

# P R O

PORTABLE RESTROOM OPERATOR

www.promonthly.com November 2018

## GOING GREEN

Iowa Irish Fest mixes work and fun for the crew at Cooley Pumping

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For Pennsylvania's Dennis and Sara Kline, business networking, effective marketing and communication drive growth

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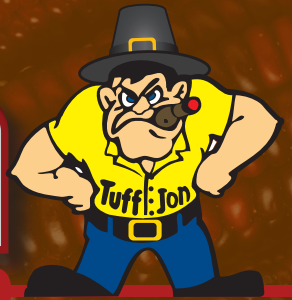
Slide-In Units

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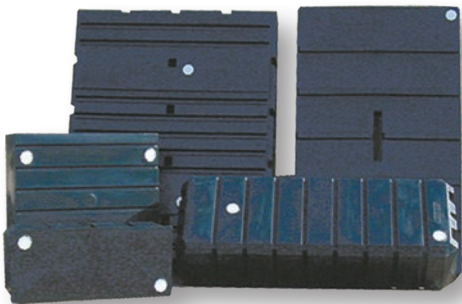
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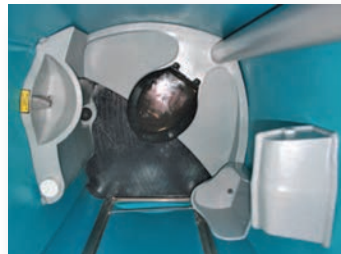
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Published monthly by



**COLE Publishing Inc.**

1720 Maple Lake Dam Rd. • PO Box 220  
Three Lakes, WI 54562

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Office hours 7:30 a.m.-5:00 p.m. Central Time, Monday - Friday

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**ON THE COVER:** Sara and Dennis Kline were professionally well-suited to start D&S Portable Toilets in 2009. Sara Kline had worked as an accountant, and Dennis Kline had experience in portable sanitation and mechanics. They are shown with a service truck from Satellite Industries.  
(Photo by Chrissy Merris)

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# Cast Your Line and Reel in the Big Fish

**CONSTRUCTION IS HOT AND HEAVY ACROSS THE U.S. FOLLOW THESE TIPS TO LAND A GAME-CHANGING CUSTOMER**

**By Jim Kneiszel**

**A**s summer faded away to fall, I kept hearing about the frenetic pace of construction restroom work from PROs. Just yesterday I called the owner of a small company and he picked up the phone as he was trying to keep up on his daily route.

“How’s the demand for construction units?” I ask. “Oh man,” he replies, “I don’t know where all this work is coming from.” Residential, commercial, roadwork ... an economic revival was stretching him to his limits. But it was all good.

I was not surprised to hear this. Because I’d been hearing it since the snow melted in the spring here up north. And from PROs in warmer climates, I’d been hearing that the slow season has been shrinking in duration for the past several years, and now some PROs are lucky to get a holiday break from the hectic pace.

**BY THE NUMBERS**

Statistics released by Dodge Data & Analytics during the heat of the summer confirmed the trend toward more units going out on job sites. In June, for example, new construction starts climbed 11 percent overall to a seasonally adjusted annual rate of nearly \$900 billion. The trend was led by nonresidential building, up 57 percent thanks in part to huge projects including a \$6.5 billion uranium processing facility in Tennessee, a \$1.7 billion petrochemical plant in Texas and a \$1.8 billion office tower in New York.

Residential construction was called “resilient,” without the major spikes, but just enjoying steady growth despite higher building material prices and rising interest rates to finance the building. Multifamily housing starts were up the most in the New York; Miami; Washington, D.C.; Boston; and Seattle metro markets. Single-family growth was up year-over-year 11 percent in the West, 5 percent in the South Atlantic, 4 percent in the South Central, 2 percent in the Northeast and 1 percent in the Midwest regions.

“The monthly pattern for construction starts will often reflect the presence or absence of very large projects, and after May received a lift from unusually large projects, it was even more true in June,” states Robert A. Murray, chief economist for Dodge.

“Several features of the first half of 2018 stand out, as shown by the construction start statistics,” Murray continues. “Nonresidential building so far this year has seen gains for manufacturing buildings, educational facilities, and amusement-related facilities, while office building starts have



stayed close to last year’s pace.”

Two questions come to mind for readers of *Portable Restroom Operator*:

1. Are you participating in this strong trend in construction spending?
2. And if not, how can you muscle your way into this lucrative market?

*A PRO services a restroom at a Georgia coastal city construction site. (File photo)*

**THAT BIG BREAK**

One thing is certain about the construction side of portable sanitation: Landing a big customer can be a game-changer for your company.

Let’s say a new hospital is being built in your community next year and the restroom contractor chosen for the job will provide 100 restrooms for a period of two years, along with twice-weekly service and maybe a restroom trailer, a few office trailers, and a large order of fencing. That one customer will cover a technician’s salary, help pay for a truck and other equipment, and raise your bottom line for the foreseeable future.

Take a look at a sizable special event you serve. Now consider that hospital gig is generating revenue like your biggest outdoor festival ... every month and even through the winter. I’m sure you are always on the lookout for these golden opportunities. If they have been elusive to you



so far — or you've had a taste of one big construction project and you're looking for more — there's much planning to do before you kick it into high gear for 2019.

Here are a couple of things to think about as you strategize for the future:

### **Gear up for construction.**

When you go to the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in a few months, look for equipment that will help you market specifically to construction customers large and small. To crack big, multistory building sites, look at high-rise restrooms, compact trucks that maneuver into tight spaces, specialty trailers that might be needed, fencing, and barricades. Look for safety equipment required on major work sites. Tap into OSHA regulations, and get your drivers trained on accepted safety practices. Beyond a solid bid for the work, make sure potential construction customers are aware you are focused on the training necessary to get the job done right and without accidents or injuries.

### **Start networking with the right people.**

Don't just wait to be asked for a request for proposal, or RFP, for future construction projects. You want to know about these big jobs before anyone else hears about them. For that, you need to spend a lot of time reaching out to local folks plugged into economic development. If you haven't joined your local chamber of commerce, make that a goal for this winter. Pay attention to your local government economic-development efforts. Attend regional planning agency meetings, or find out if you can watch them online to keep pace on what companies are proposing building where. Contact local, state, and national homebuilding groups, and get involved. Make local business your business, and good things will happen.

### **Register your business with the U.S. General Services Administration.**

Don't just assume you'll hear about that public infrastructure project coming to your town. Wade into the often complex, but often rewarding world of U.S. GSA procurement. Through the GSA, \$45 billion in subcontracted work was awarded in 2016, and that would include portable sanitation for federal, state, and local construction projects. For 2018, GSA vendor subcontracting goals included 26.5 percent for small businesses, 5 percent each for small disadvantaged businesses and woman-owned small businesses, and 3 percent each for Historically Underutilized Business zone small businesses and service-disabled veteran-owned small businesses.

