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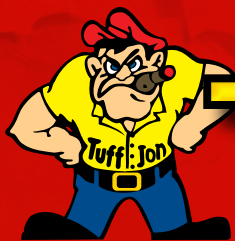
HOMETOWN PROUD

Matt Frazier and his crew
serve friends and neighbors
at Wellfleet OysterFest

Page 14

Work Smarter

New technology and industry networking
fuel continual growth for Oklahoma's
Chem-Can Services **Page 26**



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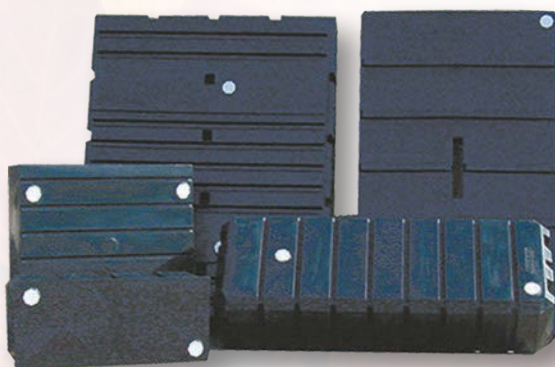
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8 From the Editor: Review & Reboot

Take a look back at 2014 and ask yourself these four questions that may challenge your business over the next year. - **Jim Kneiszel**

10 @PROmonthly.com

Check out exclusive online content.

12 Back at the Office: Is Yours a 'Small Business'?

Does your portable sanitation outfit qualify you for preferable treatment by the U.S. Small Business Administration or your local or state governments? Find out now. - **Judy Kneiszel**

14 COVER STORY



On Location: Hometown Proud

Working to impress their friends and neighbors, Matt Frazier and his crew take their service commitment to the Wellfleet OysterFest seriously.

- **Betty Dageforde**

ON THE COVER: Matt Frazier, owner of M.A. Frazier Enterprises Inc., has been serving the Wellfleet OysterFest since its inception. The October festival winds down the local tourist season and is a popular way to showcase the area's shellfish industry, with 100,000 oysters consumed over a weekend. Frazier is shown with a row of restrooms placed at the event. (Photo by Ed Collier)

20 WWETT Spotlight: A Green Choice

Fruitland introduces biodegradable pump oil. - **Craig Mandli**

22 In the Garage: Engine Oil

Which to use: conventional mineral, semi-synthetic or fully synthetic?

- **Eric Brothers**

24 Pumps Directory

26 PROfile: Work Smarter

Emphasis on improved management, use of new technology and networking through his trade association fuel growth and pay dividends for industry pioneer Dwayne Siegmann. - **Dee Goerge**

32 PSAI News: Be a PRO at Retaining Employees

- **Karleen Kos**

34 Product Focus: Vacuum and Washdown Pumps

- **Craig Mandli**

37 Industry News

37 Product News

COMING NEXT MONTH — November 2014

- **Take 5:** Building customer relationships in South Dakota
- **In the Garage:** The auto/manual transmission debate

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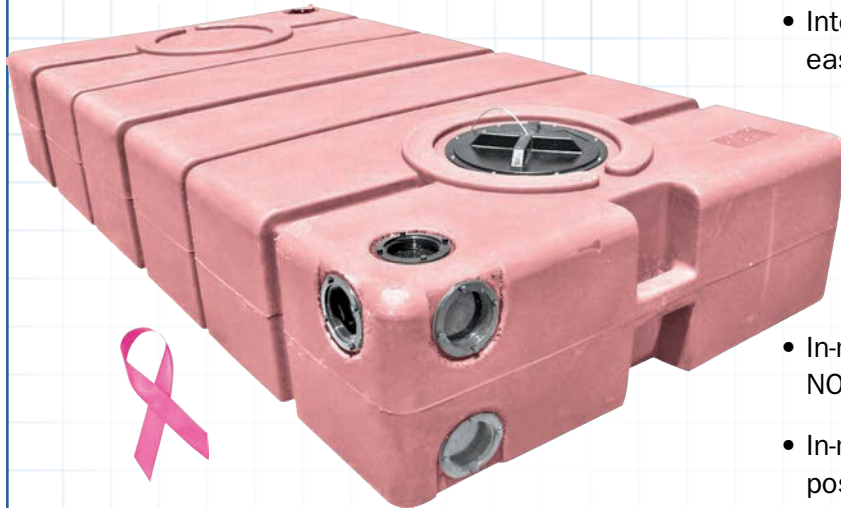


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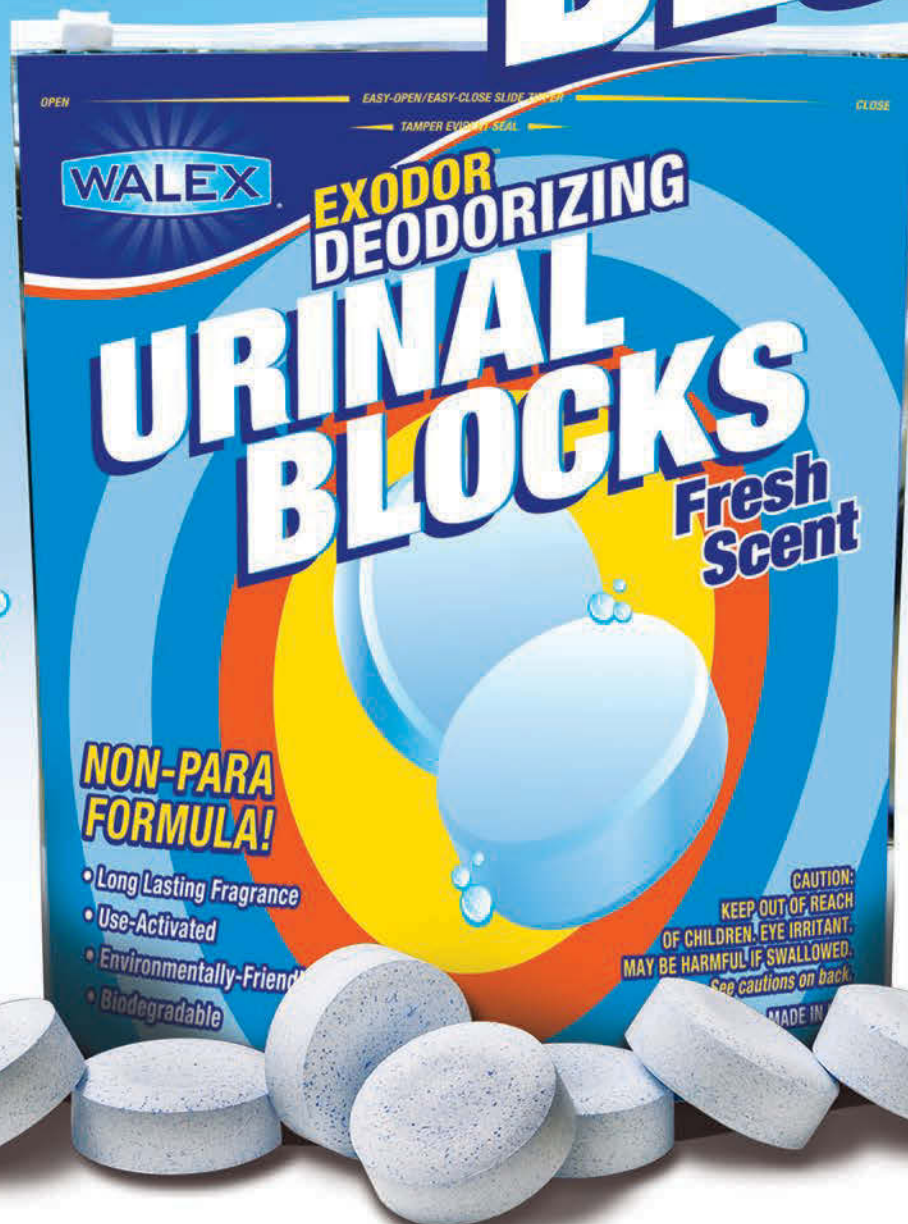
in this issue

