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## Trash TALKIN'

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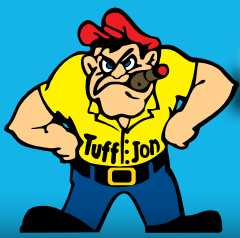
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**PRODUCT FOCUS:**

Hand-Wash  
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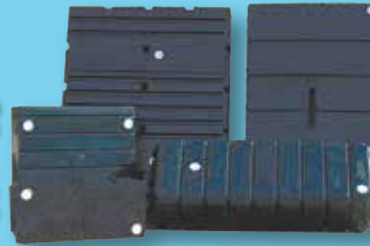


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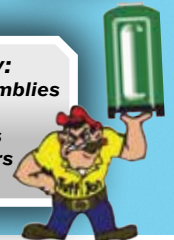
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**COVER PHOTO:** Cheap Disposal started as a trash container provider in Fairfield, New Jersey, but has found success with portable sanitation. Owners Max and Nicole Scheuerer are shown with some of their 800 restrooms from PolyJohn and Satellite Industries. (Photo by Steve Hockstein)

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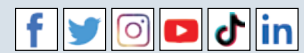
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By Jim Kneiszal

## Are Fires and Other Mayhem Touching Your Business?

A pattern of vandalism and crimes surrounding portable restroom placements may prompt PROs to make service changes

A disturbing recent news account out of Manchester, New Hampshire, had me asking this question. An 18-year-old man was arrested for criminal restraint, criminal mischief and assault on a police officer after he allegedly overturned a portable restroom, trapping a mother and her 4-year-old daughter inside.

According to a report from *katu*, the incident happened shortly after the man and woman argued and she entered the restroom to help her child. The man pushed the restroom from behind so the door faced the pavement, preventing the pair from escape. The assault charge came after the man threw something at officers, who responded on a 911 call made by the victim while she was trapped in the restroom. The news story said the man and woman didn't know each other.

The woman and child were uninjured but were covered with wastewater from the restroom holding tank. Bystanders tipped the unit up and opened the door.

Up until now, PROs have utilized stakes to secure restroom skids to the ground on uneven terrain or in high wind conditions. But this seemingly random attack and increasing reports of vandalism tipovers begs the question if stake-downs should become standard operating procedure in a variety of situations and settings.

For example, it seems many units placed at remote locations in public parks are at risk of tipovers from teens looking to cause trouble. The same holds true for many urban placements near homeless populations or at open construction sites that are busy during the day but are more isolated in nonworking hours.

At some point perhaps the cost of stakes, the labor it takes to install and remove them, and the risk of further damage when vandals try to strong-arm the secured units are offset by the cleanup time spent by your crews after tipovers. The other benefit of staking units is preventing horrifying attacks like this vulnerable woman and her child had to endure.

This story may create a good opportunity for you to speak to your customers about the potential benefits of the added service of staking units. It's unfortunate that it would come to this, but it might be time for this discussion to protect the public using restrooms and to improve working conditions for your crews that have to clean up the messes. What do you think?

### CONFRONT ISSUES WHEN PROVIDING RESTROOMS FOR THE HOMELESS

Speaking of restroom security, officials in New Haven, Connecticut are grappling with issues of placing portable restrooms at a popular downtown gathering spot used for both festivals and by a homeless population. The New Haven Green should be a beautiful area to show off the city's attributes

to tourists, but restrooms placed there are constantly abused, left damaged and in an unsanitary condition, according to a report in the *New Haven Independent*.

Recently a pair of restrooms that portable restroom operator G.I. Johns placed were littered with drug paraphernalia, according to the story, and feces were strewn throughout the units. At one point, zip ties were used to secure the doors until the units could be repaired and cleaned, but someone had snipped the ties. The company removed the units and brought in six fresh ones.

A homeless person concerned about the messes and worried that restrooms would no longer be offered, told the newspaper a few disrespectful users were ruining the restrooms for everyone. City spokesperson Lenny Speiller said G.I. Johns services the units on Monday, Wednesday and Friday, including "a full pumpout of contents, replacement of sanitizing agent, sweeping, general disinfection and deodorization, minor repair work and graffiti removal, and restocking toilet paper."

Still the problem persists. And this appears to be a common situation for many PROs who serve urban parks where the homeless set up camp. I'd be interested in hearing the stories of *PRO* readers who can relate to the challenges of placing units in similar locations. What tactics have you tried to curtail vandalism or the messes users leave behind? Have you declined the offer to serve areas the homeless frequent because of damage to your equip-

Up until now, PROs have utilized stakes to secure restroom skids to the ground on uneven terrain or in high wind conditions. But this seemingly random attack ... begs the question if stake-downs should become standard operating procedure.

ment and the poor working conditions for your crew?

The newspaper's reader responses recognize the need to provide portable sanitation to the homeless and downtown park visitors. But they also share the need for providing better security and maintenance for the units. Readers made these suggestions:

- Place the units in a well-lit area and provide automatic lighting inside the restrooms when in use
- Set up video cameras outside of the bank of restrooms to help identify and prosecute the vandals
- Inspect the units every three hours and lock the abused units until they can be serviced or replaced
- Build the extra costs for inspections and more frequent services into the city contract with the restroom provider
- Add a sharps and drug paraphernalia container to the inside of units for disposal of these dangerous items

### CONTACT US:

*PRO* strives to serve the portable restroom industry with interesting and helpful stories. We welcome your comments, questions and column suggestions and promise a prompt reply to all reader contacts. Email *PRO* editor Jim Kneiszal at [editor@promonthly.com](mailto:editor@promonthly.com) or call 800-257-7222.