To qualify for a variety of government contracts, most small companies must show a two-year track record in business and annual revenue of at least \$25,000. GSA awards 42 percent of eligible dollars to small businesses.

Becoming an approved GSA vendor can be a daunting task, but you'll find some help in your journey. The [www.gsa.gov](http://www.gsa.gov) website has hundreds of pages of information explaining the program and how small businesses like yours can benefit from becoming an approved vendor. You can also work with small-business specialists with the GSA at 22 regional U.S. offices. Your closest office for help is found on this list: [www.gsa.gov/node/2053](http://www.gsa.gov/node/2053).

### **Broaden your reach for big jobs.**

Most PROs give a lot of thought to their service territory. They know that venturing too far from their home base raises the cost of providing service and can cut into sometimes narrow profit margins. Excess driving time, fuel, wear and tear on equipment — they all tend to dampen efforts to expand. But the possibility of landing a major construction project may rightfully tempt you to take action. If you hear about a big job even 100 to 200 miles away from home, give some serious thought to placing a bid — one where the profits would justify the complications.

### **Polish up your company image.**

Big construction contracts may come with an expectation of elevated service. You can raise the bar this winter in preparation for going after these bigger jobs. Look into rebranding your business with new colors for the trucks, change up the uniforms for technicians, pay for a new logo and show it off on an updated website. If you haven't done so already, rid your trucks of remnants of potty humor. Get your restroom inventory in better shape by culling out the worst units and upgrading all restrooms with hand sanitizers or hand-wash sinks. Clients who will be spending big bucks with you will demand professional appearance in addition to professional service.. ■



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A CAN-DO ATTITUDE

## How One Florida PRO Climbed Through the Ranks

PRO Fillmore Griffith turned a job as a driver into a 20-year career at Talquin Portable Restrooms. Both he and those around him credit his longevity to his positive attitude, commitment to customer service and dedication. Those qualities have also helped him move from driver to part owner, read more to find out how.

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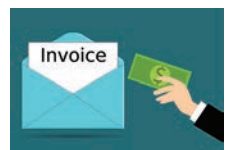
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## How to Avoid the Headache of Slow-Payers

Slow-paying customers are both a contractor's nightmare and reality. This is especially true of construction accounts, but what's a PRO to do? Read more here about how to keep the cash flowing.



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SHIFT YOUR MINDSET

## Make the Most of the Slow Season

Don't downshift just because business is slowing down, there's still plenty to do. In this article, one PRO details how you can make the most of the lull and turn the next busy season into a smoother ride.

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*Jeff and Terri Wigley are portable sanitation industry veterans, having owned and operated Atlanta-based Pit Stop Sanitation Services for 22 years. Send your questions for them or comments to editor@promonthly.com.*



# Follow These Rules When You're Down on the Farm

**GOOD AGRICULTURAL PRACTICES, OR GAP, IS SERIOUS SAFETY BUSINESS FOR YOUR CUSTOMERS WHO HARVEST FOOD**

**By Jeff and Terri Wigley**

**Question:** Can you explain the basics of Good Agricultural Practices, or GAP, where portable sanitation is concerned?

**Answer:** GAP is an inspection program for the fresh fruit and vegetable industry with the goal of food safety in the field. In October 1998, the U.S. Department of Agriculture issued general guidelines for this industry “in order to reduce the risk of contamination of fresh produce by microbial organisms.” In 2002, the USDA’s Agricultural Marketing Service formally implemented GAP in addition to Good Handling Practices.

The standard audit form used by the USDA entitled “USDA Good Agricultural Practices Good Handling Practices Audit Checklist” has general guidelines for portable sanitation. In the “General Questions - Implemen-

**E2 Soap is a one-step foaming hand wash and sanitizing soap that contains 50 ppm of chlorine. The cost of this product is significantly higher than soaps normally used by portable restroom companies.**

tation of a Food Safety Program,” there is an entire section called “Worker Health and Hygiene.” The requirements are as follows:

- Potable water is available to all workers.
- All employees and all visitors to the location are required to follow proper sanitation and hygiene practices.
- Training on proper sanitation and hygiene practices is provided to all staff.
- Employees who handle or package produce are washing their hands before beginning or returning to work.
- Readily understandable signs are posted to instruct employees to wash their hands before beginning or returning to work.
- All toilets/restroom/field sanitation facilities are clean. They are properly supplied with single-use towels, toilet paper, hand soap or antibacterial soap, and potable water for hand-washing.
- All toilet/restroom/field sanitation facilities are serviced and cleaned on a scheduled basis.

It should be noted that these are the minimum requirements; and individual states, counties, and even specific companies may have additional requirements. The most daunting of these minimum requirements for PROs is “potable water for hand-washing.” Potable water is drinkable water. Eric Giffin, of Cal-State Site Services in Simi Valley, California, says one customer had the additional requirement of “monthly testing of the potable water by an independent contractor.”

Giffin also reports the requirement of E2-rated hand soaps as opposed to “hand soap or antibacterial soap” that GAP requires. E2 Soap is a one-step foaming hand wash and sanitizing soap that contains 50 ppm of chlorine. The cost of this product is significantly higher than soaps normally used by portable restroom companies.

Alton Green, former owner of T&M Portable Restrooms in LaBelle, Florida, and current owner of Jackson Citrus in LaBelle is knowledgeable about the food agricultural industry. He confirms the existence of additional requirements, standards and conditions and also states that some requirements are specific to the crop itself. Furthermore, certain buyers such as Walmart also

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impose standards. All of these requirements raise the cost of service provided by the PRO.

Restroom units are typically required to be secured to trailers. A standard arrangement is a trailer with two portable restroom units on each end and a sink between them. Again, it just depends on the specific location's requirements.

While there are no specific requirements for portable restrooms or "approved" portable restroom manufacturers or models, the Portable Sanitation Association International in 2013 implemented standards to assist in this process. PROs can use these as standards to present to their customer as a way of showing their responsibility in this process:

- Portable restrooms should be in good repair, this includes having screens in place to protect from insects and other vermin. Durable and rigid constructed units should have adequate tanks that prevent splashing (in transit or while in use) while holding enough liquid to cover waste products.
- The cleanliness of the restroom should be paramount. They should be constructed of materials that are not absorbent and easily cleaned.
- Portable restrooms should have self-closing doors, be lockable from the inside, and be constructed to ensure privacy.
- Toilet paper must be provided in a suitable holder at all times.
- Effective odor control deodorizer must be used in waste holding tanks.
- Hand-washing access must be adjacent to every (or group of) portable restrooms.
- All spillage or leakage must be cleaned up immediately.
- Contents of portable restrooms must be disposed of by pumping into a sanitary sewer or by a liquid waste hauler transporting the waste for proper disposal. The disposal of waste from the restrooms and/or hand-washing facilities must not cause unsanitary conditions, nuisance, or contamination.
- Hand-washing facilities should be self-contained or should drain into a separate and dedicated waste tank ensuring no risk of cross-contamination. They should also be properly stocked with soap and single-use towels with a trash receptacle provided.
- Hand-wash stations should have a minimum of 15 gallons of water per spigot.
- Providers/operators should have and

provide customers with a spill containment cleanup plan and have materials available to execute such a plan.

