant matching trim

Solid surface sink tops, metered faucets, fluorescent lighting

Seamless linoleum with waterproof spray-on

5-yr. undercoating and trailer; 2-yr. parts and labor

Electric

2-5/16"

(In gallons) 1,000

(In gallons) 100-300

"Easy Glide" step assembly, side extensions, water heater, low-water consumption toilets, water-free urinals, max air vent covers, emergency battery backup, heavy-duty front jack, dump valves both sides, emergency overflow, two wash outs/inspection fittings, weather-resistant galvanized floor underbelly, water pressure regulator, water pressure valve, one-piece exterior side, full-length mini gutters, heavy-duty 30-amp twist lock power cords with 15-amp twist lock adapters, air conditioning, vent fans, solid surface sink tops, metered faucets, white pebbled interior, water-resistant trim.

Custom paint, aluminum wheels, AM/FM, CD player with iPod connect; hands-free faucets, granite countertops, pedestal sinks, full-length mirrors, custom wood cabinets.

**INTERIOR TRIM:** Fiberglass gel coat

**FIXTURES:** Five individual use stalls with toilets, sinks, and vanities

**FLOORING:** Coined, grey speckle linoleum

**WARRANTY:** 3-yr. frame; 1-yr. bumper-to-bumper

**BRAKES:** Electric

**BALL TYPE:** 2-5/16"

**WASTE TANK SIZES:** (In gallons) 833 total

**FRESH TANK SIZES:** (In gallons) 230 total

**ADDITIONAL STANDARD FEATURES:** Toilets, urinals, stainless steel sinks, vanities, toilet paper holders

**OPTIONS:** Shower stall with corner sink



## Wells Cargo COG



Ad pg. 18

Comfort Elite

12 or 20'

12" channel steel with heavy-duty tubular steel main rails, full height C-channel crossmembers, radius steel corner posts extending to bottom of frame

.030" aluminum

3/4" treated plywood with waterproof undercoating

Heavy-duty angle iron

Two steel 225/75R15 L.R. "D" radial

2,160 to 9,980, depending on model

250 or 590

One piece, thermoformed ceiling, 1/4" smooth FRP sidewall liner, beveled shatterproof mirror, stainless-steel auto shutoff sinks, one-piece rubberized flooring screwed into sidewall, Corian solid surface countertops, lockable storage cabinets, paper towel dispenser, soap dispenser, triple toilet tissue dispenser, heavy-duty hydraulic door closure, fluorescent lighting

6-yr. all structural components and tanks; 1-yr. fixtures

Electric

2-5/16" with 7-way connector

(In gallons) 175 to 780

(In gallons) 115 to 230

Roof-mounted air conditioning/heat with remote thermostat, all steps, railings, and platforms, Torflex rubber ride axles with E-Z Lube hubs, LED exterior lighting, occupied/vacant light, porch light and onboard freshwater system with holding tank.

Ten exterior skin colors, winter package, arctic package, solar panel for 12-volt operation, hot water, electric flush toilets, stereo/CD player, LCD TV and DVD player, bonded exterior, skylight/exhaust fan, mounted spare tire, aluminum wheels, heavy-duty axles/wheels, lift channels for moving with crane/helicopter, propane or electric showers, non-slip powder coating for steps and porch, A-frame tongue cover.

## Comforts of Home Services Inc.



Ad pg. 11

24' 8-station

24'

10" heavy-duty I-beams

Welded 2" steel channel exterior walls with aluminum skin

3/4" marine-grade plywood with vapor barrier

10" heavy-duty I-beams

Four (two 5,000 lb. torsion axles) GT225-75R15

8,200

820

From basic white fiberglass walls to oak paneling, 6-panel oak doors, oak trim

Hands-free Sloan faucets, light fixtures from 3-bulb strip light to designer light

Linoleum flooring or t/g hardwood

3-yr.

Electric with runaway protection

2-5/16" pintle hook, gooseneck, or fifth-wheel

(In gallons) 750

(In gallons) 100 to 400

Two 13,500 Btu air conditioning units with heat strip, hands-free faucets, high privacy partitions (only 6" gap at the bottom and an extra 6" of height), pedestal sinks, heavy-duty fold-up steps, wall and ceiling insulation, plastic waste tanks, one-piece aluminum roof, waste sight gauge.