October 2014

COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
A		C		J		M		R	
									
Allied Graphics, Inc.	20	Comforts of Home Services, Inc.	32	J. C. Gury Company, Inc.	35	Kros International USA		Ronco Plastics 13	
		CPACEX 35				McKee Technologies Inc./ Explorer Trailers			
Amthor International 13						Surco Products		S	
		F		K					
Armstrong Equipment, Inc. 9						Mid-State Tank Co., Inc. 23		Safe-T-Fresh 15	
B		Five Peaks 19		KeeVac Industries, Inc. 35		P			
						PolyJohn Enterprises 39		Satellite Industries 11	
Best Enterprises, Inc. 5		Fruitland Manufacturing 3		Kentucky Tank, Inc. 6					
C		I		L		PolyPortables, LLC 40		Slide-In Warehouse 9	
						Portable Sanitation Association International 33		T	
Century Paper & Chemicals ..10		Imperial Industries, Inc.31		Liberty Financial Group, Inc.. 10		R			
		J		L		Regal Mobile Solutions 25		T.S.F. Company, Inc. 2	
Chandler Equipment, Inc. 17								W	
Classifieds 38		J & J Chemical Co. 29		Liquid Waste Industries, Inc.. 25		Roeda Signs & ScreenTech Imaging 25			
								Walex Products 7	

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Review & Reboot

TAKE A LOOK BACK AT 2014 AND ASK YOURSELF THESE FOUR QUESTIONS THAT MAY CHALLENGE YOUR BUSINESS OVER THE NEXT YEAR

By Jim Kneiszel

With the busy season winding down for most portable restroom operators, it's time to think about what we've learned from 2014 and how it can help you plan for the year ahead.

For the PROs I've talked to, the past summer presented a series of small-business challenges to meet and overcome. On the positive side, there's a general optimism with growing demand for construction and infrastructure – like roadbuilding and bridge projects – as well as a gradual improvement on the special-event side. Unlike in years past, the tendency today is to add a new restroom route rather than take one away.

On the negative side, questions persist about how to deal with rising costs for things like waste disposal and employee benefits. PROs still feel pressure to keep their prices in check to remain competitive, but at the same time see looming issues on the expense side that threaten to eat away at profits.

The year started on a high note, with PROs meeting up at the Pumper & Cleaner Environmental Expo International in Indianapolis (rebranded the Water & Wastewater Equipment, Treatment & Transport Show for 2015). I heard a lot of cautious optimism among contractors visiting the COLE Publishing editors' booth. My sense today is that it's been a productive year in most regions, but some questions remain to set PROs up for further success.

Look back at 2014 and ask yourselves the following questions. I'll offer some perspective on each timely issue and make a few suggestions on how to move forward.

ARE YOU STILL DOING MORE WITH LESS?

Action: Did your summer include tiring days from sunup to sundown in an effort to keep up with demand for service? Was 2014 a year where work kept you from getting away with the family on a vacation? Did you find yourself thinking, "If I just had another reliable worker I could keep the trucks and restrooms in better shape and spend time going after more work"? Though their workload has been steadily growing the past few years, many PROs have not fully ramped up their workforce to meet demand and provide the best service. They're still striving to do more with less.

Reaction: Look ahead to 2015 with the appropriate optimism and consider whether you can add an employee or two as part of a growth initiative. Dust off your business plan and work with your accountant to come up with revenue projections that reflect an improving economic outlook. Then over the winter, attend job fairs, place an ad or use your social media to identify folks who could become solid contributors to your team. Keep in mind that a good worker can have a significant positive impact on your bottom line.

Over the winter, attend job fairs, place an ad or use your social media to identify folks who could become solid contributors to your team. Keep in mind that a good worker can have a significant positive impact on your bottom line.

WHAT'S THE IMPACT OF BIG HEALTH INSURANCE CHANGES?

Action: At the risk of stating the obvious, the past few years have been a period of great uncertainty for small companies that provide health insurance for employees. If you fall into this category, you've likely been nervously treading water, waiting to learn more about the impact the Affordable Care Act, or Obamacare, will have on your business. It seems like the rules are changing by the week, and you hear many stories about rising health care costs. You're not the only one concerned about where health care is headed. Your workers are in the same boat.

Reaction: Fall and winter will be a good time to catch up on your reading ... though I'm sure you'd rather crack open a great novel than the reams of information at www.healthcare.gov. Go to the website and learn about options for small businesses and self-employed workers. Companies with 50 or fewer employees can enroll in the Small Business Health Options Program (SHOP) to offer coverage. You can check out plans and prices, learn about tax credits and read frequently asked questions. Whether or not you already offer insurance to workers, talk to your accountant to find out if it's feasible or advantageous. If you find you'll have to drop existing coverage, do what you can to help employees work through the process of using the health care exchange.

IS IT TIME FOR A TRUCK UPGRADE?

Action: There's no question the industry's collective fleet is getting older. In the wake of tough times, you may have put off replacing older vacuum trucks for a few years. And you may have been putting off purchases even before, waiting to see how the new diesel emissions equipment is working out. It's common for me to talk to a contractor still using a 2000-era truck, at least as a backup rig. But the wisdom of running a 15-year-old truck on a service route should be questioned. Many PROs are feeling more secure and starting to buy new trucks.

THE SLIDE IN WAREHOUSE

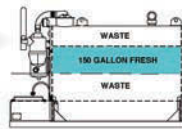


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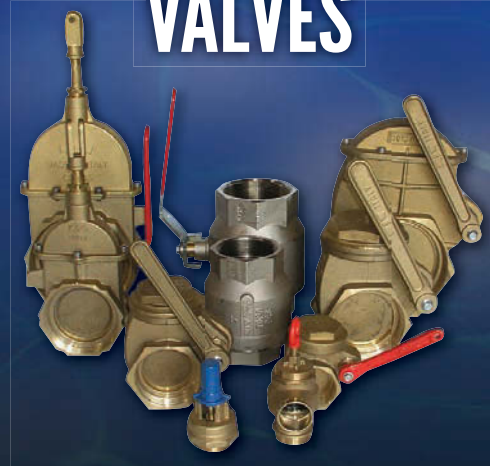
Reaction: Take a good, hard look at your vehicles and identify at least one that can cycle out of the rotation to improve your overall fleet reliability. Visit your banker and check out the likelihood that you'll be able to get a loan for a new truck. If you can get the financing and justify the truck for efficiency or to meet projected demand, make plans to check out the latest rigs at the 2015 WWETT show in Indianapolis Feb. 23-26. Many of the best truckbuilders will show their work, and some of the trucks on display will be available for sale. And there's always a lot of activity on the boards where contractors post used trucks for sale. With so many PROs on hand at WWETT, you might find your next truck or someone to sell your older rig to.

IS A NEW SERVICE PROVIDER BITING AT YOUR ANKLES?

Action: With your success and an improving economy comes increased competition for available accounts. The real estate bubble bursting in 2008 brought a sudden halt to most construction work and took a toll on the lucrative party and special-event market. The downturn brought a contraction to the portable sanitation industry, as the most vulnerable and under-capitalized companies sold their inventory and went away. That's changing, as small-business entrepreneurs are dipping their toes in the water and buying restrooms and trucks. It's all part of the natural ebb and flow of the economy.

Reaction: Don't sit still and watch competitors gain a foothold in your territory. Ratchet up your marketing efforts with a refreshed and more interactive website. Use social media to tout your accomplishments and encourage your best customers to write testimonials. Look for ways to further personalize your service, offering nice upgrades and constantly look for ways to follow up and get feedback from your customers. Set a goal to be the best, not necessarily the cheapest. ■

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Is Yours a 'Small Business?'

DOES YOUR PORTABLE SANITATION OUTFIT QUALIFY YOU FOR PREFERABLE TREATMENT BY THE US SMALL BUSINESS ADMINISTRATION OR YOUR LOCAL OR STATE GOVERNMENTS? FIND OUT NOW.