- All services need to be recorded on a service sticker inside of each portable restroom.
- Bilingual signs need to be posted stating "workers must wash hands before returning to work."
- All restrooms should comply with ANSI Z4.1, Z4.3 and Z4.4 standards and all services to portable restrooms meet or

exceed PSAI Certification Standards.

The best advice when you are contacted about providing portable restroom service to an agricultural field is summed up by Green: "Do your homework." Find out all requirements prior to accepting the job. GAP standards, state laws, and local and municipal ordinances will all impact the cost of doing business with this customer.

A wide variety of information about USDA GAP requirements may be found at [www.ams.usda.gov](http://www.ams.usda.gov). ■

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The crew at D&S Portable Toilets includes (from left) Britany Reinhart, Sara Kline, Dennis Kline, P.J. Murphy and Colby Shollenberger. In the center is the Klimes' son, Deric. (Photos by Chrissy Merris)

# GETTING TO KNOW YOU

For D&S Portable Toilets, business networking and effective marketing and communication drive revenue growth **BY BETTY DAGEFORDE**

**W**hen Dennis Kline heard about the Home Builders Association of Berks County, Pennsylvania, in 2009, he casually thought it would probably be a pretty good thing to join. He and his wife, Sara Kline, had just started a portable restroom company, D&S Portable Toilets, and were trying to get their name out. They joined the builders' group their second year, and it turned out to have a huge impact on their business, providing just the breakthrough they were looking for.

The contacts they made really started opening doors. A few years later, they joined the area's Chamber of Commerce, which was also valuable. Of course, getting in the door is only half the story. Staying there is the other half, and the Klimes work hard at providing good service and delivering on promises made.

The couple operates the business out of their 8-acre property in Hamburg. They have one full-time employee. They also call upon

**D&S Portable Toilets**  
Hamburg, Pennsylvania

Owners: Dennis and Sara Kline  
Founded: 2009  
Employees: 3 full time  
Services: Portable sanitation  
Service area: 40-mile radius of Hamburg  
Website: [www.dstoilets.com](http://www.dstoilets.com)



temporary help as needed, particularly for large events. Their service territory covers three counties, or about a 40-mile radius.

## SWITCHING INDUSTRIES

Prior to starting the company, Dennis Kline worked for a printing equipment manufacturer, servicing and building equipment as well as training people. But when business dropped off, he lost his

*(continued)*

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**Right:** Dennis Kline prepares to service a Satellite Suites restroom trailer using a Ford F-550 carrying a Pik Rite tank and Conde (Westmoor) pump.

**Below:** P.J. Murphy and Colby Shollenberger place a Satellite Industries handicap unit for a weekend rental.



job. “With the way the printing industry was going, and the internet, not many people were getting things printed any more,” he explains.

A friend of his, Rodney Loeb, owned a septic business and had a hunch the area could use a portable restroom company, so he suggested Kline buy some units and give it a try. Kline took the advice and bought eight PolyPortables, a division of Satellite, units and a Pik Rite slide-in tank. He built the truck using the chassis of a Ford F-450. “We put a flatbed on the back of it with the tank and we were in business,” he says. He hit the pavement, and Loeb helped spread the word.

Getting up to speed in an unfamiliar industry was not overly challenging for the Klines. Sara Kline came to the table with a background in accounting and Dennis Kline had occasionally helped Loeb with septic work and also had a general knowledge of mechanics, so he knew how the trucks worked. “Rodney coached me a little bit, and then I learned as I went,” he says. They’ve also been regular attendees at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show since their first year.

## MAKING CONTACT

Business started out slow and steady, and they soon bought 20 more units. But growth really picked up when they joined the Home Builders Association and connected with construction companies. Association members prefer to use the services of other members.

“And since we were the only portable restroom company in the organization, they were ecstatic,” Dennis Kline says. “It was a big deal. That grew our business a lot. As long as you get your face out there, they’ll work with you.” He attends monthly meetings and mixers and currently sits on the

board of their charitable organization, the HBA Restoring Hope Foundation, which helps needy families with housing renovations.

Kline says they joined the Lehigh Valley Chamber of Commerce because he knew other businesses in it and they found it helpful. “It’s just one more way of getting your name out,” he says. It’s also been helpful as a way to get referrals for such things as insurance. Again, attending the events is what gets you noticed, he says.

With the growth in business, the company now has 425 standard, 20 wheelchair-accessible, and four flushable restrooms; 12 large and six small

“Show up every week and keep your units clean. If you keep them happy, they’re going to talk. Then the next person is happy and they’re going to talk.”

**DENNIS KLINE**

hand-wash stations; and four 300-gallon holding tanks — all from Satellite Industries. Red is the favored color: “Nobody else had that color in our area and I like red,” Kline says. “It stands out — you can see them.”

The company’s service vehicles — which are housed and serviced inside a 30-by-60-foot shop on the Kline’s property — include the Pik Rite slide-in tank, now mounted on a 2017 Ford F-550. It has a 300-gallon waste and 150-gallon freshwater steel tank and a Conde (Westmoor) pump. Another 2017 Ford F-550 carries a Satellite Industries 650-gallon waste and 300-gallon freshwater stainless steel tank and Masport pump.

For pickup and delivery, they use a 2016 Ford F-550 with a Crescent Tank 650-gallon waste and 350-gallon freshwater flat steel tank and a Masport pump. It can carry six units. They also have a 1999 Ford F-450 with a flatbed that carries four units and tows their transport trailers, a 10-unit hauler from F.M. Mfg. and a 14-unit from Pik Rite.

## THE EVENT BUSINESS

While the company has a good 50-50 mix of year-round residential and commercial construction, in the summer, events account for about half their work. “We do a lot of weekend rentals — parties, festivals, carnivals, you name it,” Kline says. They also provide units at high school sports fields and parks.

*(continued)*





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## Using the website to full advantage

When Dennis and Sara Kline started their business, D&S Portable Toilets, in 2009, they knew it was important to have a website right away. They hired a developer who did a very basic design, but it wasn't long before Sara Kline took over management of the site. It's now vastly improved and much more sophisticated.

Kline puts up new photos regularly and makes sure descriptions are updated as they add new service offerings such as restroom trailers. She also considers the testimonial page an important element and doesn't just sit back and hope they show up. She calls clients and asks for them and switches them out regularly. "We try to get a wide variety," she says. "I don't want to just have all construction people on there. We get people who are relatively new and people we've dealt with since the beginning."

The Quote Request feature has been helpful. "We get a lot off of that, especially weddings and weekend rentals," Kline explains. It can be accessed through mobile device, making it convenient for customers who are always on the go.

For the Klines, a website is not just something you throw all your information on and call it good. It's got to be kept fresh and up to date. "The website is key," Sara Kline says, "And you have to make sure it's always current."