Upgraded toilets, sinks, walls, doors and floors. Skylights, spare tire mounted to the tongue, water heater, wall heaters, winterization, stereo.

## SandDollar Comfort Loos

Luxury Tide

12 to 16'

6" I-beam

.030" aluminum

3/4" treated plywood

16" on center

One axle on 12' and 14' lengths; two on 16'

2,500 to 6,500

Varies by trailer size

Beaded board wall and stall enclosures, full-length wood interior doors

Low flow porcelain toilets, chrome faucets

Bamboo, oak or vinyl

5-yr. frame; 1-yr. bumper-to-bumper

Electric

2-5/16"

(In gallons) 390 to 600

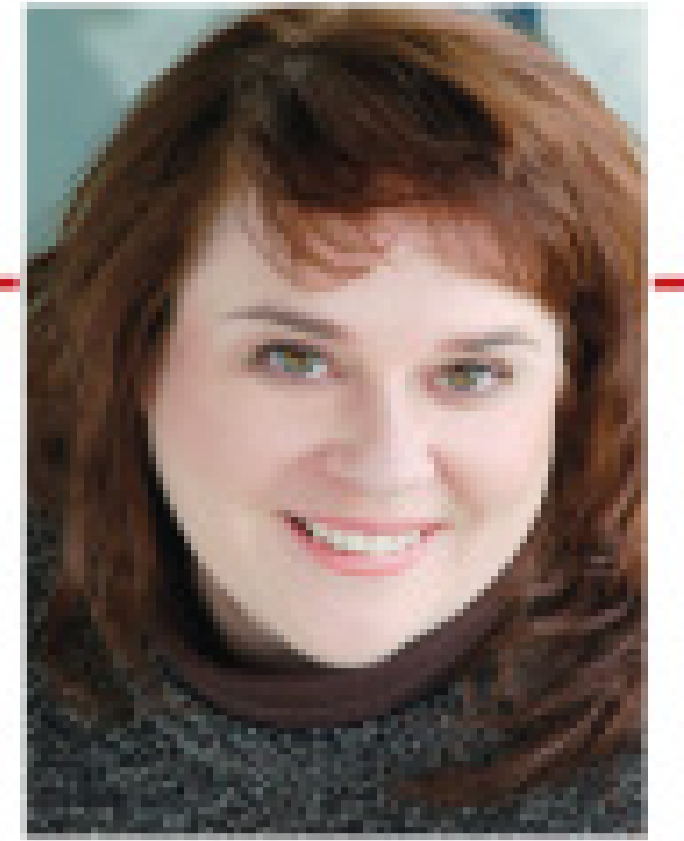
Optional

Two roof vents with all-weather covers, 13,500-Btu air conditioning with heat strip, four fold-down corner leveling jacks, two entry-step units, city water hookup, AM/FM radio with CD, waterless urinals, low-flow china toilets, low-flow sink faucets, marble countertops, 6-gallon water heater, t/g hardwood or bamboo floors, white or natural beaded-board walls, full-length partition walls with solid-core doors in white or natural, two automatic aroma misters, 20-amp, 110-volt electrical circuits.

Detachable hitch, 12-volt electric tongue jack, 10 exterior colors, chrome or aluminum wheels, awning, 6,500-watt generator, 150-gallon freshwater tank and demand pump, skylights, DVD player with flat-panel TV screen, baby-changing station.



Mary Shafer writes about issues important to PROs. Direct comments or questions to Shafer at [thinktank@promonthly.com](mailto:thinktank@promonthly.com).



