

# Cleaner®

FOR DRAIN AND PIPE CLEANING, INSPECTION AND REHABILITATION PROFESSIONALS



SHOW ISSUE

www.cleaner.com | MARCH 2013

## MARKETING MAGNATE

DYNAMIC DRAIN'S TARGETED APPROACH  
FUELS RAPID REVENUE GROWTH **PAGE 16**

**PUMPER & CLEANER EXPO SHOW ISSUE**

### **TOUGH JOB**

CIPP maintains the splendor of Yosemite

### **MONEY MACHINES**

Tube-lancer system improves safety and efficiency

### **BETTER BUSINESS**

Set clear expectations from the start



## features

### 16 Marketing Magnate

By Scottie Dayton



**On the cover:** The Dynamic Drain team includes CEO Nick Santoni (foreground), certified CIPP installer Donald Libby, left, and Director of Operations Wes Fogelman. The company's aggressive marketing approach has helped drive revenue growth and establish a long list of high-profile clients in the Washington, D.C., area. (Photography by Joe Mahoney)

### 30 Tech Perspective: Save the Data

Proper management of CCTV files is important for you and your customers.  
By Jim Aanderud

### 38 Profile: Double Down on Diversity

Colorado contractor expands into pipe bursting and provides additional services to meet customer needs in a high-end market.  
By Marian Bond

## departments

### 10 From the Editor: Big Changes at Cleaner.com

We've redesigned our website so you can find all the information you need, quick and easy.  
By Luke Laggis

### 58 Better Business: Your End of the Bargain

Make customers happy and avoid unnecessary conflict by setting clear expectations and then meeting or exceeding them.  
By Matthew Sutton

### 64 Safety First: Eliminate the Danger

Identifying hazards is just the first step toward creating and maintaining a safe workplace.  
By Doug Day

### 70 Tough Job: Shooting Star

Continuous cured-in-place lining process helps a contractor restore a water main and preserve a national park's splendor.  
By Scottie Dayton

### 78 Money Manager: Planning for Tomorrow

Establishing a retirement benefits program can help your employees and your business.  
By Erik Gunn

### 84 Money Machines: High Pressure with Less Risk

Tube-lancer system increases efficiency and takes the danger out of operators' hands.  
By Ken Wysocky

### 90 Product News

Product Spotlight: Vacuum excavator combines cleaning with valve exerciser  
By Ed Wodalski

### 96 Industry News

## COMING IN APRIL

### Special issue: Pipe Bursting Methods and Projects

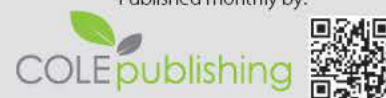
- Tough Job: Sliplining in a quarry
- Money Manager: Choosing the right computers
- Profile: ABEL RECON thrives with trenchless technology
- Tech Perspective: Asset lifecycle management

## Cleaner

FOR DRAIN AND PIPE CLEANING, INSPECTION  
AND REHABILITATION PROFESSIONALS

[www.cleaner.com](http://www.cleaner.com)

Published monthly by:



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

© Copyright 2013 COLE Publishing Inc.  
No part may be reproduced without  
permission of the publisher.

In U.S. or Canada call Toll-free 800-257-7222  
Elsewhere call 715-546-3346  
Email: [info@cleaner.com](mailto:info@cleaner.com) Web: [www.cleaner.com](http://www.cleaner.com)  
Fax: 715-546-3786

Office hours Mon- Fri, 7:30 a.m.-5 p.m. Central Time

**SUBSCRIPTION INFORMATION:** A one year (12 issue) subscription to *Cleaner* in the United States or Canada is free to qualified subscribers. A qualified subscriber is any individual or company in the United States or Canada that is involved in the inspection, cleaning, repair and installation of residential and commercial sewer lines. Non-qualified subscriptions are available at a cost of \$60 per year in the United States and Canada/Mexico. Subscriptions to all other foreign countries cost \$80 per year. To qualify, visit [www.cleaner.com/order/subscription](http://www.cleaner.com/order/subscription) or call 800-257-7222.

Our subscriber list is occasionally made available to carefully selected companies whose products or services may be of interest to you. Your privacy is important to us. If you prefer not to be a part of these lists, please contact Nicole at [nicole@colepublishing.com](mailto:nicole@colepublishing.com).

**CLASSIFIED ADVERTISING:** RATE: No Photo Classified \$25 for 20 words, each additional word \$1. All classified advertising must be PAID IN ADVANCE. DEADLINE: Classifieds must be received by the first of the month for insertion in the next month's edition. PHONE-IN ADS ARE NOT ACCEPTED. Ads may be faxed only when charging to MasterCard, VISA, Amex or Discover. Please supply all credit card information with faxed ads. Be sure to include your phone number (with area code) in your ad. Make checks payable to COLE Publishing Inc. and mail with classified ad to the address above. CLASSIFIED ADVERTISING APPEARS NATIONWIDE AND ON THE INTERNET. Not responsible for errors beyond first insertion.

**DISPLAY ADVERTISING:** Contact one of our sales staff below at 800-994-7990. Publisher reserves the right to reject advertising which in its opinion is misleading, unfair or incompatible with the character of the publication.



Kayla Blazette Jim Koshuta

**REPRINTS AND BACK ISSUES:** Visit [www.cleaner.com](http://www.cleaner.com) for options and pricing. To order reprints, call Jeff Lane at 800-257-7222 (715-546-3346) or email [jeff@colepublishing.com](mailto:jeff@colepublishing.com). To order back issues, call Nicole at 800-257-7222 (715-546-3346) or email [nicole@colepublishing.com](mailto:nicole@colepublishing.com).

**CIRCULATION:** Circulation averages 27,338 copies per month. This figure includes both U.S. and international distribution.



### PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL

Education Day: February 25, 2013  
Exhibits Open: February 26 - 28, 2013  
Indiana Convention Center  
[www.pumpershow.com](http://www.pumpershow.com)



# MARKETING MAGNATE

A SMALL-DIAMETER PIPE LINING COMPANY IN VIRGINIA USES SEARCH ENGINE OPTIMIZATION STRATEGIES TO DOUBLE ANNUAL REVENUE IN SIX MONTHS BY SCOTTIE DAYTON

Nick Santoni operates in a niche filled with famous names and famous places. Technicians from his company, Dynamic Drain Technologies in Virginia Beach, Va., have lined small-diameter pipes at the National Gallery of Art, Smithsonian Institution, U.S. Capitol Building, Postal Service buildings, University of Virginia and Theodore Roosevelt Island. Military bases, including Quantico, also populate the list.

While doing market research on the feasibility of opening his new business, Santoni found many civil engineers, utility site contractors and defense contractors were either unaware of trenchless technologies or were hiring out-of-state pipe lining firms. He located only two small-diameter pipe lining businesses within 200 miles of Virginia Beach.

Dynamic Drain opened its doors in 2008, just as the economy softened. Santoni, 28, undertook a guerilla marketing campaign that generated \$500,000 in annual revenue within four years. In June 2012, he hired Marketing Director Mark Kolodziej to facilitate search engine optimization marketing – winning new business through advertising. The strategy doubled the company's revenue within six months.

## IN THE BLOOD

Marketing and sales are Santoni's heartbeat. After graduating from Johnson and Wales University with a degree in management, he spent two and a half years developing clients for Perma-Liner Industries. He networked with plumbers, pipe cleaners, and sewer and drain contractors, managing 65 accounts.

(continued)

Dynamic Drain Technologies CEO Nick Santoni, left, Director of Operations Wes Fogelman and certified CIPP installer Donald Libby use a remote-controlled Mongoose 184XL jetter to clear a sewer line. (Photography by Joe Mahoney)



Once he made the decision to branch out on his own, Santoni purchased a Perma-Liner trailer from a client who was going out of business, and rented a 3,000-square-foot shop with offices, a conference room and two service bays in an industrial strip mall. As more former clients sold off equipment or closed their doors, they forwarded job leads to Santoni. They also subcontracted projects to him throughout the mid-Atlantic region.

"My team's attention to detail contributed greatly to our success. We did a lot of earlier projects together and earned each other's trust. I can send them into any building now without worry, and concentrate on selling the next job."

Nick Santoni

"I strategized to meet these people at national trade shows, for dinner, or at their offices," he says. "Even if contractors had lining equipment, I marketed the ability to do jobs with which they were uncomfortable."

Initially, Santoni made 200 phone calls per week until contractors felt confident he wouldn't steal their clients and began referring them to him. Three full-time and two part-time employees cleaned, inspected and rehabilitated pipes using the ambient cure Perma-Liner lateral system or hot-water cure MaxLiner system.

Workers inspected 2- to 8-inch piping with four Vivax-Metrotech V push cameras, and cleaned them using two Spartan 300 cable machines or a trailer-mounted Mongoose 184XL sewer jetter with an 18 gpm/4,000 psi pump and nozzles from StoneAge. Reinstatements were done with pneumatic cutters from RS Technik.

"My team's attention to detail contributed greatly to our success," says Santoni. "We did a lot of earlier projects together and earned each other's trust. I can send them into any building now without worry, and concentrate on selling the next job."

High-profile government or military projects require certain conduct. Workers must be

Wes Fogelman assembles the MaxGun inversion unit from MaxLiner USA at the University of Virginia in Charlottesville.



Nick Santoni looks at a camera image on a monitor while Wes Fogelman feeds the camera through a drain line.

## profile

### DYNAMIC DRAIN TECHNOLOGIES, VIRGINIA BEACH, VA.



OWNER: Nick Santoni

FOUNDED: 2008

EMPLOYEES: 5 (full time)

SPECIALTIES: Cured-in-place pipe lining, waterjetting, pipe bursting, pipeline inspection and locating

SERVICE AREA: Virginia, Maryland, North and South Carolina, and Washington, D.C.

WEBSITE: [www.dynamicdraintechnologies.com](http://www.dynamicdraintechnologies.com)

incredibly safe, take their time, and avoid ramming equipment into door jams or tracking epoxy on the floors. "Everything we walk on and all the infrastructure is beyond monetary value," says Santoni. "It's our nation's history."

### STRATEGIC ALLIANCES

Six months after opening the company, Santoni published a website and began using Google AdWords where advertisers pay when people click their ads. "Companies choose keywords related to their business," says Santoni. "When people search on Google using them, ads pop up next to the search results based on how much companies bid to pay per click. We were popping up first."

(continued)





# TOUGH. TRUSTED. TRENCHLESS.



## STATIC PIPE BURSTING



FROM 38 TO 175 TON MACHINES

## PNEUMATIC PIPE BURSTING



SYSTEMS FOR BURSTING PIPE UP TO 36"

## PIPE RAMMING/HDD ASSIST



INSTALL STEEL CASINGS, RESCUE  
STUCK HDD BORES AND MORE!

## LATERAL PIPE BURSTING



REPLACE 4 & 6" LATERALS

## HYDROGUIDE® WINCHES



FOR BURSTING AND LINING APPLICATIONS

HammerHead, a leader in unique answers for underground utility installation and replacement since 1989. Genuine HammerHead Trenchless equipment is available direct from HammerHead or at your local authorized dealer.

FIND YOUR LOCAL DEALER AT [HAMMERHEADTRENCHLESS.COM](http://HAMMERHEADTRENCHLESS.COM) OR CALL 800.331.6653.

     **MOLING | RAMMING | BURSTING | HDD ASSIST | WINCHES**





Whenever crews weren't on projects, Santoni had them visit property management companies and plumbers to enhance Dynamic Drain's subcontracting presence. The effort worked. The company expanded from commercial to industrial to residential customers, but the latter had logistical problems. "We couldn't respond fast enough," says Santoni. "Four or five calls came in a week from across the state. Based on location, we were 30 minutes to six hours away."

**"Pipe lining does not sell itself. The more we work live in front of people, the more business it generates."**

**Nick Santoni**

Santoni began searching for plumbers wishing to expand their customer base. He offered leads if they promised to promote lateral lining and subcontract the work to him. Plumbers then cleaned and televised the pipe and excavated an entry pit. With the job prepped, Santoni's crews lined two 50-foot laterals per day instead of one.