One of their first events was the annual Taste of Hamburg-er Festival. Event organizers called for only four units the first year, but now it's grown into one of the country's larger hamburger celebrations and in 2017 attracted 40,000 visitors to the town of 4,000. D&S Portable Toilets supplied 50 units.

Their biggest event is the World War II Weekend sponsored by the Mid-Atlantic Air Museum in Reading, which also brings in about 40,000 people. The three-day festival includes reenactments, 1940s-era music, first-person accounts, and rides in reconditioned WWII planes. In D&S Portable Toilets' early years, Kline would look at that event and figure they just weren't big enough to do it.

"But when they called me three years ago asking if we could help them out, I just said, 'OK, what do you need?' We scavenged and scrounged and got what we needed," he says. In 2017 the company supplied 100 portable re-

strooms, 10 hand-wash stations, three holding tanks and a restroom trailer. They brought in all their vacuum trucks and enough part-timers to ensure cleaning was done quickly and trucks could maneuver safely through the attendees — 1,700 reenactors and 200 old military jeeps and tanks.

"Safety is definitely key when you're servicing in the middle of an event like that," Sara Kline says. "You have to be very conscious of your surroundings to make sure everyone is safe. Many of the attendees just have no idea. They're not doing it to be malicious, but they're sometimes just oblivious to you driving the truck." The team stayed on site during the entire festival to make sure units were serviced and stocked — and to enjoy the event and check out some of the behind-the-scenes action. Trips were made, as needed, to the local wastewater treatment plant.

In 2017 the company invested in a three-stall Satellite Suites restroom trailer. Before the year was out, they bought two more. "We bought one and it went over really well so we decided to buy a second one in the spring," Dennis Kline explains. "And then the first one got rented out for six to eight months for a BMW dealer doing renovations so we had to buy a third one to make up for it." He says he wasn't planning on the BMW job, but the contractor doing the renovation recommended him. The trailers are mostly used for growing outdoor wedding business, as are their flushable units.

## CLIENT RETENTION

Good service was the Klines' going-in mantra — without that, you're going nowhere, Dennis Kline says. His business philosophy is pretty straightforward: "Show up every week and keep your units clean. If you keep them happy, they're going to talk. Then the next person is happy and they're going to talk."



**Above:** Colby Shollenberger performs routine maintenance on a Ford service truck carrying a tank from Crescent Tank and a Masport pump.

**Left:** Britany Reinhart restocks paper products during an event.



To help with cleaning units, the company has 12-volt pressure washers from Cat Pumps on the service trucks. “They’re plumbed in on the trucks and we have hose reels with pressure washer guns,” Kline says. All units are pressure-washed on site every week. Back at the shop, they have a 3,200 psi Simpson/Delco pressure washer for hosing down equipment between deployments. They use Satellite Industries QuickScents deodorizer packets.

Construction units are kept separate from those used for events. “When we get a new unit, for the first couple years it’s for events only,” Kline says.

*A service from Pik Rite with a pump from Conde (Westmoor) is hooked up to the Satellite Suites restroom trailer for delivery to an outdoor wedding.*

“When it’s not looking brand new anymore, it goes to construction.” Units are numbered and have ID tags so it’s easy to track when each unit was purchased.

Employees are supplied with shirts, hats, jackets and sweatshirts. “I want everybody who works for me wearing something that says D&S on it,” Kline says.

“You have to be very conscious of your surroundings to make sure everyone is safe. Many of the attendees just have no idea. They’re not doing it to be malicious, but they’re sometimes just oblivious to you driving the truck.”

**SARA KLINE**

In addition to the accounting, Sara Kline handles administrative and employee matters, finance, phones, scheduling, website maintenance and marketing. She’s also not afraid to jump into a truck and deliver or clean units.

As far as social media, she does a little bit on Instagram, but primarily focuses on Facebook, which is especially important in pursuing the wedding business. Barn weddings have become popular in their area.

Her latest challenge is implementing RouteOptix software, which they plan to use for billing, route scheduling and route profitability. Drivers will link with it and get route information through Samsung tablets. “We researched and were able to find what other companies were using it to maximize their profits,” she says. “We’re very new in it but I think it will be very good — but it takes time.”

**STAY THE COURSE**

Dennis Kline says his plans for the future are to “keep doing what we’re doing and keep growing.” They’re planning on hiring another full-time person before year’s end. And with Sara Kline now a full-time member of the team, they’ve got all the bases covered. It’s been great being self-employed, Dennis Kline says. “I’m someplace different every day. I’m not sitting in an office.” ■

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The Cooley Pumping team includes (from left) Angie Dieken, Terry Oltman, Morgan Waltishek, Brian Regenold, Bill Sager, Josh Cooley, Jordan There, Ty Eiffler, Brian Hall, Paul Cooley, Deb Cooley, Mark Goebel, Dylan Sherman, Travis These and Jeremiah Kern. (Photos by K.C. McGinnis)



# Going Green

Iowa Irish Fest mixes work and fun for the crew at Cooley Pumping **BY DEE GOERGE**

## THE TEAM

Though his surname is Irish, Paul Cooley didn't know about many ancestral traditions until his company began providing portable restrooms for the Iowa Irish Fest in 2014. While servicing restrooms, he and his team watch parts of the Highland games such as the stone put (throwing large rocks like a shot put) and the sheaf toss (throwing a bag of straw with a pitchfork over a raised bar).

"A lot of the employees like working at it," says Cooley, who owns Cooley Pumping/Paul's Potties along with his wife, Deb Cooley. Though the wide range of activities are an interesting diversion, it's the focus on quality services that has earned their business the contract for the event for the past five years.

Three crews of teams of two provided restrooms and services at the annual Iowa Irish Fest, Aug. 3-5 in Waterloo, proving that they could handle all the challenges of an event that grows every year.

*A participant in the stone-put competition hurls a heavy rock at Iowa Irish Fest. A row of Cooley Pumping restrooms is seen in the background.*

(continued)

**THE JOB:** Iowa Irish Fest  
**LOCATION:** Waterloo  
**THE PRO:** Cooley Pumping/Paul's Potties Morrison, Iowa



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## COMPANY HISTORY

“My grandfather, Francis Hopkins, started the pumping business,” Paul Cooley says, more than 50 years ago. When Cooley purchased the business in 1993, there was only one small vacuum truck. He added trucks, expanded services, and added Paul’s Potties, a portable restroom division in 2000.

“We bought 16 units the night before Y2K from PolyJohn to rent out for small functions,” he recalls. But that number grew quickly to 140 when a seed corn company approached Cooley about providing 125 restrooms for fieldworkers. Currently the company has just over 1,000 restrooms, including handicap units, and 60 hand-wash sinks from PolyJohn.

With the expansion of other services including drainline cleaning/jetting, recycling and roll-off containers, the original truck has grown into a fleet of four Ford F-550s and five Ford F-350s.