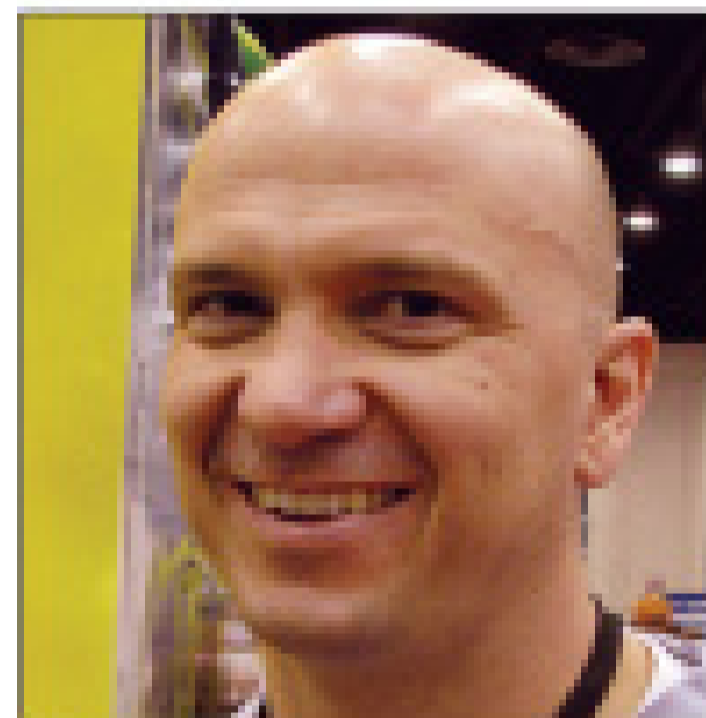
## Rolling Profit Centers

**Contractors crunch a lot of numbers when considering adding specialty trailers to their portable sanitation inventory**

By Mary Shafer

It's a slow but definitely identifiable trend in the portable restroom industry: More and more people are asking for restroom trailers instead of — or in addition to — individual units. There are various reasons for this growing demand. Some folks want the additional functionality of running water, lights and sinks all in one place. Others prefer the upscale looks inside and out. And some PROs prefer the more upscale clientele — and their bigger budgets — attracted to the trailers.

But what about specialty trailers, such as those used for showers and decontamination? Is the trend following there as well? These PROs talk about how such trailers are helping steer their businesses into a more specialized profitability.

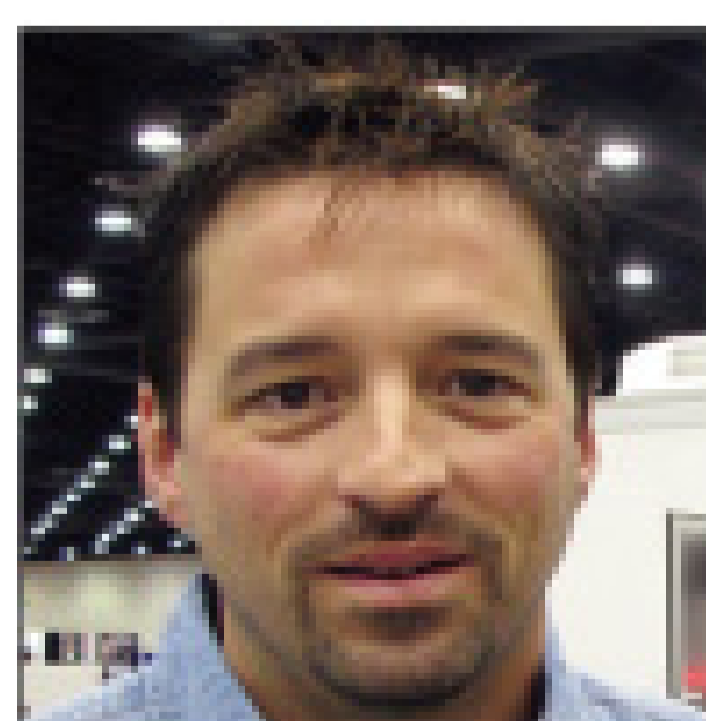


Kyle Shern

**Name: Kyle Shern, owner**  
**Company: Bio-Gard Inc.**  
**Location: Columbia, Mo.**  
**Employees: 6**  
**Years in Business: 15**

"I don't like the onesie-twosie units myself, so I can understand why people prefer the trailer restrooms," says owner Kyle Shern of Bio-Gard Inc. He characterizes his central Missouri territory as having a number of festivals already, with a trend toward more. That's what's currently driving his growth in the portables industry.

"I'd sure consider offering shower or de-con trailers if I thought there was a market for them," he says. "With more community involvement and events, I'll definitely be paying more attention to the market." But a purchase has to make sound financial sense. "When the time comes, I'll have to run the numbers and figure out whether it's feasible to get a return on the investment."



Brian Delker

**Name: Brian Delker, co-owner**  
**Company: Bob's Johns Inc.**  
**Location: Durango, Colo.**  
**Employees: 7**  
**Years in Business: 9**

"We are currently thinking about expanding into the shower trailer market. We only have one provider in our region, and we've been getting requests from our rural folk festivals and music festi-

vals," explains Brian Delker, co-owner of Bob's Johns.