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## OLD-FASHIONED POLICE WORK NABS ARSONIST

I understand it can seem like a hopeless exercise to track down and hold responsible vandals who cause damage to your portable sanitation equipment. I've heard about it many times before: broken wall panels, doors ripped off their hinges, units in public places lit ablaze, graffiti.

All of this with no consequences for the perpetrators and only a hefty repair or replacement bill for the PRO or the customer who rented the restroom.

However, once in a while justice is served. Coupeville, Washington, Marshal Bo Miller proved you can make an arrest in a restroom vandalism case if you go the extra mile. Miller was investigating a series of seven Friday night restroom arson fires on Whidbey Island in the Puget Sound, northwest of Seattle, and cracked the case with a little surveillance work. The story was recounted in the *South Whidbey Record*.

One evening Miller was staked out in plain clothes at the local library,

across the street from several restrooms that had been torched previously. After seeing a vehicle approach matching the description of one from an earlier case, he concealed himself in bushes near the restrooms, then approached the units when the driver of the truck went inside one. When the man emerged from the restroom, Miller went in and found a roll of toilet paper on fire. He quickly arrested Ryan T. Parish, who was charged with two counts of second-degree arson. Parish had been convicted for setting similar fires a decade earlier.

While this may not seem like the crime spree of the century, kudos to Marshal Miller for pursuing a vandalism complaint that PROs certainly take seriously. ■

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### STOP THE STIGMA

## Talk Mental Health With Your Crew

As a busy portable restroom operator, you may not always treat individual employees' mental health as a top priority. However, columnist Amanda Clark makes the case in this exclusive online article for breaking through the stigma and talking about it, at work.

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## Don't Miss Out on Customer Leads

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*Jeff and Terri Wigley are portable sanitation industry veterans, having owned and operated Atlanta-based Pit Stop Sanitation Services for 25 years. Send your questions or comments to editor@promonthly.com.*

# Would You Like an Attendant With That Restroom Trailer?

Offering a trained helper to stay on site with your next event rental provides benefits to your VIP customers and another source of revenue for your company



Jeff and Terri Wigley

By Jeff and Terri Wigley

**Restroom trailers continue to grow in popularity in our industry. These attractive and convenient products can be a wonderful — and profitable — addition to your product offerings. To further increase customer satisfaction, consider providing restroom trailer attendants as an option to enhance the event for the general public.**

**QUESTION:** Our company has just purchased our first two restroom trailers. We are planning to offer restroom trailer attendants as an option for our customers. What is your advice on establishing policies and procedures as well as training for this position?

**ANSWER:** Providing a restroom trailer attendant is a benefit to your customer and to your customer's customers. Attendants play a crucial role in enhancing a special event by providing customer service, assistance, guidance, cleanliness, ensuring safety and preventing damage to the trailer.

Here are the basic responsibilities of attendants:

## Maintain cleanliness and hygiene

Restroom trailers are quite an investment for the customer when compared to standard portable units. Having sinks, toilets, countertops, mirrors, door handles and other high-touch areas cleaned and disinfected on a continual basis is a huge benefit to the customer and enhances the end-user experience. Any spills, accidents or misuse of the facilities can be immediately cleaned and handled, thereby bringing the condition of the trailer back to its original sanitary condition.

## Keep the supplies stocked

The attendant should use the storage area, found in most trailer models, for accessibility to extra supplies of toilet paper, paper towels and hand soap. Cleaning products such as disinfectants, air spray, deodorizer disks, etc., should also be kept in adequate supply. We have heard of cases where PROs will also keep several clean bath towels and washcloths as options for use in certain situations.

## Monitoring usage levels

It is important to closely monitor the waste tank. If the tank begins to fill at a more rapid rate than anticipated based on crowd estimates and the number of hours left for the event, contact with an on-call route service driver can be made for a service visit thereby allowing the trailer to remain available for use. In instances where a constant water source is not available, the attendant should monitor the water storage tank as well. This is

another instance where an on-site attendant can proactively avoid problems at the event.

## Crowd management

A trip to the restroom takes attendees away from the event. Waiting in lines can often be irritating and annoying. Having an attendant to help monitor the lines and allow for the proper number of users inside the restroom trailer is an important requirement for this position. Being aware of how many people are inside the trailer is critical as users are not often aware of the number of stalls inside the restroom trailer. They will see one person ahead of them go inside and instinctively wait outside. In some instances, the person who entered ahead of them could be the only person in the trailer, leaving unoccupied stalls available.

## Enhanced customer service

An attendant properly trained in handling customer inquiries and complaints is valuable to the success of the event. Attendees often have questions about using a restroom trailer — Is there a baby diaper changing station inside? How many stalls are there for use? Is there running water?

Having sinks, toilets, countertops, mirrors, door handles and other high-touch areas cleaned and disinfected on a continual basis is a huge benefit to the customer and enhances the end-user experience.

Other questions may pertain to the event itself and this is another opportunity to enhance the attendees' experience. The attendant can share information concerning event hours, and the location of specific areas like a food court or an information booth, and act as another ambassador for the event.

Immediately handling customer complaints is another benefit to both your company and the event organizer. Training the attendant to be compassionate and as helpful as reasonably possible goes a long way in resolving issues. The fact that there is a person on site who can help to improve the situation is a major part of the solution.