By Judy Kneiszel

When I imagine a small business, what immediately comes to mind is a traditional mom-and-pop operation with maybe three or four employees besides mom and pop. This isn't always the case, however, and it's often difficult to discern a small business from a large one.

This year, the U.S. Small Business Administration (SBA) updated the official criteria for determining what qualifies an entity to be called a small business. In some industries, the number of employees determines status. In others, it's annual receipts.

It seems strange, but there are industries in which companies can have 500 to 1,000 employees – or even 1,500 in the cases of telecommunications companies, crude oil pipeline and transportation companies and air transportation companies – and still be classified as small businesses. Annual revenue of certified small businesses can range from \$750,000 for most agricultural industries to \$35.5 million for waste collection companies and hospitals. Yes, your portable restroom operation and a company with \$35.5 million in annual receipts may both be “small businesses” in the eyes of Uncle Sam.

WHY SIZE MATTERS

Many federal, state and local government agencies are required to buy a percentage of their goods and services from small businesses. In order to compete for these contracts, however, a business must be certified as a small business and register as a vendor with the government.

In addition to giving you the ability to compete for government contracts, being certified as a small business also qualifies you for SBA loans. While the SBA does not actually lend money, it guarantees loans that are underwritten by traditional lenders. SBA loans are not always the best option, since fees can be high, but they can offer favorable terms. SBA loans are sometimes longer than traditional loans and can have lower interest rates than other types of funding. Certifying your small business at least gives you the option of considering an SBA loan when you need to borrow money.

As I said, if you look through the SBA's industry size standards, the range is astounding. By having larger and larger companies qualify as “small” businesses, some banks may be SBA lenders but show little interest in the truly small mom-and-pop shops when it comes to loans. In general, smaller local banks are friendlier to smaller businesses, but owners of SBA-certified small businesses sometimes have to search for SBA lenders beyond their immediate geographic area.

WHEN IS A BUSINESS OFFICIALLY SMALL?

The main qualification for becoming an SBA-certified small business is simply meeting the size standards. Other than that, a small business can be organized as a sole proprietorship, partnership, corporation or any other

Your portable restroom operation and a company with \$35.5 million in annual receipts may both be “small businesses” in the eyes of Uncle Sam.

legal form, as long as it is organized as a for-profit business. Also, to be certified the small business has to have a place of business in the U.S., operate primarily within the U.S. or make a significant contribution to the U.S. economy through payment of taxes or use of American products, materials or labor.

For most industries, the SBA defines a small business either in terms of the average number of employees over the past 12 months, or average annual receipts over the past three years. To know your particular industry size standards, you have to know the North American Industry Classification System (NAICS) code for your business. This is the standard used by federal agencies in classifying businesses.

Portable restroom operators are classified under the heading “Septic Tank and Related Services,” NAICS 562991. The standard qualifying a business that “rents and/or services portable restrooms” as a small business was updated in July from \$7 million in average annual receipts to \$7.5 million.

Once you determine your business meets the standard, you can register as a small business at the SBA's website: www.sba.gov/content/register-government-contracting.

OTHER CERTIFICATIONS

As part of the SBA registration process, you must enter information about your company in the System for Award Management database. In addition to being certified as a small business, you can also self-identify as a disadvantaged, woman-owned or veteran-owned business if this applies to you. The federal government has programs that help small businesses owned, operated and actively managed by women, minority group members, veterans or persons with disabilities compete in the marketplace.

State and city governments also provide certification programs that help small businesses compete for government contracts. Certification criteria at the local and state levels are often different than federal criteria. Visit your particular city or state website to find out if programs exist and if your business qualifies.

Some private companies also have set diversity goals for doing business with certified small business and/or minority-, veteran- or woman-owned businesses. To get a chance to work for agencies or companies with these diversity goals, you not only have to get your business certified but also find

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POSITIVE MARKETING MESSAGE

In addition to getting a shot at SBA loans, government contracts and jobs set aside for small companies, there are more subtle benefits to being a small business. In general, consumers view a small business more favorably, while "big business" is sometimes seen as less trustworthy. Being able to call yourself a certified small business is a positive marketing message. Customers probably won't realize the manufacturer down the street with 500 employees can claim small-business status too. ■

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THE JOB: Wellfleet OysterFest

LOCATION: Wellfleet, Mass.

THE PRO: M.A. Frazier Enterprises, Inc.

Working to impress their friends and neighbors, Matt Frazier and his crew take their service commitment to the Wellfleet OysterFest seriously **BY BETTY DAGEFORD**

Hometown PROUD

THE TEAM

The Cape Cod town of Wellfleet, Mass., is home base for Matt Frazier and his company, M. A. Frazier Enterprises Inc., which offers a number of services for the area – portable restrooms, restroom and office trailers, roll-off containers, trash and recycling services, temporary fencing and ground storage containers. Frazier is helped out by his wife, Wendy, who focuses on marketing and restroom trailers, 13 field personnel and four office workers, all of whom were on hand for the Wellfleet OysterFest. The company also remobilized several seasonal workers for the fall event.

COMPANY HISTORY

In the 1980s, Frazier added septic work to his landscape, construction and asphalt paving business, eventually leading to offering portable restrooms. “I learned about the *Pumper* magazine back in ’87 or ’88 and got intrigued by a number of the articles and advertisements about portable restrooms,” he explains. “I thought it would be a great addition to run hand-in-hand with my other services.” He picked up 30 Satellite Industries units from a company in Boston, then in 1989 bought out a local competitor, adding an additional 250 – “which made me a decent competitor,” he says.

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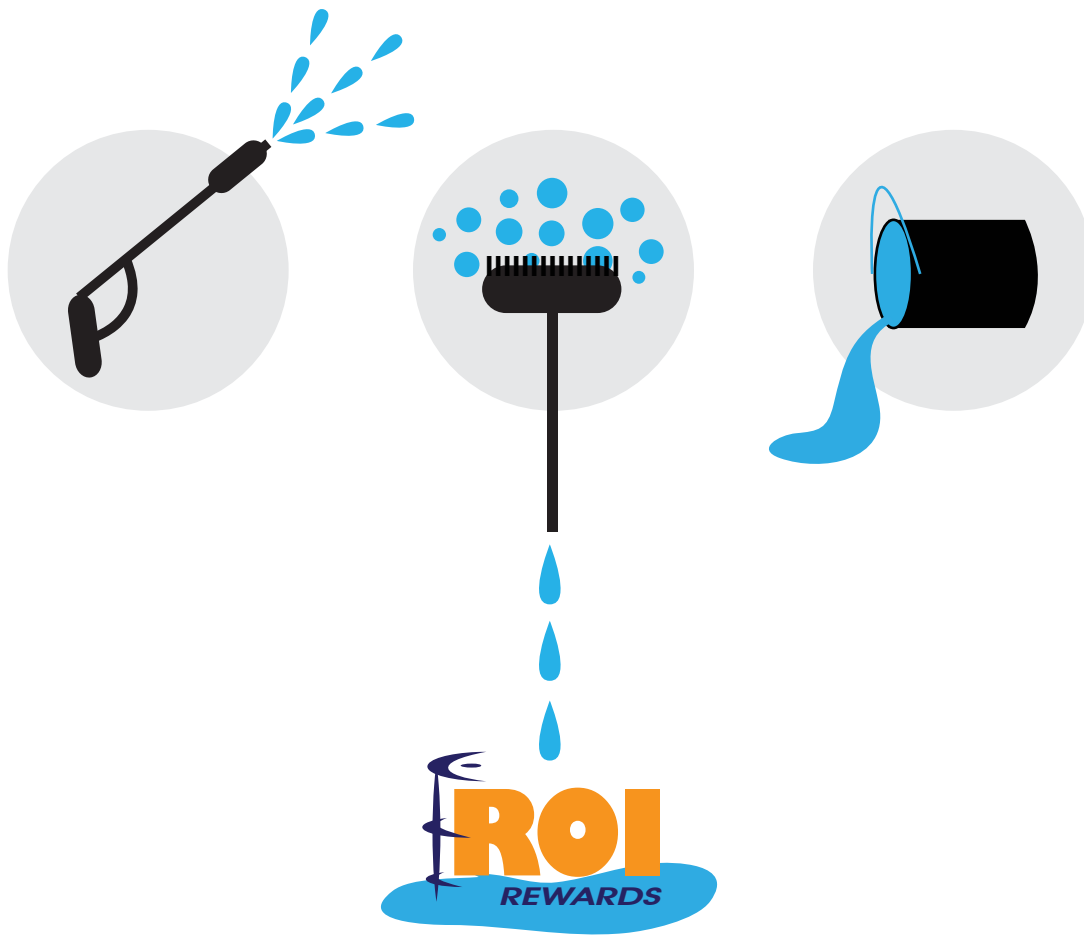
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Right: The M.A. Frazier Enterprises Inc. OysterFest service team includes (back row, left to right) Justin Welsh, Jason Caruso, Stephen Spirito, John Guzman and Matt Frazier. In the front row are (from left) Tim Maloney, Wayne Miguel, Steve Santos, Bob Shanahan and Christopher Mounce.