Bob's Johns also gets requests for shower trailers from a current customer, the U.S. Forest Service, for whom the firm provides portable restrooms to firefighters on the lines during fire season. "That's why our competitor built a shower trailer, so now he services the entire western region. That commitment requires that his trailer always be available to the Forest Service during fire season, so he's got that one tied up and can't use it to fill other requests. That's why we'd keep ours available for forest fires, but not go under a permanent contract with them."

Currently, Bob's Johns has two restroom trailers at different price points. Delker believes it's possible that there may be decontamination trailers in his company's future.

"We're hearing from promoters that there's an increase in requests by performers for shower trailers and nicer restrooms backstage. But we don't have event organizers yet who are willing to pay for that kind of trailer. A shower unit would almost require a 24-hour attendant," Delker says, so the cost factor doesn't just bear on the trailer purchase, but also on field technicians to staff it.



Dan Gray

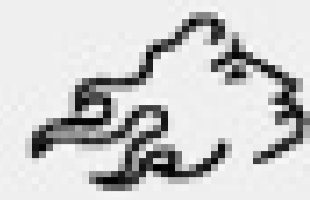
**Name: Dan Gray, owner**  
**Company: A-1 Enterprises**  
**Location: Bernardston, Mass.**  
**Employees: 6**  
**Years in Business: 30**

Dan Gray is a Civil War re-enactor, so he understands what drives demand for on-site shower trailers. After a few days camping in the same clothes, sleeping on the ground around a campfire, some clean water and a change of clothes sounds mighty good. But there's another market stirring his interest in adding shower and decontamination trailers to the A-1 Enterprises fleet.

"We're thinking about it," he says, adding, "We get a lot more calls for both — more showers than de-con — from construction sites funded by the federal government. We already have a regular restroom trailer from Ameri-Can Engineering."

Gray says getting more requests would push him past the tipping point in favor of ordering a shower or decontamination trailer. "I think in the last year, we had maybe 25 calls for a shower trailer. Currently I'm renting — subcontracting — it from someone else to fill those requests. I'd say if I'd get about 10 more calls in a year, I could justify making that purchase. That's what I'd like to see." ■

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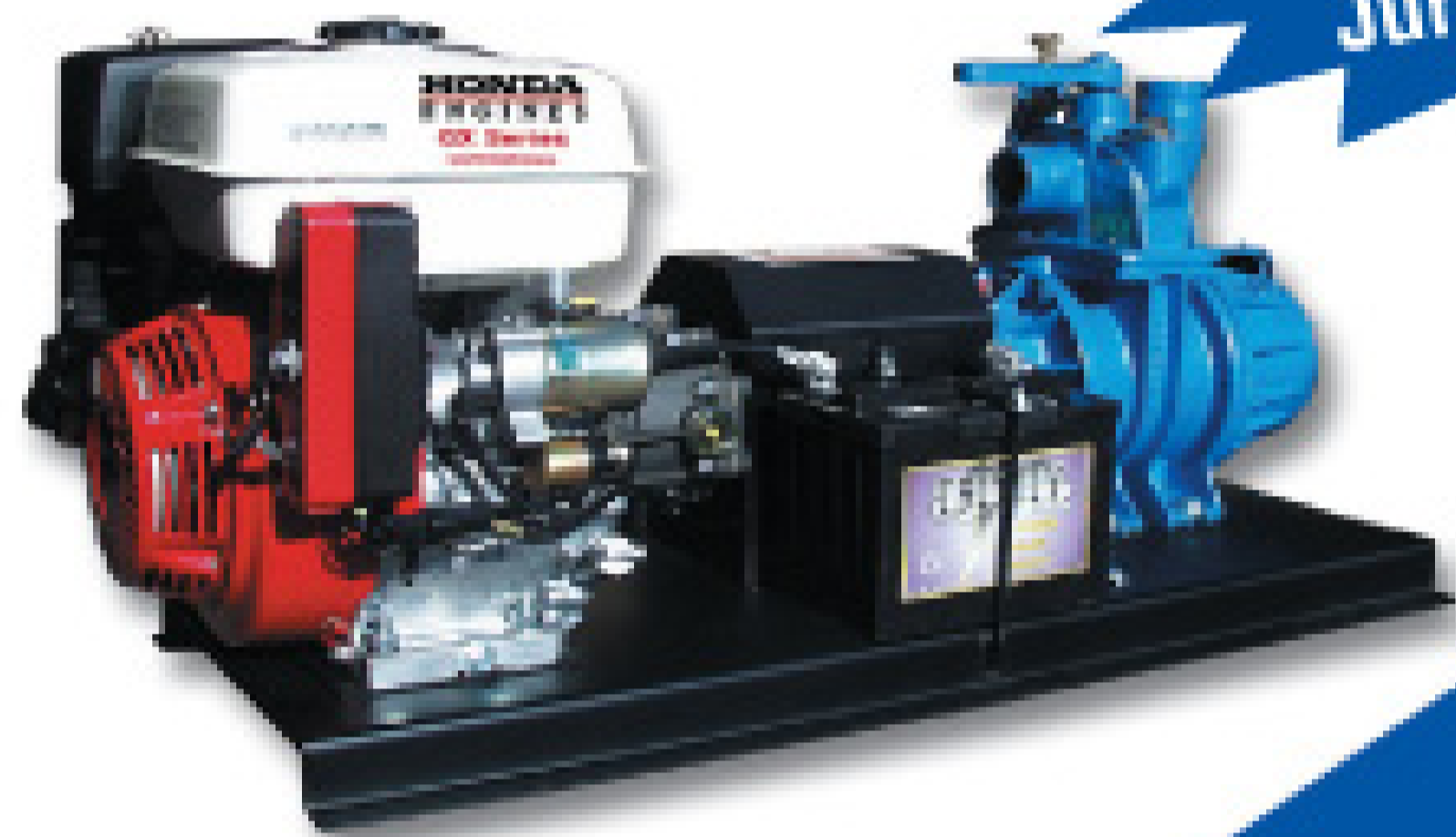
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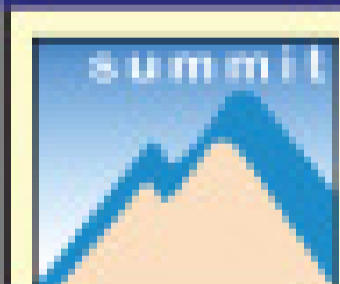
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Bob Carlson (left) and Jerry Kirkpatrick answer your questions in Truck Corner.