## Making minor repairs and adjustments

The attendant can adjust the thermostat, control the background music (if applicable), and make other modifications for the comfort of the users. Depending on the model and style of the trailer, changing a light bulb, or



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checking if a fuse in the fuse box is turned off or any number of minor issues can be resolved immediately.

**Creating sales opportunities**

Wearing a company uniform or logoed apparel advertises your company and can lead to future business opportunities. Some PROs have brochures and business cards that attendants can distribute as needed.

**Don't forget the training**

The more familiar an attendant is with the restroom trailer itself, the more effective they can be in their job. Having the attendant present at both setup and takedown of the trailer is an excellent training opportunity. Further, being in the yard as the trailer is thoroughly cleaned and inspected makes the attendant more comfortable and effective in their position. As mentioned above, training in good customer service and conflict resolution is also highly recommended.

**FINAL THOUGHTS**

Restroom attendants are an excellent way of providing outstanding customer service to both your customer and their customers. Having the ability to maintain cleanliness and hygiene while being available to immediately handle any customer or mechanical issues that may arise cannot be understated. With proper training and experience, attendants are valuable additions to your product and service offerings. ■

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# Trash Talkin'

New Jersey's Cheap Disposal started out with dumpster rentals but then boosted the revenue picture by adding portable sanitation to the service menu

STORY: Jackie Holbrook | PHOTOS: Steve Hockstein

Max, Dylan and Nicole Scheuerer are photographed in the company yard. The Isuzu truck was built out by Progress Tank and carries a National Vacuum Equipment pump.

Sometimes passion sparks a business. Other times business ideas are born out of frustration. The latter is how Max Scheuerer got into the dumpster business. While working on a home renovation at his parent's house, a bad experience with a trash container company got him thinking.

"He felt like he could provide better customer service in the waste disposal industry," says Nicole Scheuerer, Max's wife and vice president of operations of Fairfield, New Jersey-based Cheap Disposal. "He did not know the industry, but he said, 'You know what, I'm going to start a waste disposal business.'"

Max started Cheap Disposal in 2006. He may not have been knowledgeable about the trash industry, but Max was familiar with running small businesses. He grew up in a family of entrepreneurs. His parents owned several bakeries in New Jersey.

He started Cheap Disposal with a single roll-off truck and six containers. Nearly 20 years later, the company operates five roll-off trucks including 2016 and 2018 Kenworths; 2019 and 2020 Volvos and a 2020 Hino. The company carries dumpsters from Rudco, Copper Tank, Stone Valley Welding and East Coast Containers.

Cheap Disposal caters to homeowners and contractors. So when customers started asking about portable restrooms, the couple listened. "Anytime our customers are using dumpsters, they're also using portable toilets. They go hand-in-hand. It was a natural progression of the business," Nicole says.

In 2017, the Scheuerers purchased a portable sanitation service truck and 28 restrooms. Today, they have 800 restrooms, a combination of units from PolyJohn and Satellite Industries. The company has five vacuum trucks including a 2017 Ford F-550 carrying a 900-gallon waste/300-gallon freshwater aluminum Robinson Tank and National Vacuum Equipment pump; a

2020 Hino 268A with a 695-gallon waste/300-gallon freshwater aluminum tank and a National Vacuum Equipment pump from ITI Trailers & Truck Bodies; 2021 Ford F-550 with a 400-gallon waste/300-gallon freshwater aluminum tank and Masport pump built by Imperial Industries; 2023 Ram with a 1,000-gallon waste/300-gallon freshwater Progress aluminum tank and an NVE pump; and a 2024 Isuzu NRR with a 1,000-gallon waste/300-gallon freshwater Progress aluminum tank and an NVE pump.

"Every morning it's like a fire sale; people are calling saying they need dumpsters, they need toilets right now. ... By keeping a small radius, we can service people on demand within a few hours."

Max Scheuerer

## EXPLORE FIVE CHALLENGES THAT AFFECT CHEAP DISPOSAL

### 1 COVID-19 CHANGED THE LANDSCAPE

The company initially marketed portable restrooms to homeowners and contractors doing renovations, but when the pandemic hit an entirely new market emerged. "A lot of townships, businesses, municipalities and universities started to do a lot more outdoor events," Nicole says. They expected portable restrooms to supplement the dumpster business. But since the pandemic, the portable sanitation side has grown to about 50% of overall business. The company's first restrooms were their signature blaze orange color. However, as they began receiving more requests for events including





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Technician Jose Rodriguez prepares to clean a restroom stationed at a local park. His service truck was built out by Imperial Industries and utilizes a Masport pump.

“COVID-19 was a catalyst for us to get into the other part of the business. There has been a shift, people are just more aware of hygiene and I don’t think that is going to go away anytime soon.”

**Nicole Scheuerer**

weddings, graduations and birthday parties, the company ordered units in a more neutral gray. They also purchased 10 PolyJohn hand-wash stations.

“COVID-19 was a catalyst for us to get into the other part of the business. There has been a shift, people are just more aware of hygiene and I don’t think that is going to go away anytime soon,” Nicole says.



Rodriguez returns a suction hose to his truck after servicing several restrooms on his route.

## 2 COMBATING CITY CONGESTION

Cheap Disposal’s office is located less than 30 miles from New York City. The company operates about a 30-mile radius in northern New Jersey. While they don’t operate within New York City, being that close provides a unique set of challenges. Traffic is the biggest obstacle. “It’s congested,” says Max. “We have to strategically think and plan the routes every day.”