"We taught their technicians about the lining process and how to sell it, gave them brochures for the homeowners, and helped them advertise the service on their websites," says Santoni. "Since rolling out the program in 2009, we have 24 plumbers between Maryland and Virginia working with us."

## SUCCEEDING THROUGH INNOVATION

When pipe lining fails to work as planned, the team from Dynamic Drain Technologies in Virginia Beach, Va., meets adversity with innovation. They fabricate and weld bits to cable machines, removing scale where sharp bends prevent pulling back the hydrojetter under 4,000 psi. If they can't position the reinstatement cutter to open a connection, they do it from the back of liners by fashioning reinstatement tools from hole saw bits purchased at hardware stores.

To prevent cameras from becoming stuck in or falling out of missing inverts, the team cuts skids from foam footballs and tapes them to the camera, enabling it to float along the bottom and reach the other side.

The company lines numerous drains in mess halls serving thousands of military personnel per day. "Sewer machines and hydrojetters wouldn't budge the multitude of forks and clean-out grates blocking the pipes," says owner Nick Santoni. "My guys solved the problem by building a pushrod cable system with high-powered magnets to retrieve metallic debris."



Wes Fogelman, left, installs a StoneAge Tools Warthog nozzle on a Mongoose 184XL jetter as Nick Santoni looks on.

In 2011, the company generated \$400,000 commercial annual revenue and \$150,000 each in the industrial and residential segments. Adding another dozen plumbers to his network by the end of 2013 is one of Santoni's major marketing objectives. "Increasing residential pipe lining projects through our plumbing partners should generate another \$75,000 to \$100,000 annually," he says.

### INTERNET GOALS

As the company moved from networking to Internet marketing, Santoni could not keep up with coding and website designs. Hiring Mark Kolodziej solved the problem. He added a second website, five blogs, and Facebook, Twitter and YouTube pages. He also edits inspection camera videos, adds sound and posts them.

"Last July through September, Mark increased our Internet-based service calls from 10 to 15 per month to 45 to 65 per month, and we're closing on five to six jobs per month," says Santoni.

Potential clients captured off the Internet receive MailerMailer and Constant Contact email campaigns that promote ways Dynamic Drain can work with them to make money. Mailings include new technologies, project profiles with references, and industry news or government press releases about the company. "We call everyone each month just to keep our brand, our name and our services in their



heads," says Santoni. "When a general contractor or federal government entity needs something, they know to call us because we've already won their business through advertising."

## GOING LIVE

The architect of the U.S. Capitol, Smithsonian Institution, National Gallery of Art and several Virginia military bases found the company through Internet advertising. Many projects are in-slab – pipes buried in thick slabs of concrete with tons of rebar. They are the most challenging and costly pipes to excavate.

A recent in-slab project involved lining a 150-foot cast iron drain at the new Marine One helicopter hangar at Marine Corps Base Quantico. After the team went through intense background checks and security clearance, they

subcontractors to pipe lining, reinstating and hydrojetting demonstrations.

"Pipe lining does not sell itself," says Santoni. "The more we work live in front of people, the more business it generates. Finding those opportunities has been a huge obstacle to growing sales." The open-house strategy has improved his sale closure ratio by 40 percent.

## HISTORIC PLACES

Dynamic Drain has worked with the University of Virginia in Charlottesville for four years, averaging \$100,000 in projects annually. The entire university is on the National Register of Historic Places. "Everything is brick and dates to Thomas Jefferson," says Santoni. "Any excavation requires an archaeologist on site. Hit something hard while digging and everything stops as the archaeologist and his little brushes make sure we're not disturbing artifacts."

(continued)



Wes Fogelman uses a drain line locator from Rycom Instruments to find a sewer line.

found themselves working 15 feet away from the presidential helicopters. "An armed Marine with a flak jacket and M-16 weapon watched us from three feet away," says Santoni. "Being guarded happens a lot, but we like working with government firms. Everything is organized and runs according to plan. There are no surprises."

Virginia Beach is packed with military infrastructure, bases and homes. When Internet advertising captures those likely clients, Santoni spends 30 to 90 days proving his qualifications before even proposing the project. To accelerate the process, he holds an open house twice a year, inviting potential military accounts, city engineers, general contractors and

## Improve unloading speed and efficiency





**Cougar DC-3200**



**Cougar NHD-110**

Hydraulic Option

When sticky sludge is clinging to your tank, improve unloading speed and efficiency with rugged and economical COUGAR® Truck Vibrators.



visit [martin-eng.com](http://martin-eng.com)

call 800.544.2947

email [info@martin-eng.com/cougar](mailto:info@martin-eng.com/cougar)



A Global Company

© 2013 Martin Engineering Company. Additional information can be obtained at [www.martin-eng.com/trademarks](http://www.martin-eng.com/trademarks).



A recent project involved lining a 4-inch terra cotta dormitory lateral running 150 feet from manhole to manhole under sidewalks, easements and buildings. The pipe was cracked, offset, separated, infiltrated with roots, and had multiple 45- and 90-degree bends. Santoni's team had eight hours to work each day before turning the water back on as students returned from classes.

"Being guarded happens a lot, but we like working with government firms. Everything is organized and runs according to plan. There are no surprises."

Nick Santoni

Using the Mongoose jetter, they cut a path through the roots with a Warthog nozzle (StoneAge), then went back with a KEG nozzle and cleaned slowly to prevent damaging the pipe further. Where root balls formed at joints, they hit the area 10 or more times with 18 gpm/2,000 psi. It took a day to remove the roots.

The team used the MaxLiner system because water still infiltrated the pipe. Reinstating the wye connections and tie-ins with multiple bends was especially challenging. "Had something gone wrong, we would not be having this conversation," says Santoni.



Wes Fogelman, left, Donald Libby and Nick Santoni install a liner from MaxLiner USA at the University of Virginia in Charlottesville.

## ISLAND LIFE

One pleasant project involved rehabilitating 2,000 feet of water fountain lines on Theodore Roosevelt Island, a 91-acre nature preserve on the Potomac River. A 6-inch pipe suctioned water from the river to feed 3- and 4-inch pipes filling a 3,000-foot-long moat, two fountains and statues. "The setting was beautiful with wildlife all around us," says Santoni.