# Don't Get 'Sloshed' on the Job

**Adequate tank baffles are a key to creating a safer, more roadworthy vacuum truck**

**QUESTION:** How many baffles should a 3,600-gallon tank have? The shell length of the tank is 16 feet and the diameter is 72 inches. I just bought a new unit and I'm getting a lot more movement due to the slosh factor. I opened the manway and found there is only one baffle.

Rodney Springer  
Atlanta, Ga.

**ANSWER:** We recommend three baffles on a tank this size. And here are the reasons:

## It's a weighty issue

Let's assume you've got your tank half full of liquid and we'll say there's some sand and miscellaneous stuff in there. So let's assume a weight of 10 pounds per gallon. With the tank at half capacity, you've got 18,000 pounds of liquid moving forward and back, and sideways on the turns.

That's a lot of weight for one baffle to control. In traffic and coming up to a light and slowly stopping, you'll have 9,000 pounds on each side of the baffle pushing you forward. That is hard on the truck and hard on the brakes. It is no fun to feel the weight of the liquid pushing you back and forth and wondering if you are going to be able to control the vehicle.

*It might seem like no one in the market would build a truck like this with only one tank baffle. But it's more common than you think. Before you buy, know how many baffles are in the tank.*

## More baffles equals less blunt force

With three baffles, you now have four sections inside the tank. When you are half full you have each section holding only 4,500 pounds of liquid. With seal-weld-

ed baffles this is much more manageable for the tank and the truck to handle. Control of the truck is much easier with more baffles.

Just a note: It might seem like no one in the market would build a truck like this with only one tank baffle. But it's more common than you think. Before you buy, know how many baffles are in the tank. And even later, or now that you have trucks, make sure you know how many baffles are inside each of your tanks. Baffles can help determine the effective life, efficiency and safe handling of your vacuum truck.