“Going to urban areas where the streets are smaller, we have to be aware of what truck we are sending,” says Nicole. “Certain trucks may not fit on certain streets because they are too narrow.” Employee and service schedules are adjusted to accommodate congestion. Often the company will adjust the schedule to accommodate areas closer to Manhattan that have a high volume of traffic to avoid the morning rush. The Scheuerers quickly discovered restroom service trucks are much easier to navigate urban streets than the roll-off trucks. “That’s one beauty of the toilets; you can get a lot more done than you can with dumpers,” says Max.



Max Scheuerer loads PolyJohn restrooms onto a service truck built out by Progress Tank and carrying a National Vacuum Equipment pump.





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**Below:** Technicians Jose Rodriguez (left) and Ruben Herrera service a bank of restrooms for Cheap Disposal.

**Right:** Max Scheuerer grabs a washdown hose, preparing to service a restroom.



Scheuerer in the Cheap Disposal Yard.

views online. The couple reports Cheap Disposal churns out high rankings in search engines as people frequently search for “cheap dumpsters” or “cheap portable toilets.” They’ve noticed in recent years several of their competitors are starting to use similar taglines.

What started as a way to stand out and attract customers is now the company’s signature style. While they’re still known for their catchy name and bold color choice, Cheap Disposal also carries a reputation for quick response and customer service. ■

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### 3 LAST-MINUTE CUSTOMER CALLS

While city congestion is tough, it provides a lot of business opportunities. “We have a super-tight radius of 30 miles and it’s a high-volume business,” says Max. A small service area provides for a quick response to customer requests. “Every morning it’s like a fire sale; people are calling saying they need dumpsters, they need toilets right now. Nobody ever plans. By keeping a small radius, we can service people on demand within a few hours,” Max adds. Portable restrooms are also a much higher volume business than dumpsters. Container trucks can service about 10 to 12 locations per shift, while portable restroom trucks can service up to 30 stops per day.

### 4 FINDING AND RETAINING QUALIFIED DRIVERS

Cheap Disposal operates within a large population center, but that doesn’t mean it’s easy to find employees, especially for the bigger roll-off trucks. These rigs require CDL drivers. Cheap Disposal also requires applicants to have at least one year of experience. These throw up big hurdles to finding workers. With the portable sanitation trucks running below CDL limits, there is a larger pool of applicants and more opportunities for upward mobility. Cheap Disposal hires portable sanitation drivers with the incentive of helping them obtain their CDL. The opportunity to be promoted to roll-off driver helps with employee training and retention in a competitive market.

### 5 PROMOTING A BOLD, BRIGHT BRAND

While the word cheap may carry a negative connotation in some contexts, it’s only helped Cheap Disposal. “I, being somewhat cheap, am always looking for the cheapest prices, but the best quality. So, I said, ‘Let me take a dumpster and put Cheap Disposal on the side of it and hopefully it works,’” Max explains. Not only did Max market dumpsters with his company name along the side, but he also made sure they stood out from the crowd, way out.

“I always liked the color orange because you can see it from far away,” he says. “I picked a bright orange, almost like a pumpkin orange.” The blaze orange dumpsters grab attention on the street, while the company name nets





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# We're Aiming High

The Throne Depot seeks constant improvement through care of customers and crew, while utilizing technology for efficiency

STORY: Betty Dageforde | PHOTOS: Scott Eisen



## The Throne Depot Billerica, Massachusetts

**OWNERS:** Steve Brodeur and Mike Cormier

**FOUNDED:** 2005

**EMPLOYEES:** 35

**SERVICES:** Portable sanitation

**SERVICE AREA:** 100-mile radius

**WEBSITE:** thronedepot.com

In 2005, Steve Brodeur was handling sales for a dot-com company and Mike Cormier was a truck dealer. But when they heard a friend at FMI Truck Sales & Service say there were few portable sanitation companies in Massachusetts, they saw an opportunity and jumped on it.

They ordered 26 portable restrooms, bought a vacuum truck and started a business, calling it The Throne Depot. Growth was steady over the years — all organic — and they now have 35 full-time employees including 21 drivers, office staff, salespeople, mechanics and operations personnel.

Brodeur attributes their success to the company's commitment to take care of customers and employees. They also maintain flexibility in meeting whatever challenges or opportunities come their way, whether it's an economic downturn, a global pandemic, new technology or millennial customers who want to do things a little differently.

The company operates out of a 20,000-square-foot office/garage in Billerica, Massachusetts, about 20 miles north of Boston. They work within a 100-mile radius in parts of eastern Massachusetts, eastern Rhode Island and southern New Hampshire.

**Above:** The management team at The Throne Depot includes, from left, Mark Maynard, Jose Ortega, Jen Dunnam, Steve Brodeur and Raymond Garcia.

### UNIFORMITY

The company currently runs a fleet of 28 Hino trucks built out by FlowMark, most with 1,300-gallon waste/300-gallon freshwater aluminum tanks and Masport pumps. Brodeur says the standardization provides consistent branding, easier maintenance and fewer parts to stock.

Their transport trailers are from Liquid Waste Industries in sizes ranging from two-unit haulers to 20. Their deodorizer products are from Walex Products and J&J Portable Sanitation Products, all formaldehyde-free.

The company manages the fleet using software from Motive Technologies. And they use route optimization and inventory management software from ServiceCore.

"We do everything we can to embrace technology," Brodeur says. "We are paperless. Everything is done with phones now and an app. All our trucks are tracked by GPS, pictures are taken of all deliveries and pickups, and customers can pay their bill online."