Another high-profile job involved the Washington (D.C.) Visitor Center, built 40 feet underground and 100 yards from the U.S. Capitol. Shortly after installing the vault housing and 11 galvanized electrical conduits, groundwater infiltrated the vault roof, seeped through joints, and threatened to short out the security system and essential equipment. No excavation was possible with the Capitol nearby.

"Because the risk of electrical failure was high, we had less than three days to complete the job," says Santoni. "We lined four 114-foot-long conduits per day. As soon as a liner cured, the electrical contractor was stringing new wires. We both met our deadlines."

In 2012, the company generated \$1 million from Internet leads, but the marketing strategy has yet to reach its full potential. Within 10 years, Santoni projects tripling annual sales or even hitting the \$5 million mark. "That goal is within our capacity if we increase what we're doing while becoming better at it and refining our methods."

## more info

**KEG Technologies, Inc.**  
866/595-0515  
[www.kegtechnologies.net](http://www.kegtechnologies.net)

**MaxLiner USA**  
877/426-5948  
[www.maxlinerusa.com](http://www.maxlinerusa.com)  
(See ad page 85)

**Mongoose Jetters**  
800/323-1604  
[www.mongoosejettors.com](http://www.mongoosejettors.com)

**Perma-Liner Industries, Inc.**  
866/336-2568  
[www.perma-liner.com](http://www.perma-liner.com)  
(See ad page 9)

**RS Technik**  
919/481-1977  
[www.rstechnik.us](http://www.rstechnik.us)

**Rycom Instruments, Inc.**  
800/851-7347  
[www.rycominstruments.com](http://www.rycominstruments.com)  
(See ad page 32)

**Spartan Tool, LLC**  
800/435-3866  
[www.spartantool.com](http://www.spartantool.com)  
(See ad page 108)

**StoneAge, Inc.**  
866/795-1586  
[www.stoneagetools.com](http://www.stoneagetools.com)  
(See ads pages 4 & 60)

**Vivax-Metrotech Corp.**  
800/446-3392  
[www.vxmt.com](http://www.vxmt.com)  
(See ad page 46)

**SAME-DAY SHIPPING.  
PROBLEM SOLVING.  
MAKING IT  
HAPPEN.**

We're here with whatever you need  
when the pressure's on.

**Jetstream®**  
There's A Way.

The waterblasting source  
for parts, service & expertise

[waterblast.com](http://waterblast.com)



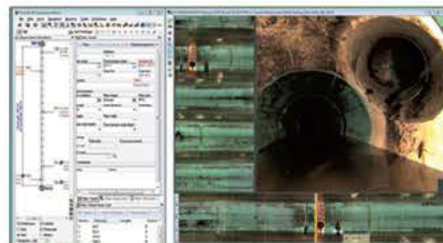
# GET THE BEST RESULTS

IMPROVE THE OPERATIONAL, ENVIRONMENTAL, AND FINANCIAL  
PERFORMANCE OF YOUR WASTEWATER SYSTEM TODAY



## HIGHEST RESOLUTION FOR FINE DETAIL! INCREASE PRODUCTION, DECREASE COSTS!

The CUES Digital Universal Camera (DUC) is a semi-autonomous, high resolution, digital CCTV, side-scanning camera designed for rapid and detailed condition assessment of your wastewater system. You can inspect and assess 5000 feet or more per day, increasing your revenue, while reducing your expenses. The system can be retrofitted to any industry standard multi-conductor truck or trailer mounted system.



- The system contains strobe lighting that illuminates 6" - 60" pipe.
- Operates at a constant speed without the need to stop or pan and tilt via cruise control.
- Rapid condition assessment via unfolded flat view of the pipe; move the mouse to the area of interest and simply click and the corresponding video appears.
- Review and assign observations 5-10 times faster than traditional sequential video review.

"The Standard of the Industry"



**THE DUC WILL OUTPERFORM ANY AUTONOMOUS ROBOTIC SYSTEM.  
CALL YOUR CUES REPRESENTATIVE TODAY!**

[www.cuesinc.com](http://www.cuesinc.com) 800.327.7791 [salesinfo@cuesinc.com](mailto:salesinfo@cuesinc.com)



**VIVAX**  
**METROTECH**

**Booth # 4233**

- Inspection Cameras
- Leak Detectors
- Pipe Locators

**Call us for your no obligation  
on-site demonstration!**

Vivax-Metrotech Corporation  
3251 Olcott Street  
Santa Clara, CA 95054, USA  
Toll Free: +1-800-446-3392  
Tel: +1-408-734-1400  
Fax: +1-408-734-1415  
Email: sales@vxmt.com  
www.vivax-metrotech.com

## vCam-5 Inspection Camera

Please visit us at both number 4233 and see our new vCam-5 Camera System. New features, new style ....