The Cooleys have 15 full-time and five seasonal employees who are cross-trained to cover all areas and fill in when large events such as the Iowa Irish Fest occur. The main shop is in Morrison, with a satellite shop in Reinbeck.

## THE MAIN EVENT

Iowa Irish Fest ([www.iowairishfest.com](http://www.iowairishfest.com)) started when the owner of the Jameson’s Public House & Restaurant Irish pub building invited family and the public to a party. That was in 2007, and about 1,000 people attended. This year, in its 12th year, the volunteer committee planned for 40,000, says Chad Shipman, fest director. The “party” has expanded to fencing off seven city blocks, six stages with 24 musical acts including top Celtic performers from around the world, rugby and soccer tournaments, Highland games and sheep-herding demonstrations, free kid-friendly activities, and Sunday Mass with donated canned goods going to the local food bank.

“We say, bring the kids during the day and get a sitter at night,” Shipman says, noting the festival has five beer gardens and whiskey-tasting events.

With the focus on creating a gated premier event, quality sanitation is important, he adds, and Cooley Pumping has been a trusted partner. “We work with Paul throughout the year on quantity and walk through the

**“We work with Paul throughout the year on quantity and walk through the park to plan spacing for getting the trucks in. He’s very personable and has good equipment. His bathrooms are nice.”**

**CHAD SHIPMAN**



*Paul Cooley is shown at Cooley Pumping/Paul’s Potties in Morrison, Iowa.*

park to plan spacing for getting the trucks in,” Shipman says. “He’s very personable and has good equipment. His bathrooms are nice.”

While Cooley has provides the restrooms and servicing, the festival also contracts with a business to continually clean the restrooms and hand-wash stations throughout the event. It’s an important part of preserving a good reputation, especially when temperatures can soar into the 90s and keeping restrooms fresh can be a challenge.

## BY THE NUMBERS

With growing attendance at Iowa Irish Fest, organizers increased the number of restrooms for the 2018 event. Cooley Pumping provided 80 standard PolyJohn restrooms, 12 handicap PolyJohn units and 41 PolyJohn hand-wash stations. Because of the event’s family-friendly emphasis, they also used two of the handicap units to create baby-changing/nursing stations. Cooley says he heard a few positive comments about the additions to the Kid Zone of the event. The number of diapers in the trash indicated the two units were well-used.

*(continued)*

*The Cooley Pumping team is ready to service restrooms at the Iowa Irish Fest. The trucks are from Imperial Industries and carry Masport pumps. Restroom equipment is from PolyJohn.*







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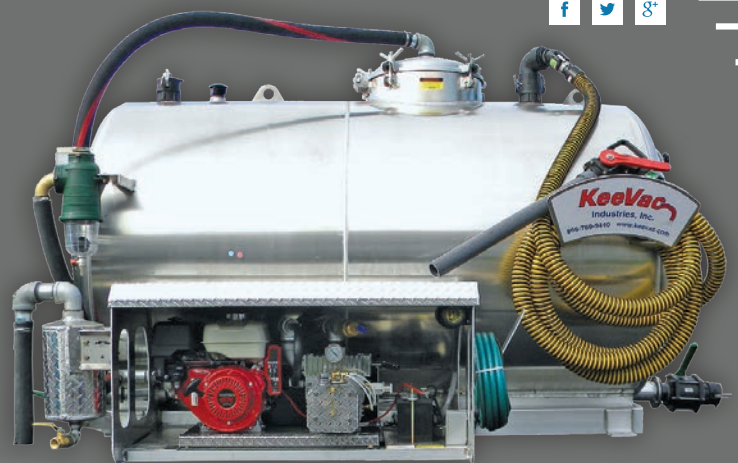
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**Clockwise from upper left:** Paul Cooley improvised baby-changing units by adding a table to a PolyJohn handicap unit. The two family-friendly restrooms were well-used; Iowa Irish Fest attendees utilize a U-shaped bank of restroom with central hand-wash stations, all products from PolyJohn; Cooley returns the vacuum hose after servicing restrooms at the Iowa Irish Fest. The company used several Ford trucks built out by Imperial Industries to remove waste.

Cooley has also provided four roll-off containers from Poynette Ironworks for trash collection.

Working with organizers and following a map, restrooms were set up in eight areas, and hand-wash stations were located near the beer tents and vendor areas.

To handle the extra units, Cooley added a third truck, each with two employees. The 2016 and 2018 F-550 trucks with 775-gallon wastewater and 400-gallon freshwater aluminum Imperial Industries tanks and Masport pumps maneuvered well through the crowded area sectioned off for the festival.

“With three trucks, we were able to divide and conquer to get done faster,” Cooley says.

### LET’S ROLL

Setup began Thursday, the day before the festival started. Using a variety of Tow Boy trailers holding 10 to 20 restrooms, employees made the 25-mile trip from the Morrison shop to deliver and set up.

**“It’s a very well-attended event that brings in a lot of people. Everyone has a good time. I’m sure we’ll do it again.”**

**PAUL COOLEY**

Weather cooperated this year, but Cooley recalls the year a strong wind came up and toppled about 16 restrooms and wash stations in one section. Fortunately it occurred on the Thursday before the event and workers were able to reset them right away.

Though maneuvering through the crowded area is challenging, festival attendees are generally accommodating, Cooley says. Servicing is scheduled for the least busy times, Saturday around 6 a.m. and again from 3-4 p.m., and then early Sunday morning. Those times avoid the busiest periods when Celtic bands perform and activities are in full swing. In addition to pumping and cleaning the restrooms, employees make sure units are stocked with Green Way Products by PolyPortables restroom deodorizers to keep units fresh during the hot days of August.

One of the roll-offs was exchanged Saturday morning, and it took a couple of trucks to haul water to keep the hand-wash stations full.

### WRAPPING IT UP

Cleanup started early Monday when employees hauled trailers to Waterloo to load the restrooms and hand-wash stations and remove the roll-off containers. The Cooley Pumping team had everything back at its Morrison shop by noon. Cooley was pleased with how well everything ran with an extra truck this year. “It made it a lot smoother, and we were in and out quicker,” he says. “It’s a very well-attended event that brings in a lot of people. Everyone has a good time. I’m sure we’ll do it again.” ■

### MORE INFO

**Green Way Products by PolyPortables**  
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[www.polyportables.com](http://www.polyportables.com)

**Imperial Industries, Inc.**  
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*(See ad page 29)*

**Masport, Inc.**  
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- RICH HEEMSTRA, PRESIDENT, JOHNNY ON THE SPOT DISPOSAL SERVICE