Brodeur says disposal is difficult in their area because treatment plants are aging and yet the population is growing, causing overuse of the facilities.

“We have [municipal] and private-run plants,” he says. “We need more private plants that we have the opportunity to build ourselves because the treatment plants that were built in the 1960s and 1970s have not been adequately updated.”

### COLOR COUNTS

The company has 5,000 portable restrooms including about 200 flushable units and 200 wheelchair-accessible units, 100 hand-wash stations and a few dozen hand sanitizer stands (all from PolyJohn and Satellite Industries).

Color helps identify units used for different purposes. Construction units are orange and gray and event units are orange and purple. The company also stocks solid gray units for use in towns that require a solid color. And they now have a supply of lockable pink units.

“In Massachusetts, women have to have their own restrooms on construction sites,” Brodeur explains. “So we color-code those pink so they can be identified as a female restroom. The job supers like it and they’re easy for us to know where they’re at. We implemented that several years ago and it’s been very well received.”

The company has 30 restroom trailers, most from JAG Mobile Solutions in sizes ranging from two-stall to 10, including one with an ADA-compatible stall. They also have one shower trailer from JAG.

### SERVING THE COMMUNITY

In the summer about 30% of the company’s work is for events — local fairs, festivals and weddings. One of their bigger events, which they have serviced since 2011, is the Revere Beach International Sand Sculpting Festival, attended by nearly a million visitors over three days. Other events include the Boston Pride for the People parade and festival, Boston’s Wounded Vet Run and American Cancer Society activities.

The restroom trailers are mainly used for weddings, high-end events and commercial remodels. “But we’ve also introduced them to the construction companies as a great alternative to plastic toilets so they can provide their employees with a nice, climate-controlled place,” Brodeur says. “That’s becoming more popular.”

The company’s shower trailer is used for temporary housing camps and disaster situations such as gas

explosions, fires, hurricanes and landslides. “We deal with the Massachusetts Emergency Management Agency and we’re a subcontractor under the Federal Emergency Management Agency,” Brodeur says. “We also work with third-party companies.”

Construction accounts for about 90% of their work in the winter. “We’ve got road work, residential housing, commercial buildings, bridges, power plant substations — everything,” Brodeur says. In 2019 they were involved in the renovation of the TD Garden arena.

### TRAINING AND SAFETY

To find employees, the company relies on referrals, social media, internet sites such as Monster and Indeed, and recruiters. Candidates go through a vigorous interviewing process with several people, including general manager Mark Maynard and one of the senior drivers who would be training them.

“We do everything we can to embrace technology. We are paperless. Everything is done with phones now and an app. All our trucks are tracked by GPS, pictures are taken of all deliveries and pickups, and customers can pay their bill online.”

**Steve Brodeur**



*Jose Ortega works a construction site service call utilizing his Hino vacuum truck built out by FlowMark and carrying a Masport pump.*



*Ortega moves Satellite Industries and PolyJohn restrooms around a construction site in Burlington, Massachusetts.*



Jose Ortega services a restroom during his daily route.



Since its founding in 2005, Steve Brodeur and Mike Cormier have seen dramatic growth for The Throne Depot in Billerica, Massachusetts. Brodeur is shown with restrooms from Satellite Industries.

“When I started in this, people shunned what we did but now people get excited about using a luxury trailer at a wedding or a brewery event. Customers want a better experience.”

**Steve Brodeur**

“We want to make sure it’s going to be a good fit for them and for us because when we bring somebody on we’re going to invest in them, we want them to invest in us and we want them to stay,” Brodeur says.

New hires are put through a three-week training process on everything from equipment and software to driving and safety. Safety is a top priority at the company, Brodeur says. “All our drivers are going out on these big, expensive trucks. So the trucks are all kept up to date on maintenance and service. And we have drive cams and driver cams.”

Drivers must wear uniforms. “You cannot go to work here without a uniform and safety gear on,” Brodeur says. “Before you even punch in, there’s an operations person there to make sure you came prepared to work — uniform, work boots, everything.”

The company holds weekly departmental meetings. And, although it’s harder to do as they’ve grown, once or twice a year they try to have a companywide meeting.

They are active members of Portable Sanitation Association International and go to the shows each year. “I take my drivers,” Brodeur says. “They all get certified on the correct way to service a toilet to industry standards. All my operations managers go to either the Nuts and Bolts in the fall or the trade show and continuing education in the winter. We take three to five people to each show to continuously invest in PSAI and in our people.”

**CUSTOMER CONTACT**

Brodeur was the company’s original salesperson but by 2013 they hired someone for the job. They now have five salespeople, including customer service reps, working both in-house and in the field.

The company’s logo appears on everything from marketing materials to vinyl-wrapped trucks. Restrooms have Monster Stick decals from Dynamic Decal & Displays (Flywheel Brands) on all sides.

With the hiring of Mariah Mazerski in 2021, the company deepened its commitment to social media and its online presence. Mazerski says they engage on social media multiple times per week and their number of followers has grown.

The company asks customers to leave reviews on Google. Mazerski says they maintain a 4.9 rating. If they get a negative review, they address it immediately.

“There are very few negative reviews,” she says. “But when we do receive that kind of feedback, our operations director engages with the customer to learn more about what happened and offers a solution. And if there’s coaching needed for the driver, he does that. Or sometimes it’s going back to our sales team.”

The company has recently embraced e-commerce, allowing customers who wish to do so to handle the whole process online. “It’s really focused around the millennials who don’t like to talk to people,” Brodeur says. “It gives them the opportunity to go right online, order a toilet and pay for it. It’s open 24 hours a day.”