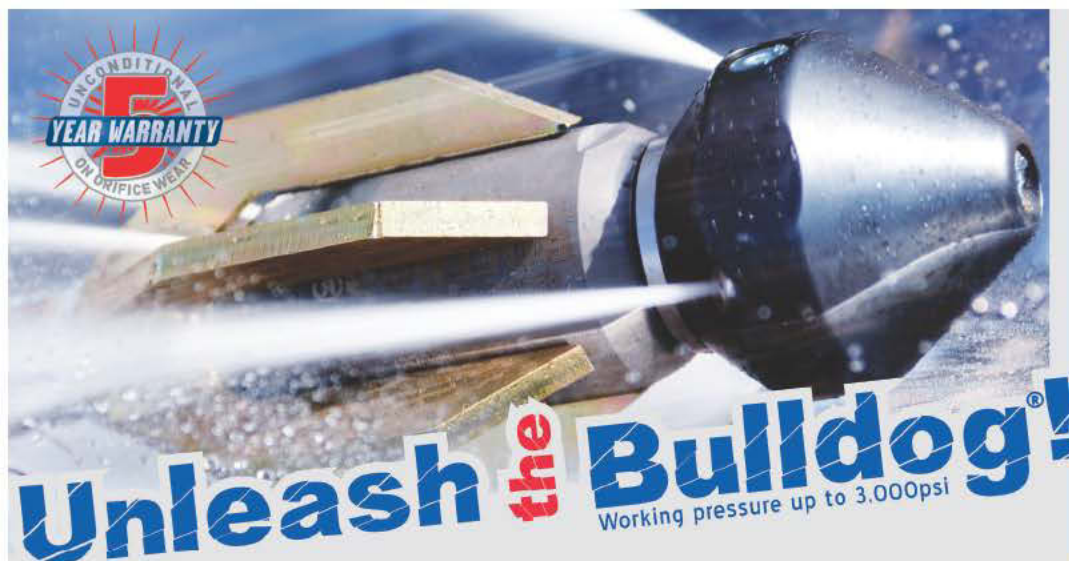
**VIVAX**  
**METROTECH**

- Leak Detectors
- Inspection Cameras
- Buried Utility Locators

**800-446-3392**

[www.vxmt.com](http://www.vxmt.com)

[www.vivax-metrotech.com](http://www.vivax-metrotech.com)



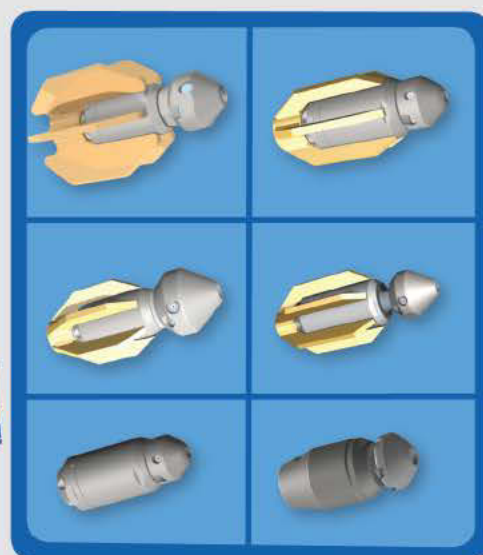
The Bulldog® Recycling Rotating Nozzles are on the prowl to provide the most efficient and economic pipe cleaning. With an all-purpose nozzle and broad application base, the Bulldog® is basically four tools in one—great for clearing roots, debris and blockages!

### Enjoy the following Bulldog® advantages.

- Operates with both fresh and recycled water
- Oil-free braking system results in low wear and tear operation
- Easy to handle
- Extremely low maintenance
- Transport and water costs are noticeably reduced



**BOOTH  
1193, 1197**



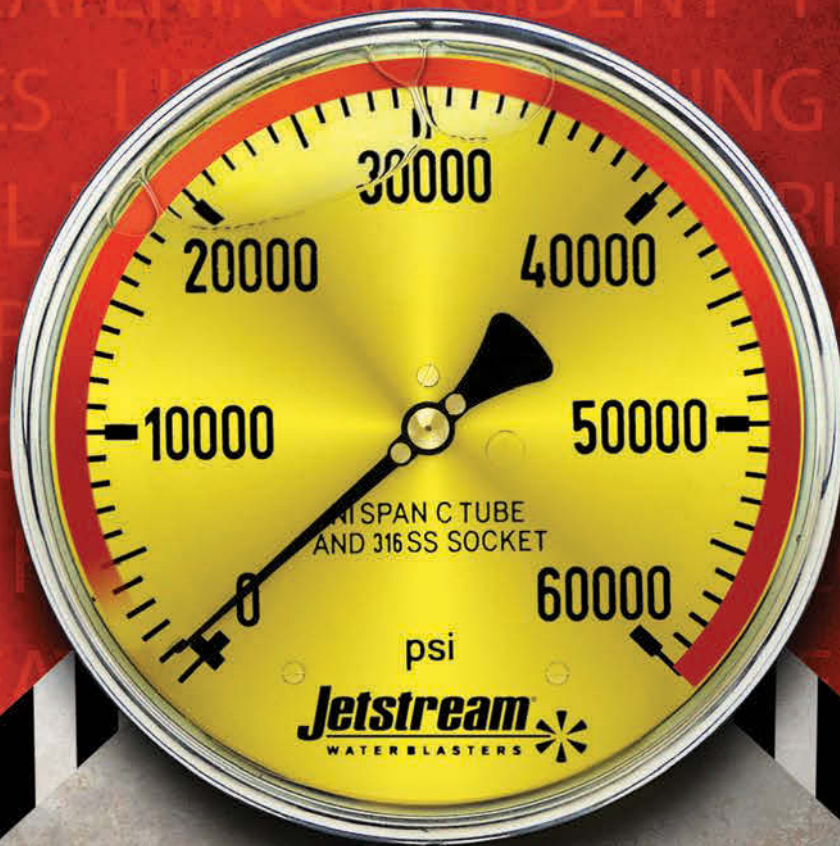
Application range: 2.5 - 24

**enz®**  **usa inc.**

1585 Beverly Ct., Unit 115 | Aurora, IL 60502

**CALL 877-ENZUSA1 FOR**  
(369-8721)  
**A DEALER NEAR YOU**  
[www.enzusainc.com](http://www.enzusainc.com)





**NO MATTER WHAT PRESSURE, THE STAKES ARE ALWAYS HIGH.**



**High-pressure water can't tell the difference between steel and skin.**

So suit up with protective gear from TST at any pressure. It only takes a few minutes to prevent serious, even life-threatening injury. There's just no good excuse not to suit up — every time.



To learn more, contact FS Solutions or Jetstream of Houston, your authorized TST distributors.



*Locations nationwide*  
[fssolutionsgroup.com](http://fssolutionsgroup.com)



800-231-8192  
[waterblast.com](http://waterblast.com)





**FEBRUARY 25-28, 2013**

**INDIANA CONVENTION CENTER • INDIANAPOLIS, IN**

**WELCOME!**



**NOT ABLE TO JOIN US IN INDIANAPOLIS?**

Be sure to check [www.pumpershow.com](http://www.pumpershow.com) daily during the Expo for live updates, photos and videos uploaded directly from the show floor!