Above: Matt Frazier replenishes the hand-sanitizer supply in a restroom during OysterFest. Cleanliness is critical at the event where food and refreshments are a main attraction.

Right: Technician John Guzman restocks paper products in a restroom at OysterFest. Frazier uses restrooms from PolyPortables and Satellite Industries.



Over the next 11 years, he grew his inventory to 1,800 units through acquisitions and new purchases, and picked up his first restroom trailer. In 1999, when a German company began buying up portable restroom companies in New England, he decided to sell and concentrate on dumpsters and storage containers. But in 2004 when the German company pulled out, Frazier went back in, starting from scratch by buying a company that had 40 restrooms and a Lely Manufacturing Inc. slide-in tank.

Today his inventory stands at 700 Satellite and PolyPortables units. He's also proud of his six company-built restroom trailers – high-end and all made from scratch, he says.

Events account for 40 percent of the company's portable sanitation work. Their service territory covers Cape Cod, eastern Massachusetts, southern New Hampshire and Rhode Island.

MAKING CONNECTIONS

Frazier picked up the Wellfleet OysterFest event from its beginning 13 years ago – “Because I’m the local boy, I guess,” he says. Only three units were needed for the first one but it’s gotten significantly bigger since, and he’s made a point of doing whatever it takes to keep up with it.



“I give huge kudos to our staff, working all the extra hours planning the festival and then doing the festival. It’s a huge team effort and something we look forward to every year.”

MATT FRAZIER

THE MAIN EVENT

About 100,000 oysters and 10,000 clams were consumed at Wellfleet OysterFest over the Oct. 19, 2013 weekend, a Cape Cod tradition marking the end of tourist season. The 30,000 attendees also enjoyed live music, an art fair, aquaculture educational programs, nature walks, oyster reef tours, road races, a dance party, skateboard competition and the popular Shuck-Off competition.

THE JOB

Besides supplying portable restrooms and temporary fencing, the company handled trash, recycling and maintenance for the event. They also managed off-site parking at three beaches. Team member David Colter oversaw that operation, which involved posting signs, managing digital message boards, deploying 200 street cones, putting up barricades, directing traffic, coordinating with 12 shuttle bus drivers, as well as keeping the permanent bathrooms stocked and trash containers emptied.

Perhaps the most rewarding service the company provided was the recycling of five tons of oyster shells. “The reason for recycling is to get those shells back into the harbor because there are baby oysters still growing on the outside of them,” Frazier explains. It’s estimated that 600,000 tiny oysters (called spat) were returned to the harbor. “This is a big accomplishment of the festival and we were the first community to do it,” he says. “It took special dispensation from multiple state agencies because it isn’t normally legal to be dumping a dumpster’s contents into the ocean.” The roll-off was thoroughly scoured and spotless before any shells went in.

BY THE NUMBERS

The company brought in 108 portable restrooms – blue Maxim 3000 models, aqua Globals and ADA-compliant Freedoms from Satellite – plus

(continued)

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To learn more about M.A. Frazier Enterprises Inc. and its service to the Wellfleet OysterFest, listen to a podcast featuring owner Matt Frazier at the PRO website, www.promonthly.com/podcast



12 Satellite hand-wash stations, 50 96-gallon trash toters, 50 64-gallon recycling toters, 600 feet of temporary fencing, three roll-off containers for solid waste and a 15-cubic-yard roll-off for the shell recycling program.

Although all units had hand sanitizers, the company also provided eight two-sided hand-sanitizer units built by the company for the festival, displaying company and festival logos.

LET'S ROLL

Perimeter fencing went up on Tuesday, equipment was brought in on Wednesday and Thursday using company-built delivery trailers, and Friday was checklist day to make sure everything was done.

Fifty units were set up at the main venue, all in one large bank, and 20 at the marina parking lot. The rest were spread throughout town at numerous parking areas and two recreation facilities where some of the activities took place. Shuttle bus drivers were given keys to several locked units set aside for their use only.

It took three days after the festival to break everything down, steam-clean the units and put everything away.

KEEPIN' IT CLEAN

The company used five 2005-2011 Ford and Sterling service trucks built out by Progress Tank with 700-gallon waste/300-gallon freshwater stainless steel tanks and Masport Inc. pumps. And for extra peace of mind – “because on a Sunday at 3:30 in the morning, in the middle of October, anything can

go wrong” – the company hired out a 3,000-gallon Specialty B Sales septic truck from a local company. “We put an adapter on it to push [the intake] down from 3 inches to 2 so we could pump units directly from his truck,” Frazier says.

Periphery parking lots were cleaned starting at 6 p.m. Saturday but the bulk of the work was done Sunday morning around 3:30 a.m. The company uses J & J Chemical Co. products. Waste was taken to the local treatment plant.

Below: Frazier stays in constant contact with his crew working OysterFest. The important local tourist event must be closely monitored to provide the cleanest service possible.



Above: Shucked oysters must be disposed of in a special container for shell recycling. Frazier pauses during a restroom service period to inspect the container.

In addition, 16 team members on Saturday and 12 on Sunday – wearing high-visibility vests or shirts with the company's logo – worked from 8 a.m. to late at night picking up litter and continually swapping out trash containers. “They were constantly maneuvering through crowds, going in with an empty container, picking up a full one and bringing it back,” Frazier says. Two people did nothing but replenish bathroom tissue and sanitizer.

COMMUNITY PRIDE

OysterFest is an event the company especially enjoys. “I was born and raised in the community, and several of our employees were too, and this is just something we do traditionally year after year,” Frazier says.

Proceeds from the nonprofit event go to scholarships, water-quality improvement programs and grants for experimental shellfish programs. Frazier contributed to the cause by donating some of his services. “We donate about 30 percent of the units, the recycling dumpsters and the shell recycling dumpster,” he says.

The team goes all out for the event. “We spend a good portion of the last couple weeks of September, first couple weeks of October gearing up for this,” Frazier says. “I give huge kudos to our staff, working all the extra hours planning the festival and then doing the festival. It's a huge team effort and something we look forward to every year.” ■

MORE INFO

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www.jjchem.com
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Lely Manufacturing, Inc.
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Masport, Inc.
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PolyPortables, LLC
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A Green Choice

FRUITLAND INTRODUCES BIODEGRADABLE PUMP OIL

By Craig Mandli

Fruitland vacuum pumps are known for their iconic blue exterior, but another color made waves at the company's Pumper & Cleaner Environmental Expo International 2014 booth – green. That's green as in Fruitland Green, its 100 percent biodegradable vacuum pump oil designed to eliminate the chance of contaminating the air, water or ground.

"The main reason we came out with this product is it's what our customers wanted," says Keith Myers, sales manager for Fruitland Manufacturing. "We've had customers in the oilfield, environment, industry, septic service and grease services continuously ask if we have an environmentally friendly oil available. Now we do."