By no means has the company abandoned other methods of interfacing with customers, whether it’s on the phone, social media, attending building council meetings or participating in local chambers of commerce.



## ➤ SATISFY THE CUSTOMER

The formula for success is easy, says Steve Brodeur of The Throne Depot. “We’ve been growing our market share by just doing what we say we’re going to do — we deliver the product, we service the product, and we take care of the customer.”

The company has a policy they call SOCO — “Service or Call the Office.” If a driver goes to clean a unit and reach it — maybe construction equipment is in the way — he will contact dispatch and remain on site while the office reaches out to the site contact to remedy the issue.

“We do not leave that site without servicing the toilet or the customer realizes why we can’t, and we make arrangements to come back,” Brodeur says. “It’s all about working with the customer to ensure the units get serviced the way they’re expecting.”

Answering the phones is also important at the company. “You do not get sent to voicemail in this company,” Brodeur says. “If you call here, a human answers the phone.” An answering service takes calls after hours.

Brodeur admits it is a lot of work to implement customer satisfaction, but says it’s a critical component of success and he believes it sets them apart.

## PLANNING FOR EXPANSION

One of the challenges the company currently faces is increasing expenses for fuel, general liability insurance and health insurance. “We can’t draw good employees without offering good benefits and the cost of health care is a massive undertaking, especially for a small company,” Brodeur says.

Forecasting is another challenge, especially coming off of a pandemic. “We had an almost two-year pause of events so now customers are trying to get back,” Brodeur says. “The fundraisers are trying to raise money. We drop our price to work with them so they can have their event. But getting back to normalcy is the hardest thing, and forecasting equipment needs since the pandemic is our biggest battle.”

But Brodeur still gets excited about the industry. Future plans include opening up locations in southeastern Massachusetts and southeastern



Chachi Rodriguez, left, and Janice Bowker manage the fleet using software from Motive Technologies. They also use route optimization and inventory management software from ServiceCore.

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The advertisement features a blue background with a large red corrugated hose graphic on the right side. It displays four different types of KeeVac trucks: a white portable restroom truck, a white septic and grease truck, a silver septic and grease truck, and a silver slide-in unit. The text is in various colors and fonts, including red and blue. At the bottom right, there is a small cartoon poop emoji.





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## PRO FILE



Ortega uses the convenient bucket fill on his truck to recharge restroom holding tanks following a pumping.

Maine. He also enjoys new technology and the advances being made in the industry.

“Our industry is still new,” he says. “The technology is constantly evolving. We’re more and more needed in society now. When I started in this, people shunned what we did but now people get excited about using a luxury trailer at a wedding or a brewery event. Customers want a better experience. Our industry is changing and the products are evolving.” ■

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# PSAI Names Scholarship Recipients, Promotes the Program as an Employee Benefit



By Veronica Crosier

The Portable Sanitation Association International is thrilled to announce the recipients of the 2024 PSAI scholarships. These students showcased excellence in both academic and extracurricular activities. A big congratulations to Layne Campbell from KPD Porta Johns, Colin Kvam from Biffs Inc., Aiden McMahon from United Site Services, Patrick Sullivan from United Site Services and Ryan Zeltner from PolyJohn Canada.

This year, students were tasked with envisioning the future landscape of the portable sanitation industry. They were asked to consider emerging trends, challenges and opportunities, and propose strategies for the industry to thrive in an ever-changing world. Each recipient impressed us not only with their academic achievements, but also with their creative responses.



Layne Campbell



Colin Kvam



Aiden McMahon

## EDUCATION AROUND THE GLOBE

In an exciting development, we are proud to announce Ryan Zeltner as the first international scholarship recipient in PSAI history. Ryan will be attending university in Canada, marking a milestone as we continue to expand our Scholarship Program to support students worldwide.

Last year was the first time applicants could apply their scholarship to eligible education institutions anywhere in the world. This is a major step in equity for international members, especially in regions where higher education is difficult to obtain. It's also an exciting opportunity for U.S. students interested in pursuing education abroad.



Patrick Sullivan



Ryan Zeltner

## WHAT MAKES THE PSAI SCHOLARSHIP PROGRAM UNIQUE?

**Attracting and retaining new hires.** Since its inception 26 years ago, the PSAI Scholarship Program has awarded \$457,500 to 135 students. This program is offered to all employees at each member company plus their spouses or children. This means PSAI member companies can boast the Scholarship Program as an extended benefit of employment. If you're a PSAI member company, be sure you're listing eligibility for the PSAI Scholarship Program as one of your employee benefits.

**Valuing trade and vocational degrees.** The PSAI Scholarship is not just for undergraduate studies. We recognize the value and need for individuals skilled in various trades. Individuals pursuing vocational degrees are considered equally to those pursuing an undergraduate.

**Welcoming part-time students.** It's great to encourage your employees' spouses or children to apply, but you may be hesitant to lose an employee to go back to school full time. We get it. The PSAI Scholarship Program also accepts applicants who are part-time students. This can be great for your young hires or employees whose professional development you'd like to support. Do you have a service technician interested in diesel mechanics? A part-time vocational degree could be a win for you both, increasing the skills in

your employers and increasing employee loyalty through helping them level-up professionally.

## WHEN DO APPLICATIONS OPEN?

The next application cycle will open in this fall with winners being announced in April 2025. Follow PSAI online for announcements as we get closer to the next application cycle. We encourage eligible students to apply and join us in celebrating the next generation of leaders in the portable sanitation industry!