**[www.pumpershow.com](http://www.pumpershow.com)**



# 2013 EXHIBITOR LIST

List is current as of January 18, 2013. List subject to change.

27th Trucks, Inc.  
A.R. North America  
ABBA Pump Parts & Service  
Abbott Rubber Company, Inc.  
ACE DuraFlo Systems  
Acro Trailer  
Admirals Bank  
Advance Pump & Equipment  
Advanced Containment Systems Inc.  
Advanced Drainage Systems  
Advanced Pressure Systems L.P.  
Advantage Funding  
Aero-Tech  
Air-Weigh Scales  
AK Industries Inc.  
All Star Sewer Equipment  
Allan J. Coleman  
Allied Forward Motion LLC  
Allied Graphics  
Allied Tank Co.  
AllMax Software, Inc.  
Alpine Equipment Funding, Inc.  
Alteris-SeptiCover  
AlturnaMATS, Inc.  
Ameri-Con Engineering  
American Express OPEN  
AMerik Engineering  
Amthor International  
Anua  
AP/M Permaform  
Aqua Mole Technologies  
AquaOnDemand Solutions by Aqua-Aerobic Systems, Inc.  
AquaSoles  
AQUA-Zyme Disposal Systems, Inc.  
Arcan Enterprises Inc.  
Aries Industries Inc.  
Armal, Inc.  
Art Co. LLC  
Arthur Products  
Ashbrook Simon-Hartley  
Ashland Pump  
Ashland Trap Distribution, Co.  
Atlanta Rubber & Hydraulics Inc.  
Avanti International  
B.A.G. Corp.  
Bad Dog Tools  
BakerCorp  
Bandlock-Amesbury  
Banjo Corp.  
Barnett  
BDP Industries  
BeanPumps.com / FMC Technologies  
Bear Onsite  
Benjamin Franklin Franchising  
Benlee, Inc.  
Best Enterprises Inc.  
Betts Industries  
Biffs Pathfinders, LLC  
Bio Clean  
Bio-Microbics Inc.  
Black Tie Products  
Blasters, Inc.  
Blood Hound Underground  
Blue Angel Pumps  
Boerger LLC  
Bowman Tool Co.  
Brenlin Company, Inc.  
Bright Dyes  
Bright Technologies  
BRÜDUN Air Vac / Kay International  
Bulk Toilet Paper  
Bull Frog Industries LLC  
Butterworth, Inc.  
BW Technologies by Honeywell/Honeywell Analytics  
CallSource  
Cam Spray  
Campus LLC  
Cape Cod Biochemical Co.  
CAPPELLOTTI S.P.A.  
Carmody Software, Inc.  
CAT PUMPS®  
CEMTEC / A.W. Cook Cement Products  
Century Chemical Corporation

Century Paper & Chemical  
Champion Pump Company, Inc.  
Chandler Equipment Inc.  
Chelsea Products/Div. of Parker  
Chempac Corporation  
Chemure Products Corp.  
Cheme Industries Inc.  
CIPP Services, LLC  
Clarus Environmental/Zoeller Pump Company  
Clear Computing  
Clearstream Wastewater Systems Inc.  
Cloverleaf Tool Co.  
COB Industries, Inc.  
Cobra Technologies  
COLE Publishing  
Comet USA, Inc.  
Comforts of Home  
Consegtac Universal  
Containment Solutions, Inc.  
Control Chief Corporation  
COXREELS  
CPR Service Inc.  
Crescent Tank Manufacturing  
Cretek Specialty Products  
Crust Busters/Schmitz Bros.  
CST Storage  
C-Tec  
CUES  
Cusco/Wastequip  
Custom Biologicals, Inc.  
De Neef Construction Chemicals  
Del Vel Chemical Co.  
Delphin Water Systems of America, Inc.  
Delta Environmental  
Ditch Witch  
Downey Ridge Environmental Company  
Dragon Products  
Drainables Direct  
Dulmeier Sales  
Durable Manufacturing  
Dyna Flex Inc.  
Dynamic Decals & Graphics, Inc.  
E Z Onsite  
E&B Green Solutions  
E.H. Wachs  
Easy Liner  
Ecological Laboratories Inc.  
Electric Eel Mfg. Co. Inc.  
Eljen Corporation  
Environment One Corporation  
Environmental Biotech International, LLC  
EnviroSight LLC  
Envirotab  
Eriz USA Inc.  
Epps Products  
E-Tank, Ltd. / E-Pump  
EVAPAR  
EZtrakR  
Fabco Automotive Corp.  
Farmhost Hosted Applications  
Federal Signal Environmental Solutions Group  
Fergus Power Pump Inc.  
Fisher Research Laboratory  
Five Peaks  
FKC Co. Ltd.  
Flint Industries  
Flo Trend Systems Inc.  
Flow-Liner Systems, Ltd.  
Flygt, a Xylem Brand  
FM Manufacturing Inc.  
Forbest Products Co.  
Foremost Industries LP  
Forest River, Inc.  
FORMADRAIN Inc.  
FoundOPS  
Fournier Industries Inc.  
Franklin Electric / Little Giant Engineered Products  
Fruitland Tool & Manufacturing  
FW Murphy  
GapVax Inc.  
Gardner Denver Water Jetting Systems Inc.  
Gardner Denver Wittig  
GE Oil & Gas - Roots Blowers  
GEA Farm Technologies Inc.