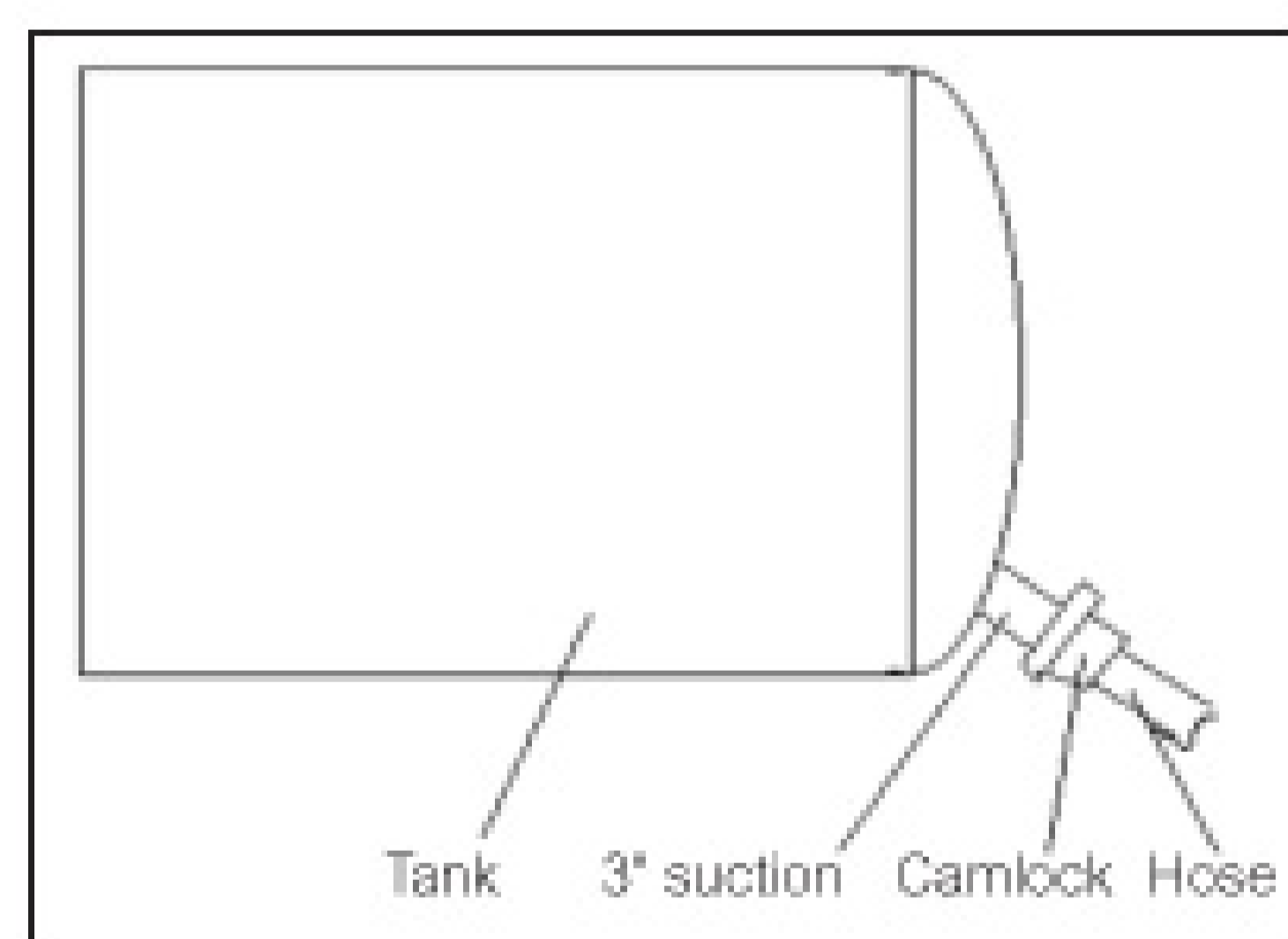
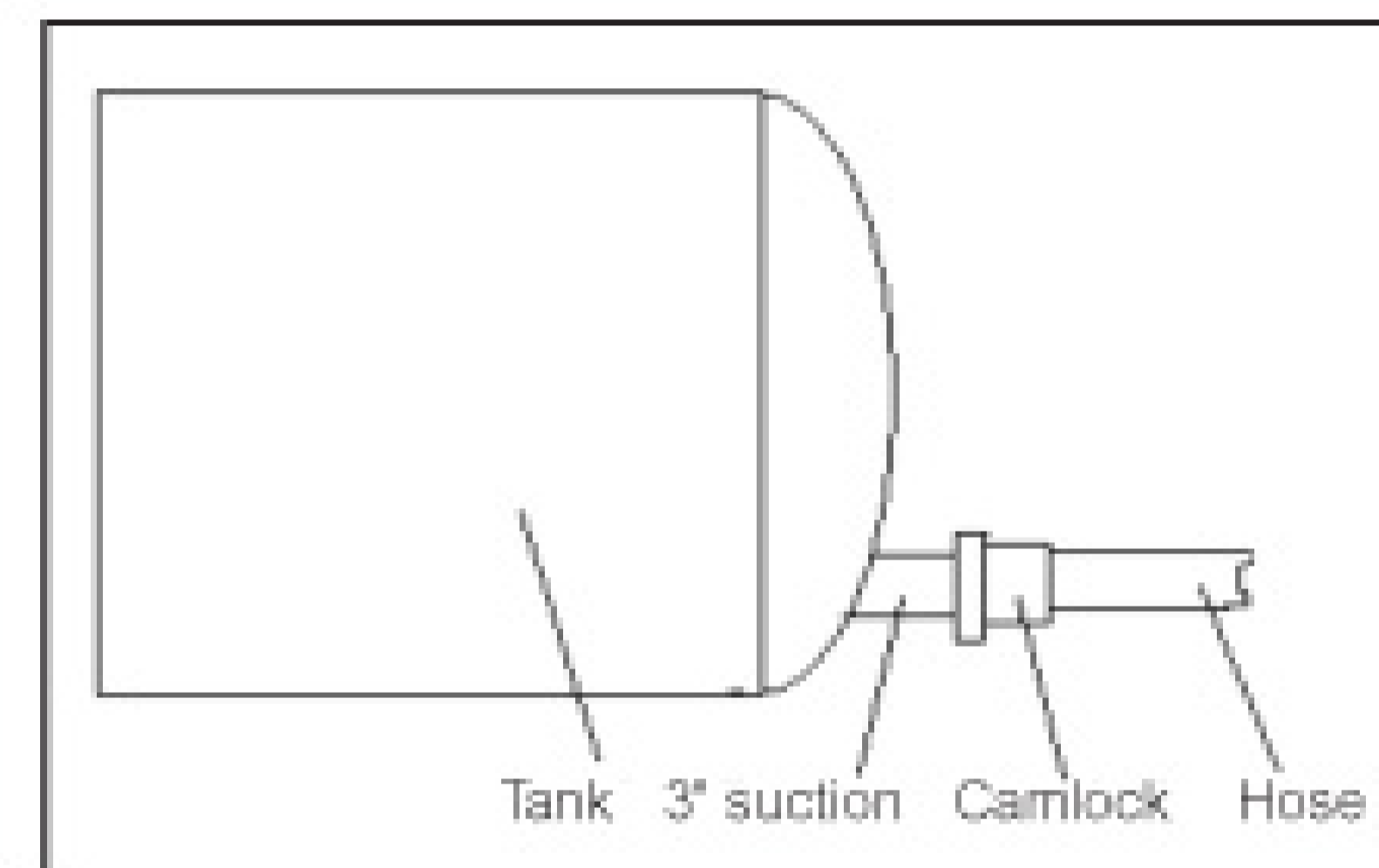
## Reduce pressure on the hose connection

**QUESTION:** I built my own septic truck and installed the suction on the back of the truck. The suction comes straight out of the rear head, pretty much horizontal to the ground. For some reason, I have a tendency to break the hose right at the valve connection. What am I doing wrong and what can you recommend to help?

Hank Redmond  
Grand Rapids, Mich.

**ANSWER:** Take a look at the following sketch:

With this design, the weight of the product as it is being pumped actually breaks the hose at the camlock. There is a simple way to correct this problem as shown in the sketch.



By angling the 3-inch suction downward, you eliminate the excess weight on the hose created by the waste being pumped. Consequently, you save yourself the broken and damaged hoses. Again, it's a simple idea, but there are

lots of trucks with the horizontal suction pipe.

## It's common sense

Most of these ideas are nothing more than common sense, but even to this day, people are still inventing and re-inventing the wheel, and sometimes those wheels just aren't round.

*Bob Carlson and Jerry Kirkpatrick of Arizona-based Glendale Welding have over 50 years combined experience dealing with portable sanitation truck issues. Fax questions to them, addressed to Truck Corner, at 623/937-3688, or send Bob and Jerry an e-mail at [truckcorner@promonthly.com](mailto:truckcorner@promonthly.com). ■*



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