The product is specifically designed for use in Fruitland vacuum pumps, although according to Myers, testing continues on other pump brands. The viscosity of the oil maintains stability across extreme temperature ranges.

"This product is just as effective as typical vacuum pump oil but with the huge bonus of being biodegradable and safe for the environment," says Myers. "The formulation is nontoxic, is easy to use and completely safe for operators."

Fruitland had been planning to roll out the new Green oil at the 2014



Expo for some time. "The 2013 show was where we really bounced the idea off of our customers and decided a product like this was really needed in the industry," says Myers. "The oil was tested internally in our shop for seven months, then field tested for three more months. The response was overwhelmingly positive."

Myers says he talked to many Fruitland customers who were excited about the possibility of using biodegradable oil in their units.

"Not only is it a selling point for us, it's an idea that our customers can pass along to their customers too," he says. "In an era where people are increasingly conscious of the footprint they're leaving on the environment, a septic pumper or drain cleaner being able to tell a customer that the oil they use in their unit is safe for the environment is a great selling point."

Myers says the new pump oil was a way to introduce new customers to Fruitland pumps.

"Talking about the Green oil was actually a terrific conversation starter with attendees," he says. "That gave us a great opportunity to talk with them about our vacuum pump options, and what they can do for their rigs and their business."

The company is finalizing packaging and distribution details for the new oil and will follow up with Expo attendees who showed an interest, Myers says.

Fruitland's technicians are hard at work to roll out several new products for the 2015 Water & Wastewater Equipment, Treatment & Transport Show (the new name for the Pumper & Cleaner Expo). "We're working on some industrial blowers, which will be a completely new market for Fruitland, and also a blower for the dry bulk market," Myers says. "We're excited to enter that market and gauge the reaction at next year's show. It's always a great opportunity for us to show our new products and gather feedback for the future. Hopefully we'll have a product that will create just as much excitement as our Green oil." **800/663-9003; www.fruitlandmanufacturing.com.** ■

Fruitland Manufacturing Sales Manager Keith Myers, right, discusses his company's new biodegradable vacuum pump oil, Fruitland Green, with an Expo attendee. (Photo by Craig Mandli)



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Engine Oil

WHICH TO USE: CONVENTIONAL MINERAL, SEMI-SYNTHETIC OR FULLY SYNTHETIC? By Eric Brothers

Engine lubricating oil comes in many viscosities (weights) and a variety of base oils. While you should always follow the engine manufacturer's recommendations for specification category, that still leaves a wide choice of oils across a range of prices.

One of the decisions to be made is whether to use a conventional mineral oil or upgrade to a more expensive semi-synthetic blend or fully synthetic oil.

What exactly is a synthetic oil?

"A fully synthetic oil is nothing more than a mineral oil that you've taken apart and put back together in a controlled way," explains Jami Melani, the field engineering/heavy-duty technical services manager for BP/Castrol (BP Lubricants USA). Melani says hydrocarbon molecules as they come out of the ground are imperfect. "There are empty spaces on the carbon atoms where ideally there's a hydrogen atom attached."

An empty space creates a place for oxygen to attach to the molecule, and oxidation is not what you want; we'll address that in greater detail later. "In a synthetic oil, each carbon atom has as many hydrogen atoms as there are spaces, so oxygen doesn't attach easily to the molecule," Melani notes.

Some oils are identified as semi-synthetic. Shawn Ewing, technical coordinator, commercial products for Phillips 66, says, "Synthetic blend – or 'semi-synthetic' – engine oils are a combination of mineral base oil and synthetic oil, blended to achieve a balance of performance characteristics close to those of a full synthetic, but with a price point that remains closer to a mineral formulation."

Whether they are mineral, semi- or full-synthetic, the base oils are then blended with additives to create products for specific types of applications, such as engine oil, compressor oil, gear oil or hydraulic oil.

Synthetic engine oils are multi-viscosity, a characteristic achieved with polymers. "Think of them like noodles – as the oil gets hotter, the polymers get longer and thicker," Melani says. "When it's cold, the oil is 15-weight, but as the oil heats up to operating temperature, the polymers make it flow like it's 40-weight. So you get a thinner oil at cold temperatures to flow better and lubricate the surfaces, and when it gets hotter, the oil is thicker to offer the film strength and protection. That's just the opposite of what occurs naturally: Oil is thick when cold and thin when hot."

Since synthetic base oils cost more, what are the benefits of using them in work trucks and earth-moving machinery? There are several reasons to choose a semi-synthetic or full-synthetic oil.

"Synthetic and synthetic-blend motor oils can be of benefit in extremely cold as well as extremely hot environments," notes Ewing. "For construction equipment operating in cold weather, synthetics will ease starting and reduce wear at startup because synthetics have superior cold cranking and cold flow characteristics."



Synthetic oils generally have a lower cold viscosity rating, 5W-40 or 10W-40, compared to the common 15W-40 mineral oil, says Stede Granger, OEM technical services manager for Shell Lubricants. Shell also has introduced a full-synthetic heavy-duty diesel engine oil with viscosity rating 0W-40 for extreme cold conditions in Canada and Alaska.

Synthetic and synthetic-blend oils are compatible with mineral-based oils, so vehicle owners can switch to a synthetic type without damaging the engine. (Photo courtesy of Shell Lubricants)

Extreme heat and high operating temperatures can accelerate oil oxidation.

"Oil exposed to air and heat combines with oxygen to form acids, insoluble sludge and varnish," Phillips 66's Ewing explains. "The oxidation process leads to a vicious circle of increasing the viscosity of the oil which increases fluid friction and heat which accelerates the rate of oxidation."

"Synthetic oils have better oxidation protection and better resistance to thermal breakdown at higher temperatures," Shell's Granger notes. "If you are expecting higher than normal operating temperatures, a synthetic oil is desirable."

Another benefit of using synthetic base oils is the possibility of extending the drain interval.

As Phillips 66's Ewing explains, "Since oxidation byproducts and contaminants are the most common reasons for an oil to reach its condemning limit upon oil analysis, the superior oxidation resistance of synthetic and synthetic-blend engine oils is a key factor in their ability to extend service life."

Lowering maintenance costs overall is the main benefit of extended drain intervals, according to BP/Castrol's Melani. "Although the synthetics

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“Synthetic and synthetic-blend motor oils can be of benefit in extremely cold as well as extremely hot environments. For construction equipment operating in cold weather, synthetics will ease starting and reduce wear at startup because synthetics have superior cold cranking and cold flow characteristics.”

Shawn Ewing

cost more per gallon, you gain from running the oil longer between drains.” Side benefits include more uptime, less oil to handle, less clerical ordering, less downstream waste, fewer filters and fewer technician labor hours.

Opinions vary about how much longer drain intervals can be extended by using synthetic oils.

“Synthetics can offer longer lubricant life in most situations,” says Ewing. The number of hours or miles increased depends on the type of service and application. However, Ewing warns, “Not all situations allow an oil drain extension just because of a switch to synthetic oil.” He cited as an example extremely dusty environments where if air filtration is compromised, dirt can enter the crankcase and cause engine wear. In this case, synthetic fluids become just as dirty as conventional motor oils.

“One of the reasons you drain engine oil is because of contamination from the combustion process,” says Shell’s Granger. “In a diesel, one of those contaminants is fuel soot. At some point, you get so much soot, no matter

how good the oil is, you have to drain it.”

Nevertheless, in some circumstances, the run time between drains can be extended 50 percent or more by using a semi- or full-synthetic oil.

“We encourage customers to be responsible, step up the interval in increments, and rely on used oil analysis to verify that they are extending drains safely and responsibly without any damage to the equipment,” says Melani.

Is it OK to mix mineral and synthetic base oils, or should the previous type be flushed out of the crankcase? The experts agree there should be no compatibility issues if the engine has been operating properly with no mechanical problems. “Synthetic and synthetic-blend engine oils are blended to be compatible with conventional engine oils as well as being compatible with seals and gaskets,” says Ewing.