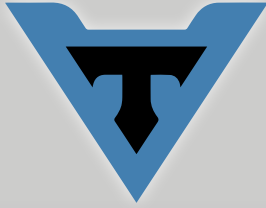
Learn more about eligibility here: [learnmore.scholarsapply.org/psai/](https://learnmore.scholarsapply.org/psai/)

## CONSIDER DONATING TO THE PSAI SCHOLARSHIP FUND

When you purchase a copy of *PSAI Through the Decades: A History of Portable Sanitation*, all net proceeds benefit the scholarship fund. Plus you receive a beautifully written legacy of the industry, making a great gift or conversation starter in your home.

Purchase your copy here: [psai.org/news/psai-history-books](https://psai.org/news/psai-history-books) ■





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## Companies For Sale

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- West Coast portable sanitation & VIP trailers, \$30mm revenue - **under LOI**
- Midwest portable sanitation & liquid waste hauling, \$16mm revenue
- Southcentral portable sanitation & rolloff, \$15mm revenue - **under LOI**
- East Coast restroom & shower trailer rental, \$11mm revenue
- West Coast Emergency Services, \$8mm revenue
- Southcentral portable sanitation & rolloff, \$7mm revenue
- Northeast septic pumping, installation & repair, \$5mm revenue
- Plains solid waste hauler & rolloff, \$5mm revenue
- West coast portable sanitation, \$4mm revenue
- Southeast portable sanitation & rolloff, \$4mm revenue
- Southeast solid waste & rolloff, \$3.5mm revenue
- Southeast portable sanitation, \$2.5mm revenue - **under LOI**
- Northeast septic pumping & installation, \$2.5mm revenue
- Northeast portable sanitation, \$2mm revenue
- Southeast portable sanitation, \$1.5mm revenue - **under LOI**
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# HAND-WASH EQUIPMENT AND SUPPLIES

By Craig Mandli

## Dispensers and Supplies

### POLYJOHN LIQUID SOAP/HAND SANITIZER DISPENSER

The liquid soap/hand sanitizer dispenser from PolyJohn is outfitted with an O-ring and a lid secured to the container and backing plate, meaning it is sealed and spillproof — even upside-down. It offers easy one-hand operation, the ability to use a variety of different soaps and a clear container to view the soap level. The unit can also dispense hand sanitizer.



800-292-1305; [www.polyjohn.com](http://www.polyjohn.com)

### SATELLITE 4-IN-1 UNIVERSAL SOAP/SANITIZER DISPENSER

Satellite's 4-in-1 Universal Soap/Sanitizer Dispenser works with different soap and sanitizer styles, including liquid, gel, foam and disc options. A convenient sight window tracks refills so customers never run out. Safe-T-Fresh 800 mL gel sanitizers and pink lotion soap refills can be used with the dispenser, and they can be customized with a private label to enhance brand awareness. The gel sanitizer kills 99.99% of all common germs that may cause illness, and the soaps clean gently and effectively without leaving hands rough and dry.



800-883-1123; [www.satelliteindustries.com](http://www.satelliteindustries.com)

## Hand Sanitizer

### WALEX GEL HAND SANITIZER AND DISPENSER

Walex instant gel sanitizer is a fragrance-free, 62% ethyl alcohol-based formula that provides an option for hand cleaning when water is not available. The gel sanitizer is available in 1,000 mL refill bags that fit in Walex's gel sanitizer dispenser, which dispenses from the bottom.



800-338-3155; [www.walex.com](http://www.walex.com)

## Hand-Wash Trailers

### JAG MOBILE SOLUTIONS SMART SINK TRAILER

The Smart Sink Trailer from JAG Mobile Solutions provides multiple hand-wash station access styles as well as hands-free faucet operation. They can have one to 32 hand-wash stations and can be configured to operate in temperatures from -20 to 100 degrees F. They maximize freshwater



and wastewater capacity, so each trailer provides up to 7,200 uses between servicing. Water heater options include tankless propane, electric tank-type or both to provide hot water up to 140 degrees F in all environments and allow it to be configured for off-grid use.

800-815-2557; [www.jagmobilesolutions.com](http://www.jagmobilesolutions.com)

### LANG SPECIALTY TRAILERS TWO-STATION RESTROOM TRAILER WITH EXTERIOR HANDWASHING STATIONS

The Two-Station Restroom Trailer with Two-Exterior Handwashing Stations from Lang Specialty Trailers caters to both restroom needs and handwashing requirements. Originally designed for movie sets, the 12.5-foot trailer is a fit for site service companies. With two full-size restroom stalls that can be configured for men, women or unisex use, it accommodates up to four individuals simultaneously. Each stall features a flushing toilet, waterless urinal (in the men's stall), full vanity with mirror, metered faucet, stainless steel sink and paper towel dispenser. The trailer includes two independent handwashing stations at the rear with mirrors, metered faucets, stainless steel sinks and paper towel dispensers.



724-972-6590; [www.langrestroomtrailers.com](http://www.langrestroomtrailers.com)

### RICH SPECIALTY TRAILERS HWA820

The HWA820 trailer from Rich Specialty Trailers has 16 hand-wash stations. The 20-foot trailer is balanced with eight evenly spaced stainless steel sinks on each side. The trailer has four large heavy-duty awnings, which open to protect users from the elements. Awnings also allow you to park, set up and immediately use. Each sink includes a stainless steel mirror, soap and paper towel dispensers, optional push metered/double handled faucets, and low power 12-volt lights. The trailer is manufactured with ease of use and longevity, according to the maker. Dent-resistant fiberglass surrounds the exterior and back walls. The oversized I-beam chassis supports holding more than 700 gallons of wastewater. The mechanical room features waterproof, rolled vinyl flooring. Easy city water hook-up allows a pressurized freshwater system. Optional mobile monitoring allows you to monitor the tank, fence the trailer and receive on-site updates.