General Pipe Cleaners/General Wire  
Spring Co.  
General Pump  
Geoflow, Inc.  
GFG Instrumentation, Inc.  
Giant Industries Inc.  
GlenTronics, Inc. / PHCC Pro Series Pumps  
Global Pipeline Systems  
Go For Digger  
Godwin, a Xylem Brand  
Goldak Inc.  
Gorlitz Sewer & Drain, Inc.  
Gorman-Rupp Co.  
GPK PRODUCTS, INC. / INDIANA SEAL  
GPM Pump & Truck Parts, LLC  
Green Leaf Inc.  
H2 Technical Rescue Equipment  
Hackney / Isuzu Trucks  
Hadronex  
Hammelmann Corp.  
HammerHead Trenchless Equipment  
Hannay Reels Inc.  
Harben Inc.  
Hathorn Corporation  
Hedstrom Plastics  
Heffernan Insurance Brokers  
Helix Laboratories Inc.  
Hi-Bar MC Tech LLC  
Hibon, Inc./Div. of Ingersoll Rand  
Hino Motor Sales U.S.A., Inc.  
Hi-Vac Corporation  
Hot Jet USA  
Hurco Technologies Inc.  
HydraTech Engineered Products  
Hydra-Tech Pumps  
IBG Hydrotech  
ifm efector Inc.  
Imperial Industries Inc.  
In The Round Dewatering  
Infiltrator Systems Inc.  
InfoSense, Inc.  
Infrastructure Repair Systems, Inc.  
Infrastructure Technologies  
InfraTech  
Innovative Equipment, LLC  
Innovative Hydravac Trucks LLC  
InSight USA - StreetEagle GPS Tracking  
Insight Vision  
InterfitUSA  
International Thermal Research  
ITI Trailers & Truck Bodies Inc.  
J&J Chemical Co.  
Jack Doehny Supplies Inc.  
JAG Mobile Solutions  
Jameson LLC  
Jet Clean Tools USA Inc.  
Jet Inc.  
Jetter Depot  
Joe Johnson Equipment, Inc.  
Johnny's Choice by Chempcorp Industries Inc.  
Kar-Tech, Inc.  
KEG Technologies, Inc.  
Keith Huber, Inc.  
Kentucky Tank, Inc.  
KM Specialty Pumps & Systems, Inc.  
Kroy Industries  
Kuriyama of America, Inc.  
La Place Equipment Co Inc.  
Lansas Products Mfg by Vanderlans and Sons  
Lely Manufacturing  
Lenzyme Incorporated  
Liberty Financial Group, Inc.  
Liberty Pumps  
Linco-Precision, LLC  
Liquid Environmental Solutions  
Liquid Waste Industries  
Liquid Waste Technology  
LMK Technologies, Inc.  
LMT, Inc. / VAXTEEL  
Lock America  
Lodor  
Logan Clutch Corporation  
Logball Inc.  
Longhorn Tank & Trailer  
M.A.R.S. Workwear/Communications

Madowell Products Corp.  
Mainline Backflow Products, Inc.  
Martech Research  
Masport Incorporated  
Masterliner, Inc.  
Max-Life Mfg.  
MaxLiner USA  
McKee Technologies  
Merrill Bros., Inc.  
Marsino / Global Pump  
Mid-State Tank Co., Inc.  
Miller Pipeline  
Milwaukee Pump  
Milwaukee Rubber Products Inc.  
Mody Pumps, Inc.  
Money In Motion  
Montpelier Glove and Safety Products  
Moro USA  
Mr. Rootler Corp.  
MTC  
MTEch  
Mundie Power Products  
Myers  
Mytana Mfg. Company Inc.  
NAMCO Machine & Gear Works Ltd.  
NASSCO, Inc.  
National Environmental Health Association  
National Vacuum Equipment  
Nationwide Sales & Service Inc.  
Nature Calls  
NBB Controls  
Neron Pumps  
Netafim USA  
Nexstar  
Next Generation Power Engineering, Inc.  
NLB Corp.  
Norweco Inc.  
NovaFlex Hose  
Nozzleg, Inc.  
NSF International  
No Flow  
Oceanquip, LLC  
Ohio Electric Control, Inc.  
Olividium, Inc.  
OMI Industries  
OmniSite  
OMSI Transmissions, Inc.  
One Biotechnology  
Oreco Systems, Inc.  
PA SpA  
Paragon Tools Manufacturing Co., Ltd.  
Parson Environmental Products Inc.  
Party Time, Inc. - Disposable Trash Boxes  
Patriot Pumps  
Pat's Pump & Blower  
PC Scale Technologies  
Pearpoint / SPX  
Pelsmann Equipment  
Pelican Worldwide  
Pentair  
People's United Equipment Finance Corp.  
Perma-Liner Industries Inc.  
Petersen Products  
Phoenix USA Inc.  
Piccadilly Concepts  
Picoite Oy Ltd  
Pik Rite Inc.  
Pipe Lining Supply, Inc.  
PipeHunter  
Pipeline Analytics  
Pipeline Renewal Technologies  
PipeLogix Inc.  
PipeTech Software  
Piranha Hose Products  
Point of Rental Systems  
Poly-Flow  
PolyJohn Enterprises Corp.  
Polylok/Zabel  
PolyPortables Inc.  
Ponaflex America, Inc.  
Porta Pro Chemical Company  
Portable Sanitation Assoc. Intl.  
PortaLogic - EleMech, Inc.  
Powertrack International Inc.  
Pow-R Mole

PPE Rentals  
PPG Industries, Inc.  
Premier Oilfield Equipment Co.  
Premier Pump and Power  
Premier Tech Aqua  
Presby Environmental, Inc.  
Pressure Lift Corporation  
Presvac Systems, Ltd.  
Prime Resins, Inc.  
Prime Solution, Inc.  
PrimeLine Products  
Progress Tank  
Proral-USA, Inc.  
Protective Liner Systems  
Prototek  
PUMPTec  
Quadex / Interfit  
Quik-Lining Systems, Inc.  
Rabco  
Rain for Rent  
RapidView IBAK North America  
Ratch Electronics, Ltd.  
Rausch Electronics USA LLC  
RC Industries Inc.  
RecoverE  
REED Manufacturing Company  
Reelcraft Industries Inc.  
Reline America Inc.  
Rich Specialty Trailers  
RIDGID  
RID-X® Septic System Treatment  
Ring-O-Matic  
Ritam Technologies, LLC  
RITEC gmbH  
Robinson Vacuum Tanks, Inc.  
Robuschi & C.S.p.A.  
Rock Milk Enterprises, Inc.  
RODDIE Inc.  
Roebk Laboratories, Inc.  
RootX  
Roth Global Plastics  
ROTHENBERGER USA  
Roto-Rooter Corporation  
RotoSolutions  
RouteOptix Inc.  
RS Technical Services Inc.  
Rush Refuse Systems  
RVI Pro, Inc.  
Sabre Manufacturing  
SAERTEX multiCom LP  
Safety Corporation of America  
Safety Sewer Drain  
Salcor, Inc.  
Satellite Industries Inc.  
Sauerseisen, Inc.  
Savatech Corp.  
Schiefel Co. International L.C.  
Scorpion Protective Coatings  
ScreenTech Imaging, a div. of Roeda Signs Inc.  
Sealing Systems Inc.  
Seksist SPR Americas, LLC  
Sensors & Software Inc.  
Septic Drainer/Municipal Sales, Inc.  
Septic Pages  
Septic Products Inc.  
Septic Services Inc.  
Sepronics  
Service Roundtable  
Service Squared  
ServiceTitan  
Sewer Equipment Co. of America  
Sewer Pages  
Sewer Seal Technologies, LLC  
Shark Pressure Washers & Jetters  
ShuBee  
SIM/TECH Filter Inc.  
SJE-Rhombus  
SludgeHammer Group Limited  
Smart Service  
Soft-Pak  
Source 1 Environmental  
Southeast Power Systems  
Southland Tool Mfg. Inc.  
Spartan Tool LLC  
Specialty B Sales