The quest for better fuel economy for on-highway vehicles will likely carry over to off-road equipment, says Granger. The trend is for engine manufacturers to allow lower viscosity oil to help save fuel.

“Going from 15W-40 mineral oil to a 10W-30 semi-synthetic, you pick up a little better fuel economy from thinner oil,” Melani notes. “It’s hard to measure, but intuitively, you know it takes less power to pump thinner oil through the engine.”

Full-synthetic oil is more expensive, so Melani says to consider: “What conditions does the oil have to address? Which oil will do the best job in that situation? Can I use a less expensive mineral oil and change it more often?”

Granger advises, “The choice is what really fits for the customer, what the equipment is, how old it is and in what environment it operates.” ■

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		Jurop RV520	2,000 - 7,000	28"	30	540	5	Fan	1,200 - 1,300
		Jurop LC420	2,000 - 6,000	27"	30	462	4	Liquid	900 - 1,100
		Jurop PN84	500 - 3,000	27.6"	21	254	4	Air	900 - 1,300
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 See ad page 3	Fruitland Manufacturing 324 Leaside Ave. Stoney Creek, ON L8E 2N7 Canada 800-663-9003 - 905-662-6552 (f) 905-662-5412 sales@fruitland-mfg.com www.fruitlandmanufacturing.com	RCF 250	1,200	27"	30	255	4	Fan	1400
		RCF 500	Any	28.5"	35	450	8	Air	1400
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Dwayne Siegmann, owner of Chem-Can Services Inc., is shown with an International vacuum truck from Mid-State Tank and a Jurop pump. The truck was built by CCSI. (Photos by Mike Hoffman)



WORK SMARTER

Emphasis on improved management, use of new technology and networking through his trade association fuel growth and pay dividends for industry pioneer Dwayne Siegmann **BY DEE GOERGE**

In 1971, at age 21, Dwayne Siegmann knew the importance of working hard, long hours when he entered the portable sanitation industry by starting Chem-Can Services Inc.

It took a minor car accident in the mid-1980s for him to learn how to work smarter and manage better. The first 40 portable restrooms he purchased have evolved to about 3,500 units. His first location in Enid, Okla., has expanded to five locations covering a good portion of the state. Through the years, Siegmann diversified his services and learned to be flexible to survive the fluctuation of the oil and construction industries.

But aside from building CCSI into a successful business, his experience and involvement with the Portable Sanitation Association International (PSAI) has given him a passion and appreciation for the importance of the sanitation industry and how, when done right, it contributes to a healthy and safe environment for all consumers.

Chem-Can Services, Inc. (CCSI) **Enid, Okla.**

Owner: Dwayne Siegmann

Founded: 1971

Employees: 50

Services: Portable restrooms, septic and grease pumping

Service area: Central, north-central and western Oklahoma

Website: www.chemcan.com



Oklahoma

BACKGROUND

Siegmann's father, Roland Siegmann, launched a septic service business in 1952, and Dwayne worked with him from the time he was old enough to carry a shovel. Eventually they began servicing restrooms for other companies. So he knew what he was getting into when his father helped him buy 40 restrooms to start a business.

"You're young. You work 24/7 – really hard. We had competitors in all corners. You stick it out and work long hours," he recalls.

In addition to doing his own pumping, he built his own vacuum tanks.

"You just do a little of everything to save money and keep going," he says.

When the oilfields prospered in the late '70s, it was a healthy boost to his business, and he could afford to hire workers.

"The biggest thing that caused me to get out of the trucks and start managing my company instead of being out there doing it all myself was – we joke – when we say my wife, Diana, ran over me with the car," he says with a laugh. "That'll slow you down."

An explanation is in order: Siegmann had a vehicle that occasionally fell into reverse on its own. When he stepped out of it while running an errand at the post office it went into gear. As he made an effort to get in and stop it, his wife reached over to change gears, and Siegmann's foot got caught underneath the vehicle. An ankle injury required surgery, and he was on crutches for months.

"I couldn't drive a service truck," he recalls. "But I can't sit still, so I started working more on how to manage the company."

He purchased his first cellphone and first rudimentary computer. "Those things helped me learn to manage the company better and develop it," he notes.



Dwayne Siegmann keeps tabs on a far-flung workforce at several operations maintained by Chem-Can Services.

CREATING OPPORTUNITY

The management lesson came at a good time – about the same time the "Windfall Profit Tax" was enacted and oilfield work slowed down.

"I've been in Oklahoma around the oil industry long enough to see two or three of those cycles," he says. Percentages of work constantly shift with cycles in the economy, so it's important to have varied clientele in construction, oilfields and events to pick up the slack when one sector is down.

"About 15 years ago it became obvious that due to the disposal challenges presented by grease trap waste and the fact that disposal options in general in our area were very limited, we started looking for other alternatives," Siegmann notes.

"Using advancements in electronics is making it much more efficient to run a company and branch services; because of better tracking equipment and routing software as well as office communication systems we can do things today we only dreamed about 20 years ago."

DWAYNE SIEGMANN

After a year of researching and working with local governments to obtain appropriate permits, he purchased a dewatering system manufactured by Flo Trend Systems. The 30-yard screening box and two 12,000-gallon storage tanks have proven effective. Grease, septic and portable restroom waste are blended and aerated (to reduce BOD), the pH is adjusted and the waste is injected with polymer, then run through the filter box. The effluent goes into the sewer system and the dry cake to the landfill for disposal.

Ultimately, his cost to operate the system is comparable to disposal fees, Siegmann says. But it offers convenience since the nearest municipal facility is more than 60 miles away.

Part of the Chem-Can Services crew gets together for a photo. Pictured in the photo are Sarah Gordon, Michele Lindberg, Dwayne Siegmann, Shannon Neil, Jerry Coffin, Darrin Toles, Wes Kinkead, Justin Smith, Brian Cantrell, Shari Smith, Steven King, Larry Davis, Phillip Morris, Trip Ramsey, David Woodall, David Hoffman, Brian Farabee, Dick Hale, Steven McCauley and Don Campbell.



DISASTER RELIEF

Located in Tornado Alley, disaster relief is an inevitable part of the business. CCSI crews have responded after many tornadoes. One of the largest was an EF5 twister that tore through Moore, Okla., in May 1999. Another EF5 followed a similar path through Moore on May 20, 2013. It killed 25 people and destroyed a school and much of the Oklahoma City suburb.

"When you go down to try to set things up and put things back together, you just want to stand in the middle of it and cry," Siegmann says. "It's just the most horrible, devastating thing you can experience, and it's hard on my service drivers – especially in the early stages when they are still disoriented."

Logistically, it's impossible to have a cookie cutter response plan, but CCSI workers have learned to respond immediately and prepare to deploy.

"When it comes to the immediate aftermath there isn't such a thing as efficiency," he explains. "You have all the agencies trying to move in and set up. Areas are blocked off. Traffic is absolutely horrible."

In 2013, CCSI's Oklahoma City location was 11 miles from the middle of the Moore tornado path. Having been through it before, drivers were called in and loaded more than 30 portable restrooms in the middle of the night before orders could start coming in. These were set up in appropriate areas for first responders to use until emergency services could get on site and organize. Later, workers set up more restrooms as requested by emergency response teams and organizations such as FEMA, the Red Cross and the City of Moore Emergency Management Team.

The following weekend, another tornado of similar magnitude took a

Corvettes for fun and charity

Some of CCSI's good reputation may come in part from Dwayne Siegmann's civic-minded nature. One of the pleasurable ways he and his wife, Diana, give back to the community is by belonging to the Corvettes of Enid club. Besides taking trips together in their Corvettes, members host a Corvette Expo and other fundraising endeavors to support several local charities.

When Siegmann succumbed to his admiration for Corvettes and purchased a 2011 Grand Sport through a local dealer, joining the group was practically automatic. The Enid club has a reputation for being one of the most active in the nation. Siegmann credits the group's president and his wife, Lindy and Connie Baker.

The club, with 94 couples, plans recreational riding events – such as a trip to Glacier National Park this summer. But charitable work is a priority. For example, an average of 110 cars show up at the annual Corvette Expo in April at Enid's Event Center and Convention Hall for the club's main fundraising event.