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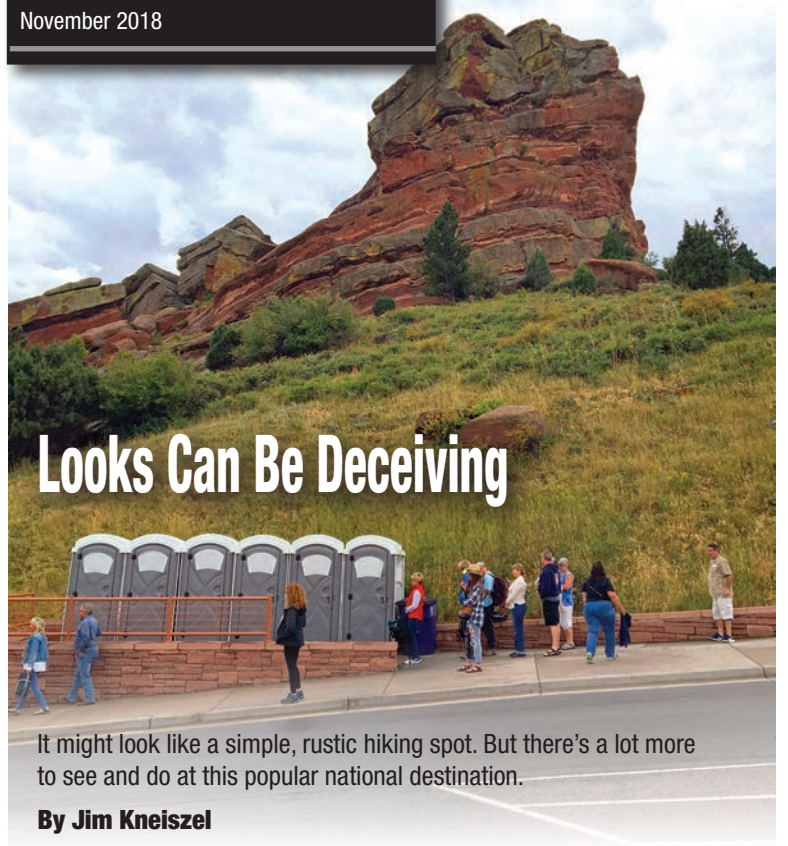
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## Where's the Restroom?

November 2018



## Looks Can Be Deceiving

It might look like a simple, rustic hiking spot. But there's a lot more to see and do at this popular national destination.

**By Jim Kneiszel**

**W**hile you can't tell it from this photo, these six PolyPortables, a division of Satellite, restrooms are nowhere near enough to handle the crowds at this location. Not too far away are public bathrooms carved into huge rock formations. This setting looks peaceful and serene, but it soon became loud and raucous and the beer was flowing. This landmark is in a park covering 868 acres and has been a public gathering spot for more than a century. A big project of the Civilian Conservation Corps, the New Deal work program of the 1930s, was completed here. It hardly looks like it from this vantage point, but at one time this American attraction was listed as one of the Seven Wonders of the World. Important numbers to remember about this landmark: 6,450 and 9,525.

Take a look at these clues, and see if you can identify the exact location of this photo.

1. The nearby town shares the same name as a famous 1960s rock singer who died too soon.
2. John Denver.
3. It's more likely you'll recognize what's on the other side of this rock formation.
4. Your vacuum truck better have a pump with plenty of CFMs to clean these units.
5. Sometimes you need a ticket to enter, but everyday people just come here to run up and down stairs.
6. Many celebrities work here every summer.

To win the contest, be the first person to respond with the name of the landmark and its location. The winner will receive a *Portable Restroom Operator* T-shirt and recognition as a geographical whiz. Send your responses to me at [editor@promonthly.com](mailto:editor@promonthly.com). The winner will be announced at [www.promonthly.com](http://www.promonthly.com) and through the *PRO* Facebook page. ■

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# Slide-In Units

By Craig Mandli

## SLIDE-IN SERVICE UNITS

### BEST ENTERPRISES SLIDE-IN UNIT

Stainless steel slide-in units from **Best Enterprises** are available in three stock models: a 400-gallon waste and 200-gallon freshwater unit, 400-gallon waste and 200-gallon freshwater long-box unit, and a 300-gallon waste and 150-gallon freshwater unit. They come with Honda 5.5 hp engines, a Conde Super 6 70 cfm vacuum pump, 30 feet of 2-inch tiger tail suction hose with wand, stainless steel hose hanger, 3-inch waste discharge with 10 feet of 3-inch dump hose, Hypro electric roller pump for washdown with a 50-foot hose, lifting eyes located at the top of the tank, stainless secondary and primary, stainless steel braiding on suction hoses, vacuum and pressure relief valves, two 2-inch sight glasses on the waste tank, and a sight tube for the water compartment. Manways and work lights are available. **800-288-2378; www.bestenterprises.net.**



### CRESCENT TANK VACUUM TANK

The **Crescent Tank** vacuum tank is completely flat inside and out. It has no baffles, allowing it to be emptied completely to avoid internal corrosion. With the included pump at specified cubic feet per minute, unnecessary fatigue of the structure is eliminated and the life of the tank is prolonged. It is made from 1/4-inch steel. The workstation is designed for the portable restroom industry. Freshwater is held inside the 1/2-inch-thick poly tank externally to avoid internal wastewater contamination. The slide-in is low profile for better weight distribution and barely visible in the bed of a pickup truck. The chassis required is a 1-ton or greater, 8-foot bed pickup or flatbed truck based on maximum load capacity. **585-657-4104; www.crescenttank.com.**

### FMI TRUCK SALES & SERVICE WORKMATE THREE-COMPARTMENT SLIDE-IN

The **WorkMate** three-compartment slide-in from **FMI Truck Sales & Service** fits easily into the back of a 1-ton pickup truck or across a flatbed. It has a 325-gallon waste compartment and twin 75-gallon poly water tanks. The water tanks can be isolated for a three-compartment system or flow together for a two-compartment system. It includes a primary and secondary shut-off, 12-volt freshwater delivery, an oil-catch muffler and an easy-drain manifold system. It comes with hoses, wand, bucket and straps, and an ergonomic workstation. Options include a supply storage box on the passenger side and tool storage on the driver's side. **800-927-8750; www.fmitrucks.com.**



### IMPERIAL INDUSTRIES SELF-CONTAINED SLIDE-IN

The **Imperial Industries Self-Contained Slide-In** unit offers an original freshwater tube, with a design that allows for equalized weight distribution of water and waste. Stock sizes include 300-, 450-, 550- and 650-gallon capacities, each available in steel, stainless steel or aluminum models. It can be used for portable restroom maintenance, grease service and oil spill cleanup. **800-558-2945; www.imperialind.com.**

### KEEVAC INDUSTRIES FD-950

The **FD-950** slide-in unit from **Kee Vac Industries** is a full-flanged and dished head tank with a full manway for easy maintenance. It has a 650-gallon waste compartment and 300-gallon freshwater compartment. The standard pump is a 115 cfm Conde SDS 6 with a 9 hp electric-start Honda engine. Multiple pump and engine combinations are available. The 12-volt washdown pump comes with a 50-foot hose. A 30-foot tiger tail hose with valve and wand complete the unit. It is designed to fit on a 10-foot flatbed with a side engine for ease of operator use. **866-789-9440; www.keevac.com.**