SPiR STAR  
STAC, Inc.  
Stamp Works  
Standard Cement Materials, Inc.  
Standard Equipment  
Sto-Away Power Cranes Inc.  
StoneAge, Inc.  
Sturgeon Tank & Equipment  
Subsurface Instruments  
Sunbelt Rentals  
Super Products LLC  
SuperDri Corporation  
Superior Signal Company LLC  
Supervac 2000  
Surco Products Inc.  
Surpressor 45 Inc.  
SVE Portable Roadway Systems, Inc.  
T & T Tools, Inc.  
TCF Equipment Finance  
Terydon Inc.  
The Hartford  
The Strong Company  
Thermaco, Inc. - Trappzila  
Thieman Tailgates, Inc.  
Thompson Pump  
Topp Industries, Inc.  
Tracker Solutions  
Trade-Serve  
Trans Lease, Inc.  
Transway Systems Inc.  
Trelleborg Pipe Seals  
Trenchless Solutions Inc.  
Trenchless Technology Magazine  
TRIC Tools Inc.  
Trillium Industrial Services  
Trio-Vision USA  
Truck Center of Fort Worth Inc.  
TRY TEK Machine Works, Inc.  
TSE International / OK Champion  
TSF Co. Inc.  
TT Technologies Inc.  
Tuf-Tite Inc.  
Turbo-Fog, Division of Kingsco Chemicals  
Tuthill  
U.E.M.S.I.  
Udor USA  
Under Pressure Systems, Inc.  
US Fleet Tracking  
US Jetting, LLC  
USA BlueBook  
USB-Sewer Equipment Corporation  
VAC2GO  
Vacall  
Vac-Con Inc.  
Vacutru Limited  
Vacuum Truck Rental  
Vaporooter  
VAR Co.  
Vermeer  
VIP best 1  
Vivax Corp.  
Vogelsang  
Vu-Rite Video Inspection Systems, LLC  
Walex Products Co.  
Wallenstein Vacuum Pumps  
WasteWater Education 501(c)(3)  
Water Environment Federation  
Weber Industries, Inc. (Webtral)  
Wee Engineer Inc.  
Wells Cargo Ultralov Mobile Restrooms  
Wells Fargo Equipment Finance  
Western Equipment Finance  
Western Mule Cranes  
Westmoor Ltd.  
Wieser Concrete Products Inc  
WJTA-IMCA  
Wohler USA, Inc.,  
Xylem, Dewatering Solutions  
Yodle  
Zhejiang Danau Industries Ltd.



# View and capture maximum details at every angle.

## NEW!

Unparalleled imaging  
Pans 360°, tilts 210°.

### Pan n' Tilt Push Camera

(Includes Reel and  
Remote Control)



Optional Steerable  
Gooseneck



BOOTH  
5140

#### NEW PRODUCTS



Record to  
Cell Phone or iPad

Jetcam

Ultra Micro<sup>®</sup>  
Cameras

Trust the industry leader for consistent innovation.

For over 32 years now, Ratech Electronics has been at the forefront in the development, manufacturing and servicing of CCTV video pipeline inspection camera systems and equipment. Serving the municipal, industrial, and residential markets, our innovative products are created and manufactured with the quality and durability industry professionals demand.



Staying ahead of your customer's needs.

Elite Jr.<sup>®</sup>



Elite SD<sup>®</sup>



Inspector  
PC-Xi<sup>®</sup>

For more information on these or other products call toll free:  
1-800-461-9200 or 905-660-7072 or visit [ratech-electronics.com](http://ratech-electronics.com)

Upload your inspection videos to **YouTube** Ask us HOW?

Follow us on Twitter @RatechCam



# Ratech

## ELECTRONICS

Video Pipeline Inspection Systems



Ask about...  
the Acculevel<sup>TM</sup>  
Advantage!

**ACCU + LEVEL**



Visit us at the show and make sure to ask about the Acculevel Advantage. Not only will you receive a free t-shirt and entry into our grand prize drawing, you will learn about this exciting new innovation from Super Products.



**Super Products Booth #6238**

*Super Products LLC...Living up to our name.*



# GAMAJET®

**AVOID CONFINED SPACE DANGERS  
CLEAN FASTER AND SAFER FOR LESS**



**THE 12 MINUTE SOLUTION**

1. CONNECT GAMAJET TO HOSE
2. CONNECT HOSE TO PUMP
3. LOWER GAMAJET (NOT YOUR CREW MEMBER) INTO WETWELL, LIFT STATION OR ANY OTHER TANK
4. TURN PUMP ON
5. RELAX AND LET THE GAMAJET BLAST AWAY DEBRIS (INCLUDING GREASE)

**LEARN MORE AT [GAMAJET.COM](http://GAMAJET.COM)**

**1-877-GAMAJET - [SALES@GAMAJET.COM](mailto:SALES@GAMAJET.COM)**

**604 JEFFERS CIRCLE - EKTEN, PENNSYLVANIA - 19341**