The \$50,000 club members raised since 2007 supports programs for organizations such as the March of Dimes, Salvation Army, RSVP, Vietnam Memorial Wall, Child Advocacy of Enid and the local YMCA.



Dwayne and Diana Siegmann are active in the Corvettes of Enid club. Here they are shown with their 2011 Corvette Grand Sport in front of a row of Maxim 3000 restrooms from Satellite Industries.



Left: Technician Brian Cantrell washes a Satellite Tufway restroom before it goes out to a customer.

Below: Technician John Foster returns the hose after pumping restrooms on a route. The truck was built in-house with a tank from Mid-State Tank.



swipe at the same general area, following I-40 and angling a little further north and taking out about 100 of the company's restrooms.

"Some were destroyed, some damaged, some we never found. We put so much in there for the first one, we were so exposed out there," Siegmann says. "The good thing was it didn't hit our yard. It came within a few miles and at one point was on a path to our yard. It was pretty scary whether we were going to take a direct hit."

Having multiple yards is an advantage. Though it may cost more in road time, units can be pulled from different areas when needed. In addition to tornadoes, CCSI restrooms are used for other disasters such as wildfires.

Though difficult – and sometimes not profitable – CCSI is glad to provide a needed service.

"We feel like it's part of our responsibility to the community to go in and help put it back together. We are proud of the fact that we are there and load up equipment immediately and start heading in to help out where we can," he says.

EQUIPMENT

Siegmann likes to find good deals on equipment, such as a couple of cab-over Chevrolet T8500 trucks he found that were new but 2 years old.

(continued)



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Siegmann and friend and employee Trip Ramsey used their combined design and fabrication skills to build out most of the company's trucks through its biggest growth period. In the last five years, with other demands on the company's fabrication department and a desire to add lighter aluminum vacuum tanks, Siegmann turned to Mid-State Tank for its newest trucks.

Having a fabricator on staff provides drivers with user-friendly options.

"Even trucks we're having built use the designs we've developed over a lot of years," he says. "One thing that is not uncommon to the industry is the workstation approach to the driver's side of the truck. When the driver gets out of the truck he turns toward his tank and has all of his needed equipment handy."

Another customization he orders for restroom service truck tanks isn't as common.

"We always run three-compartment tanks. We run one tank for water to recharge the unit, one for the wastewater we're pumping out of the unit, and one tank for washdown. We don't use the same water for recharging and washdown," he says.

The extra tank allows technicians to premix the recharge water for colder temperatures, for example. The mix wouldn't be appropriate for washing the unit because it would leave a residue.

Most of the 61-truck fleet is vacuum trucks for portable sanitation service. Included are 18 International, eight GM, five Ford and three Freightliner rigs. The tanks vary from a 500-gallon slide-in unit to 2,200 gallons. The portable restroom service tanks usually have about a 65-25-10 percent division of waste/fresh/washdown water. Five trucks are equipped as septic/grease pumpers with 2,000- to 2,200-gallon tanks. All pumps are Jupop

Above: Brian Cantrell prepares to pump the holding tank from an Ameri-Can Engineering restroom trailer.

Right: Dick Hale (on the truck) and Brian Cantrell, Jerry Coffin and John Foster load restrooms onto a flatbed delivery truck.

"We emphasize that when you [workers] leave the yard, the next inspector you get will be the customer. We don't push quantity of units. They have to be clean – we push quality and want them to spend more time if necessary."

DWAYNE SIEGMANN



brand from Chandler Equipment. Chandler also supplies most of the tank components, manways, primary shutoffs, secondary shutoffs, etc., used in fabrication.

In addition, there are 27 delivery/pickup vehicles ranging from 3/4-ton pickups to flatbeds (five International, 21 GM and a Dodge).

The majority of the 3,500 portable restrooms are from Satellite Industries. There is a mix of construction and special event units, as well as special-needs units. Polylift high-rise units from PolyJohn Enterprises were especially helpful during the construction of the Devin Tower (Oklahoma's tallest building), completed in early 2013.

Inventory also includes 94 freestanding sinks from T.S.F. Company, as well as 115 300-gallon holding tanks from Satellite and Kentucky Tank. For work site trailers, CCSI offers 25 freshwater delivery systems (non-potable) fabricated in house.

The restroom trailer fleet includes nine trailers, including four from Ameri-Can Engineering.

SITE-TO-SITE COMMUNICATION

While the company has its roots in Enid, the business evolved from there, expanding through acquisitions to Oklahoma City, Ponca City and Woodward, as well as establishing a yard in Stillwater.

With the growth has come experience in managing multiple sites.

"For the most part it's a combination of email, cellphones and staying in contact with people. We have a central call station in Enid that distributes the work orders to the various yards," Siegmann says. "We have a management-level person [at each site] to keep the flow going and maintain close contact. We currently have a managers' meeting, drawing us together in one

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spot, every six weeks, and I also have an operational manager who goes to the yards and has meetings as needed.”

CCSI offers health insurance, a retirement plan and a pleasant atmosphere to attract good workers, Siegmann says. Managers focus on getting to know each employee, and new workers are paired with employees who are good at training.

“We emphasize that when you [workers] leave the yard, the next inspector you get will be the customer. We don’t push quantity of units. They have to be clean – we push quality and want them to spend more time if necessary,” Siegmann says. “When we get complaints, as any company will, it’s a high priority to find out why and to find a remedy.”

IN THE FUTURE

Using technology to better manage companies and networking with other industry professionals will help portable sanitation companies moving forward.

“I think the biggest changes in the future for our company and the industry is how we manage our trucks and our people,” he says. “We use a company called Universal Tracking for our truck tracking system. All trucks, delivery through septic, have a tracker in them allowing for better equipment management.

“Using advancements in electronics is making it much more efficient to run a company and branch services; because of better tracking equipment and routing software as well as office communication systems we can do things today we only dreamed about 20 years ago.”

Siegmann looks to the world through his work with PSAL. He stresses the trade association’s commitment to education about the need for basic sanitation and preserving safe drinking water.

“I’m very excited and dedicated to bringing these issues to the forefront and effecting change to the world and the industry,” he says. He values the PSAL’s mission and the networking help membership presents.

“The PSAL helps make you a better operator,” he says. “If you don’t get involved in it, you are taking the long, hard road. It’s such a source to help you know and understand how to meet your challenges. Better competitors make the industry better and improve public perception of what we do. People start realizing the value in what we provide.” ■

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Be a PRO at Retaining Employees

By Karleen Kos

Karleen Kos is executive director of the Portable Sanitation Association International. She may be reached at karleenk@psai.org or 952/886-7416.



Hiring great workers in your portable restroom business is one thing. Keeping them is an entirely different thing – and we all know retaining good people is essential for company growth and stability.

WHY DO EMPLOYEES LEAVE?

There are many reasons people give notice. The most common include:

- **Competition.** Better pay and benefits in similar positions elsewhere draw employees away.
- **Job attractiveness.** Workers' perceptions of a job can affect how long they stay. Things such as repetitiveness, challenge, danger, autonomy and perceived importance all play a role.

- **Fit.** Everyone is different. Personality traits, scheduling issues and conflicts with others can dramatically affect how long someone stays.
- **Career path.** Lack of opportunities for recognition or advancement lead workers to believe the only way to get ahead is to leave.

ENCOURAGING EMPLOYEE RETENTION

Lengthening staff tenure can positively impact both your business and your peace of mind. To do it you should:

Train. All employees need immediate training. This should include orientation to the industry, position and company, as well as job-specific training, safety training and customer service training. Employees who feel competent succeed in their positions more often.

Be fair to all. Employees want to work in an environment that is fair to everyone. Be careful to balance the needs of more seasoned employees you want to retain with those of new employees who are watching to see how things really work in your company. Giving preferential treatment to longtime employees in a conflict – or letting them control the schedule – can backfire if newer employees come to believe favoritism rather than fairness drives the day.