(continued)



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## SLIDE-IN SERVICE UNITS

### PIK RITE 450-GALLON SLIDE-IN VACUUM TANK

The 450-gallon slide-in vacuum tank from **Pik Rite** has a 20-inch manway on the front head for clean-out accessibility. The tank is built with all steel components. The 8 hp Honda electric-start engine is paired with a Jurop/Chandler PN23 vacuum pump and equipped with 30 feet of 2-inch fill hose with a nozzle. Side hose hooks are coated with protective super liner. **800-326-9763; www.pikrite.com.**



### T BLUSTAR TRIOTANK

The **Triotank** slide-in vacuum tank from **T blustar** is made of lightweight high-density polyethylene. It is composed of three independent versatile holding tanks, including 250-gallon upper and lower tanks and a concealed 250-gallon interior sphere. The user can choose to have 500 gallons of waste and 250

gallons of water, or 250 gallons of waste and 500 gallons of water. It comes with a Battioni Pagani MEC1600 vacuum pump, high-pressure water pump, onboard computer and anti-freeze system. Options include color or various power supplies, such as autonomous with a Honda engine or PTO. **404-719-0715; www.tblustar.com.**



### TANKTEC SLIDE-IN TANK

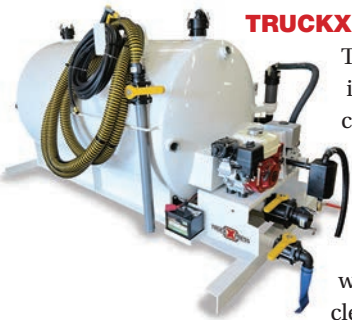
Slide-in tanks from **TankTec** range in size from 100 to 995 gallons. The demand for larger slide-in tanks has led to 800- and 995-gallon sizes being added to the line. The tanks are available in single-compartment for grease and septic or two-compartment for portable restroom service. **888-428-6422; www.tanktec.biz.**



### TRUCKXPRESS MD SERIES

The **MD Series** slide-in from **TruckXpress** is made of high-strength carbon steel and comes in a variety of sizes. They include the MD 300, 400, 450 and 650, with custom sizes also available. Each tank can be bolted onto any truck frame with a 4,000-pound payload capacity. They come with 3-inch waste and 2-inch freshwater outlet valves, and clean and graywater reservoirs with sight glasses.

They also include an internal baffle system that helps eliminate front-to-back and side-to-side sloshing, resulting in better cornering and stopping. A Honda 5.5 hp Conde 6 vacuum system is the standard pump system, with a vacuum gauge mounted on the vacuum system platform. It has a 25-foot service hose with 1/2-inch metal hose standoff to protect the paint, with a rack for the service hose. **800-328-3332; www.satellitetruckxpress.com.**



## HOSE REELS

### HANNAY REELS 1500 SERIES

**Hannay Reels 1500 Series** reels handle standard pressures from 3,000 to 10,000 psi for steam cleaning, pressure washing and portable restroom washdown. They are easy to mount on cleanup vehicles such as carts, trucks or all-terrain vehicles. They can hold single 3/8- through 5/8-inch I.D. hose and organize longer lengths of large-diameter vacuum hose to help prevent kinks, cracks, and damage from constant dragging. **518-797-3791; www.hannay.com.**



### REELCRAFT INDUSTRIES SERIES DP5000

The **Series DP5000** dual-pedestal reel from **Reelcraft Industries** is smaller and more compact than its **Series DP7000** counterpart for air, water, oil and grease up to 1/2-inch I.D. hose. It has an interlocking steel-formed and stamped base design that provides rigidity in truck-mount service applications. This design also makes the base assembly strong, compact and resistant to vibration. Its diminutive profile makes it a fit in tight spaces or mounted in cabinetry. **800-444-3134; www.reelcraft.com.**



## PRESSURE WASHERS, JETTERS AND SPRAYERS

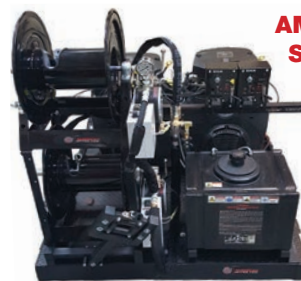
### ADVANCE PUMP & EQUIPMENT JT530

The gas engine-powered **JT530** toolbox jetter from **Advance Pump & Equipment** offers 5 gpm at 3,000 psi. It includes a polished aluminum toolbox, a General Pump water pump, pulsator and pressure-controlled engine throttle, electric-start 13 hp Honda engine, remote fuel tank bracket, electric rewind reel with 200 feet of 3/8-inch hose, chrome rollers, a washdown gun with four tips, Enz USA flushing nozzle, and a stainless steel tool rack with tools. **563-557-0957; www.advancepump.com.**



### AMERICAN JETTER SLIDE-IN JETTER SKID

**Slide-In Jetter Skids** from **American Jetter** offer a wide range of power to 74 hp and flows from 7 to 40 gpm up to 5,000 psi. Power is provided by a 37 hp Kohler gas engine or 74 hp using the dual-engine option. Low-water shut-off prevents pump damage if the water supply runs low. Standard hose reel speed control allows for precise cleaning in both directions. The wireless remote option allows for water on/off, engine shutdown and hose reel control. The heavy-duty square tubing frame with forklift pockets allows quick loading and unloading. Tie-down ports help to quickly secure the entire skid to a truck bed. **866-944-3569; www.americanjetter.com.**



(continued)



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## PRESSURE WASHERS, JETTERS AND SPRAYERS

### CAM SPRAY MCB SERIES

MCB Series skid-mounted pressure washers from Cam Spray can be used with a flatbed truck, pickup or van — with or without an onboard water tank. They are available in operating pressures from 2,000 to 7,000 psi and don't require plugging into an electrical source. These machines use gasoline engines with a high-amp charging system. The engine provides power to drive the pump system and provide 12-volt DC power to keep the battery charged and operate the burner system. They include an industrial gas-powered engine; triplex plunger pump; chemical injection; 50-foot hose; and a trigger gun with 0-, 15-, 25- and 40-degree nozzles. The burner system includes a rust-free fuel tank and heavy-duty coil with stainless steel wrap, and is controlled by an adjustable thermostat. **800-648-5011; www.camspray.com.**



### MYTANA MFG. M30 MAXBLAST

The M30 MaxBlast gas-powered jetter from MyTana Mfg. maximizes portability without sacrificing cleaning power and efficiency. Its 390 cc Honda motor with electric start removes blockages with 4 1/2 gpm at 3,000 psi in 1 1/2- to 6-inch lines. Safety features include a 10-amp recharge system and thermal pump protection and a detachable hose reel to leave exhaust outside during indoor jetting. With 1/8-inch and 3/8-inch hoses, it's designed to combine the power of a mainline jetter with the convenience of a medium-line jetter. It comes with stair glides and 10-inch pneumatic tires with swivel castors with locks, so it's easy to load, maneuver, disassemble and use. **800-328-8170; www.mytana.com.**