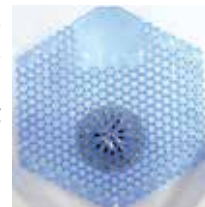


260-593-2279; [www.richrestrooms.com](http://www.richrestrooms.com)

## Portable Restroom Accessories/Supplies

### CENTURY CHEMICAL WAVE 3D

Wave 3D urinal screens from Century Chemical improve splash protection while keeping odors to a minimum. Each screen controls odors for 30 days and releases more fragrance to keep the restroom smelling fresh, according to the maker. The design eliminates installation errors and can be mounted in multiple ways without sacrificing splash reduction. Long posts on both sides and a hexagon lattice design help eliminate splashing and reduce cleaning time. Each case includes 60 screens and is available in various fragrances. Individual weekly and monthly tabs help the operator know when it's time to change them.



800-348-3505; [www.centurychemical.com](http://www.centurychemical.com)





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**SURCO PORTABLE SANITATION PRODUCTS FRESH STRAPS**

Fresh Straps air fresheners from Surco Portable Sanitation Products are scented polymer belted material that wraps around the vent stack and cinches like a zip tie to discourage theft. They are tinted with a gray dye to provide camouflage on most vent stacks. They provide fragrance to eliminate odors for several months during the summer. They are waterproof, available in three fragrances and come with 72 individually wrapped straps per case.




412-789-8683; www.surco.com

**Portable Sinks**

**ARMAL WAVE HAND WASH**


The Wave Hand Wash unit from Armal has a slim profile, recessed foot pump and a keyed tamperproof freshwater cap. The compact gray-colored unit is easily installed inside portable restrooms and has a 7.5-gallon freshwater capacity.



866-873-7796; www.armal.biz

**NUCONCEPTS HAND WASH SINKS**


NuConcepts offers Hand Wash Sink options. Besides a Deli Sink, they offer various models with capacities of 12 to 62 gallons. Sinks have a 110-volt pump, storage options, warm water tanks and solar options.



800-334-1065; www.nuconcepts.com

**T.S.F. TUFF-JON 90-GALLON FREE-STANDING SINK**

The Tuff-Jon 90-gallon free-standing sink with trash container from T.S.F. provides two wash stations; hands-free, foot-operated pumps; a towel dispenser; and a 10-cup-capacity soap dispenser. A lifting bracket allows for easy positioning in high-rise applications. The lifting bracket has a 1/4-inch wire cable, weighs 30 pounds and is safety orange. The unit is constructed from easy-to-clean polyethylene, with 45-gallon waste and freshwater capacities, a towel dispenser, trash container, protective skid plate and freshwater drain plug. It weighs 85 pounds.



800-843-9286; www.tuff-jon.com ■



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## PRODUCT SPOTLIGHT

### Accessible restroom unit echoes heavy-duty design strengths of predecessors

By Dodie Wiesner

**J&J Portable Sanitation Products** entered the portable restroom market in 2019 with the **Echo MAX model portable restroom**, named for the years of feedback on what customers wanted in their ideal portable restroom. The new Echo MAX refines those core concepts into an all-round restroom unit marrying spacious design, accessibility and ease of transportation.

“The Echo MAX is a standard accessible portable restroom that will supplement the market where people want to go with a larger restroom,” says David Roncadori, J&J sales manager. “It’s good for events and is a wheelchair-accessible unit.”

While the Echo was engineered with a domed floor for water runoff, drain holes remove water in the MAX, which has a low floor that makes access easier for wheelchair users. The MAX also incorporates one-piece replaceable grab rail for ease of maintenance and smoother cleaning surfaces. Measuring in at 66 inches in width and 63.7 inches in depth, it’s also more spacious than its predecessor.

After J&J’s acquisition of Sansom Industries last June, several former Sansom restroom units were rolled into the Echo lineup, including designs for the MAX. Roncadori says this allowed engineering collaboration from both companies in the MAX’s development, attributing former Sansom Industries owner Clyde Sansom, who passed away in 2019, for his initial contributions toward the product being released this year, and now-J&J Chief Design Engineer Henry Brown.

“[Brown] is very well respected for his excellent designs and quality. People know he’s a problem-solver,” Roncadori says. “[Sansom] insisted on a toilet that could withstand abuse.”

From there, Brown and CEO Todd Boyd worked together to maximize the unit’s durability by reinforcing the door with four heavy-duty stainless steel hinges, as well as strain-relief door springs to keep the door secure with a 30% stronger hold, along with other life-extending features.

“The one thing that operates more than anything on the unit is the springs for the door closer and the hinges,” Roncadori says. “We also use industrial rivets, an overlapping corner construction system to avoid collapse, and the maximum amount of UV protection in these units to give them a longer life.”

Like its predecessor, the MAX comes equipped with an odor-controlling back corner vent stack, part of the Echo line’s high-flow ventilation system. Units are available with 45- or 70-gallon sumped holding tanks that reduce mounding and improve deodorizer coverage for easier maintenance, and feature floor drains to resist surface puddling. **800-345-3303; www.jjportable.com** ■

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