Communicate. Let employees know what is happening and make them feel they are part of your company's successes. If you give direction, be sure to follow up afterward. Hold staff meetings frequently. Greet and talk with each employee daily, or as often as possible. Employees who feel connected and valued are less likely to leave over trivial issues.

Recognize and appreciate. Praise hard-working and committed employees for specific things done well. Give them a note of appreciation or gift card just to say "thanks." Gestures like these let employees know their efforts are not going unnoticed and set the bar for others.

Offer pay raises and advancement. If you notice employees with consistently high performance, reward them. Even small pay increases or changes in title can be important to keep your best people on board. Remember: It is far less costly to increase the pay of good employees who stay than to keep hiring and training new ones.

Members of the Portable Sanitation Association International benefit from numerous resources that can help with employee retention. These include training and certification programs for service personnel, industry-level recognition, the PSAI scholarship program, and numerous ways for company leaders to share ideas and best practices on employee recruitment and retention. If you are not a member, join the PSAI today to take advantage of benefits the association offers your company. ■

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Visit psai.org/psai-nuts-bolts for the full schedule, event details, registration and hotel information. We look forward to seeing you!

Vacuum and Washdown Pumps

Portable sanitation contractors utilize vacuum and washdown pumps to service units and keep them clean and in top condition. Here are vacuum pumps, reels, hose and other components designed to efficiently service portable restrooms By Craig Mandli

VACUUM PUMPS

EFFICIENT VACUUM PUMP

The **Jurop R260** vacuum pump from **CEI - Chandler Equipment** requires an input of 540 to 1,000 rpm and creates an output of 363 cfm at free air (304 cfm at 18 inches Hg), while producing a maximum pressure of 25 psi and maintaining 92 percent vacuum efficiency. It is injection cooled and features automatic lubrication and heat-resistant Kevlar vanes. Clockwise or counterclockwise rotation is available. It can be ordered with a pump-mounted final filter, with an available in-line final filter with 3-inch female NPT. **800/342-0887; www.chandlerequipment.com.**



VACUUM PUMP PACKAGE

The **Eliminator 250** vacuum pump package from **Fruitland Manufacturing** is specifically designed for the portable sanitation service industry, and includes an RCF250 commercial and continuous duty vacuum pump that creates 180 cfm. It includes a heavy-duty and integral secondary shut-off, oil-catch muffler, drive coupling, vacuum/pressure gauge and all relief



and drain valves. Hydraulic or gearbox drive adapters make hookup easy, durable and professional. The entire package has a compact design measuring 26 inches wide by 23 inches high for convenient installation on portable sanitation service trucks with limited space. The pump offers low oil consumption, including an automated oiling system with all-steel oil lines, pump oil level sight gauge, vane gauging ports, anti-shock design and three primary cooling phases. **800/663-9003; www.fruitlandmanufacturing.com.**

AIR-COOLED VACUUM PUMP

The **PM60A** air-cooled vacuum pump from **Moro USA** weighs 265 pounds, has 29 psi positive pressure capability, 198 cfm free airflow at 1,100 rpm, and a suggested tank size between 500 to 2,500 gallons. It has a cast iron body with visual inspection ports and employs radial rotary Kevlar vanes to provide vacuum/pressure, and a direct-feed sealed oiling system. Its large, open-ported manifold design reduces noise and air friction. The cantered rotor produces ideal vacuum and pressure by preventing air from slipping past the vanes. Viton oil seals and low rotating speed leads to longer pump life. It can be easily mounted on a truck frame and connected to the truck drive system, or can be delivered in preassembled pump packages for special applications. **800/383-6304; www.moroussa.com.**



TRI-LOBE BLOWER PACKAGE

The **4307 Challenger Series** tri-lobe blower package from **National Vacuum Equipment** includes a 535 cfm blower that can generate 26 to 27 inches Hg of continuous vacuum power, depending



on working conditions. It has stainless steel intake and ballast air silencers, 3/8-inch steel mounting brackets protected by powder-coated paint, factory-connected elbows, fittings and high-temperature hoses and a diesel flush kit. It can be powered by either gearbox, hydraulic or belt drive configurations. A ballast air cooling system, which injects cooler ambient air into the exhaust side, keeps the blower from overheating while maintaining full vacuum power. **800/253-5500; www.natvac.com.**

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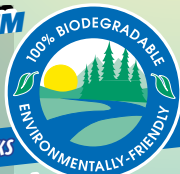
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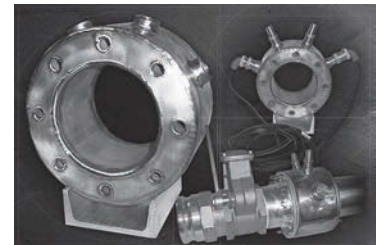
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Heated collars from **L. T. & E.** keep valves from freezing. Made of 304 stainless steel, collars are available in 3-, 4- and 6-inch sizes. Connected to the cooling system, the collars circulate antifreeze and are bolted between two flanges (ANSI or TTMA bolt pattern). They include extra pipe couplings for installing the optional 110-volt heater and thermostat for freeze control when the truck is parked overnight. **800/296-8035; www.ltetanks.net.**



HOSE REELS

HIGH-PRESSURE HOSE REEL

The **HP1125** high-pressure hose reel from **Coxreels**, available for 1/2- and 3/4-inch hoses, is designed to handle pressures up to 5,000 psi. The external fluid patch is configured with an electroless nickel-plated steel, 90-degree full-flow NPT swivel inlet and chemical-resistant Aflas seals. It includes a one-piece, all-welded A-frame base, low-profile outlet riser and open-drum slot design to provide a non-crimping, flat, smooth hose wrap. **800/269-7335; www.coxreels.com.**



HOSE REELS

NARROW-FRAME HOSE REEL

Compact, lightweight **N700 Series** hose reels from **Hannay Reels** are ideal for high-pressure wash-downs, vacuum and portable restroom cleaning operations. They have a narrow frame, a spring rewind and a four-way roller assembly. Their compact mounting base has a declutching arbor to prevent damage during reverse winding. They are built to customer specs, in about a week. **518/797-3791; www.hannay.com.**



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The **DP7000 Series** hose reel from **Reelcraft Industries** now offers the stability of a dual-pedestal reel in a compact, strong design. It has a two-piece, non-welded, interlocking base that won't vibrate apart, making it ideal for vehicle-mounted applications. The interlocking steel-formed and stamped base design makes the base assembly strong, compact and resistant to vibration. It has successfully passed independent testing to mil-spec standards and is proven to stand up to heavy vibration. It is available with up to 50 feet of 1/2-inch ID hose. **800/444-3134; www.reelcraft.com.**

PUMP PARTS AND COMPONENTS

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Torque converters from **Pik Rite** are installed on the input of the right angle gearbox drive to act as a clutch, eliminating shock load between the gearbox and the coupler, while still allowing the operation of an automatic transmission. It softly starts the blower versus a harsh, abrupt method that can cause damage to the gearbox and coupler. Packages are available for Robuschi and NVE blowers. **800/326-9763; www.pikrite.com.** ■



PRODUCT NEWS

Reelcraft noncorrosive fluid patch option

The noncorrosive fluid patch option from Reelcraft Industries is available on Series RT, 5000, 7000 and 9000 hose reels. Structural reinforcements reduce weight while maintaining structural integrity. **800/444-3134; www.reelcraft.com.** ■



INDUSTRY NEWS

GPS Insight awarded Product of Year

The GPS Insight Fleet & Asset Tracking Solution was named a 2014 M2M Evolution Product of the Year by *M2M Evolution Magazine*.

Wastequip provides truck to D.C. ministry

Wastequip provided God's Connection Transition of Washington, D.C., with a box truck for collecting goods from partnered grocers and retailers. The nonprofit organization provides food and clothing to more than 5,000 families. The ministry fell short of its goal to raise funds for a new truck. Wastequip partnered with one of its dealers, Rush Truck Centers, and donated the vehicle to the ministry. ■



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