### EASY-KLEEN PRESSURE SYSTEMS GROUNDHOG JETTER

The Groundhog Jetter from Easy-Kleen Pressure Systems is designed to blast through clogged pipes with a 35 hp Vanguard engine that provides 12 gpm at 3,500 psi. It is compact and easily transported in a pickup truck or van, with trailer options available. It includes a fully welded,

powder-coated 2-inch steel tube frame, drilled and tapped, which houses the 200-gallon water tank. It comes with an accessible breather and 10-gallon fuel tank, General Pump with gearbox drive, 12-volt powered hose reel with 300 feet of 3/8-inch jetter hose, hose guides, super swivel and foot-pedal control, emergency shut-off valve, and an hour meter. Optional remote features include hose reel-in, motor off/speed control and pressure on/off. **800-315-5533; www.easykleen.com.**



### WATER CANNON INC. - MWBE WATER CANNON PRESSURE WASHERS

Pressure washers from Water Cannon Inc. - MWBE feature a recirculation module that cools water when the trigger gun is closed. The triplex ceramic plunger pump is designed for commercial and professional daily use. To protect wear parts, it includes an overheat safety valve that will open and close automatically to allow the recirculating higher-temperature water to be released, allowing cool water to replace it. **800-333-9274; www.watercannon.com.**

### HAMMELMANN PIPEMASTER

The Hammelmann Pipemaster is a pneumatically operated, high-pressure hose rotating system. It is used to remove both soft and hard deposits from the insides of pipes and pipelines, including those with bends and vertical sections. A high-pressure supply hose is fixed between the pump and the rotary joint on the hose-rotating unit. A second hose is connected to the rotary joint and runs via the deployment unit into a protective hose leading to the positioning device at the work piece. The rotation of the second high-pressure hose around its longitudinal axis is affected by a chain drive from a pneumatic motor to the rotary joint. The rotation speed can be smoothly adjusted with throttle check valves. Actuating the control lever of the unit causes the hose to start rotating, which in turn produces the forward motion. The hose deployment unit is mounted on a sturdy base plate and includes the height-adjustable control lever to deploy or retract the hose. **800-783-4935; www.hammelmann.com.**



### VACUUM HOSE

#### KURIYAMA OF AMERICA KING BEE KBEE SERIES

King Bee KBEE Series polyethylene liquid suction hose from Kuriyama of America provides high flexibility for maneuvering in tight areas such as portable restrooms. The hose remains flexible in subzero temperatures, is crush-resistant and will not kink. The easy-slide helix protects the hose tube from cover wear and moves easily over rough surfaces. Overmolded cuffs help eliminate leaking. It is available in 2- and 3-inch I.D. sizes in multiple lengths. The 3-inch I.D. hose is also available as a 3-foot hose guard. **847-755-0360; www.kuriyama.com.**



### VACUUM PUMPS

#### ELMIRA MACHINE INDUSTRIES / WALLENSTEIN VACUUM MODEL 151

The Model 151 from Elmira Machine Industries / Wallenstein Vacuum can be used on portable sanitation tanks, slide-in units, campgrounds and marinas that require a compact package. It offers 80 cfm at 15 inches Hg, with a 2-inch vacuum/pressure valve, swivel elbows for easy hookup, air pressure or mechanical lubrication, and clockwise or counterclockwise operation. It can be direct-, hydraulic-, pulley- or clutch-driven. **800-801-6663; www.wallenstein.com.**



## VACUUM PUMPS

### FRUITLAND ELIMINATOR 250PT

The Eliminator 250PT from Fruitland was designed with a smaller mount and accessories, allowing it to fit on almost all portable restroom service trucks while still allowing for big-truck, continuous-duty performance. The package includes an RCF250 180 cfm vacuum pump with an integral heavy-duty secondary shut-off and oil-catch muffler. The compact design is 26 inches wide and 19 inches high, taking up minimum frame-rail space. The package comes with hydraulic or gearbox drive options; the gearbox drive allows for five distance options for alignment to the PTO shaft (8, 9, 10, 11 and 12 inches). The mount has two emergency brake cable slots, allowing for quick and easy installation. It offers low oil consumption, including an automated oiling system with all-steel oil lines, pump oil-level sight gauge, vane gauging ports and anti-shock design. **800-663-9003; www.fruitlandmanufacturing.com.**



### NATIONAL VACUUM EQUIPMENT CHALLENGER 304

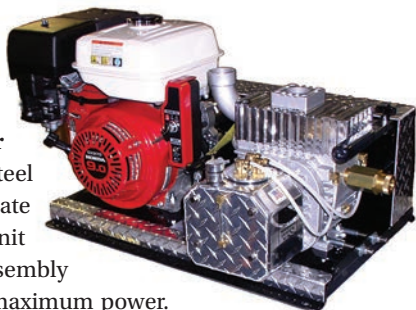


The Challenger 304 vacuum pump from National Vacuum Equipment delivers 210 cfm in a number of compact packages that include a pump with a pump stand; a pump with a stand, prefilter, and moisture trap in two variations; and an engine drive unit with a 13 hp electric-start engine. Standard packages are available in gearbox drive or with

a hydraulic drive adapter. The package is designed with a ductile iron housing and stainless steel braided oil lines for durability. Routine maintenance, such as vane inspection and replacement, can be done without removing the pump from the truck. **800-253-5500; www.natvac.com.**

### WESTMOOR CONDE POWERPAKS

Conde PowerPaks preassembled gasoline- or diesel-powered vacuum pump units from Westmoor are easy to install. A heavy-duty steel base with aluminum diamond plate trim and belt guard ensure the unit is aesthetically pleasing. Rigid assembly ensures minimum vibration and maximum power. They are available with either vacuum/pressure or vacuum-only pumps. A wide range of cubic feet per minute options ensures matching the right unit to tank size and application. They are powered with optional Honda GX commercial-series gasoline engines or Hatz industrial air-cooled diesel engines. Units can be easily transferred to another tank system when needed. **800-367-0972; www.westmoorltd.com.**



## WASHDOWN/WATER PUMPS

### CAT PUMPS 4DX SERIES

The Cat Pumps 4DX Series high-pressure pump comes with premium DC electric motors for on-the-go pressure wash power. The pump and motor assemblies provide 1 to 3 gpm at pressures from 400 to 1,000 psi and operate on any standard direct current source. Convenient integrated unloaders accurately set and maintain system pressure. Reliable and easy to service, the built-in unloaders divert water flow during bypass, reducing load on pump and motor and increasing system life. Crankcase oil is pre-filled so pumps are ready to use out-of-the-box. Multiple build-to-order configurations are available. **763-780-5440; www.catpumps.com.**



### MORO USA DC



Heavy-duty Moro USA DC water pumps offer 20 gpm maximum flow to provide quick restroom fills, while 42 psi maximum pressure makes for quick high-pressure cleaning. Available with cast iron or stainless steel pump body,

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