

## Utility Agency Resistance and Acceptance of Lateral Lining

Working with sewer agencies can be helpful and beneficial for both the sewer drain cleaning and lining contractor. Getting the agency to be part of your marketing efforts can go a lot easier if you subscribe to their rules and regulations, help them with their infiltration and inflow problems. City officials can't and won't sell or endorse your product or process for you, but they can kill a sale if opposed to it. We are helping you with educating the agency people to the process, by providing products that they will accept in their sewer system, and training installers in the correct way to install lining products in pipes. If you have an agency in your area that isn't up to speed on lateral lining, has questions, or would like more information, please contact us. We have a submittal package that will answer many of their questions. If they need a face to face training session, we can provide that as well. We'd rather see the words **APPROVED**, than see the words **REJECTED**, on a job. Let us know how we can help you! We've been helping many customers with agency questions, concerns and with bid projects. We have helped the contractors win bids and provide the agency with information and the expertise they want. . . . .

### Greenbook Training Continues

In conjunction with the above article, we are continuing to train installers and the City of Los Angeles Inspectors with regard to Greenbook materials. The dealers will learn how to handle the materials, what materials they need, and the current city rules with regard to the their lining requirements. We've held more classes since the initial class of November 30, 2007, and have more planned. If you have not received training, work or anticipate working within the city of Los Angeles lining laterals, you need to know the rules and materials you need to use to stay in compliance. Contact us for the next training dates along with the number of people attending the training. . . . .

### Super Flex Lining Material

Pipe Lining Supply is pleased to introduce a new lining tube to our offerings. It's called **Super Flex**, and it is priced much more competitively than the Wovo Liner made in Europe. This product is made in the USA. It will negotiate the 45 degree and 90 degree turns, transitions in 4" to 6" pipe, and still provide a true 3 mm finish on the 6" pipe. It is easier to "wet out" and can be used in any type lining installation equipment and with any of the resins we offer. This product was designed for use in sewers with turns, deflections, and differing diameters. . . . .

### **Pipe Lining Supply, Inc. Staff**

Cisco Cenineceros, our General Manager, manages the day to day activities at our office. He maintains inventory for you so that you have materials when you need them, as well making sure your orders arrive at your location when you need them. His cell phone is 714-296-7746. Matt Henderson is our technical sale person. Matt Henderson is involved in helping installers choose the best equipment for their needs. He also trains the installers in the proper methods of using the equipment, and keeps them abreast of the latest technologies and methods. He also trains drain and plumbing sales staff so they can assist the property owners in selecting lateral lining for permanent root control. Matt's cell phone number is 714-392-5228 if you need assistance. Linda Heisler is CEO and responsible for all aspects of the business. John Heisler is the technical guru regarding CIPP lining questions. . . . .

### ***Isophthalic Polyester Resin***

We are pleased to introduce our blend of isophthalic polyester resin. We will stock the polyester resin in addition to our Epoxy, and Vinyl Ester (Greenbook) material for use in sewer lateral lining projects. The new resin is styrene based as is the vinyl ester resin and is very user friendly. The new resin is derived from a family of resins that is used as the primary resin of choice in mainline sewers around the world with millions of feet installed. If you are looking for better, cheaper and faster solutions to lateral lining, call us. . . . .

### **Lateral Sewer Lining Gets San Diego Press**

We're always interested in seeing the sewer lateral lining business promoted. Hats off to Roto Rooter in San Diego for getting the lateral sewer lining process featured on TV. While contractors may be competitors to your drain cleaning/lining business, all who are getting the word out about lining helps the industry. If you aren't lining, this may give you a wake-up call to look at lining as an option. If your competitor offers it and you don't, who is better serving the customer? If you are lining, you can benefit by the acceptance of the process by households watching TV and hearing about lining. Thanks to Mark Ames for making it happen. If you do get a chance to get local coverage for a news cast, call us. We can lend new equipment to you for your camera shot so you look the best you can in front of the camera.

### **Increasing Business In A Economic Downturn**

Lateral lining has proven to be a healthy way to increase your business in an economic downturn. When call numbers decline, you need to maximize the revenue from the calls you get. By offering lateral sewer lining to your menu of solutions to root intrusion

problems, you can maximize your revenues with fewer calls. We have advertising and sales training to help you with this effort. If you'd like a paper outlining a proven sales plan for use in a down economy or any other help, call us for more information. . . . .

## Why Control Resin Temperature Before Mixing?

Many of us, if not all, have set a bucket of resin in the sun, got our job site ready, the line cleaned, and ready to go. All the while, our resin temperature climbed to 90F while baking in the sun. We've mixed the hardener in, and ...BAMM..., the resin immediately starts to cure. We rush to try and get it in the ground, but it's too late. If you look at our work times in relation to the resin temperature, you can quickly see that the cooler the resin temperature, the longer we have to work with it. Keeping it between 50F and 60F can be accomplished by putting the bucket(s) in a container, throw some ice on the buckets overnight, and arriving at the jobsite with chilled resin. You aren't worried about the heat because you've adjusted your material to give you longer working time. For those of you in a northern climate in January, chilling the resin isn't a need. You've got it cold already, and in some cases may need to warm it to 50F to use it. If you get in the habit of keeping your resin between 50F and 60F, you won't encounter the problems you have if it's +90F or -10F. This applies to all resin systems be it ours or our competitors. . . . .

### **Technical Tip – Cold Weather & Epoxy Resin** (for those in Northern Climates)

The resin you receive from any manufacturer comes with instructions and limitations. One of the limitations noted on the epoxy is storage temperature. Temperatures below 50F can affect the resin by turning the base back to a solid. It does not hurt the resin, but it will need to be heated to 130F for 2 hours to get it to return to a liquid. This crystallization phenomenon occurs in all epoxy products occasionally and you need to be aware of it. When doing a project, check your resin before beginning the job. If one or more of the buckets has solidified, be sure to return it to a liquid before trying to mix it. Proper job planning will save you the embarrassment of mixing hardener and base, before checking all of your buckets of resin. **Manage your jobs. Check materials before you mix and wet out only to find you don't have enough workable resin to complete the wet out and the job.** For the complete technical bulletin regarding this subject, please contact Pipe Lining Supply for a copy.

## Why Service Techs Are Not Selling Lateral Lining

I've been asked several times "why can't I get my techs to sell lateral lining" or "our customers don't want to line their sewer laterals, they'd rather have us clean the pipes regularly". There are two dynamics working with those two statements, but both dynamics come from the sales techs lack of knowledge and trusting what he is selling. I've yet to meet a tech who can sell something that they do not believe in. They will not sell a product or process that they don't understand. We know of techs closing 4 out of 5 sewer lateral backups with lateral lining. Are they techs better than most? No, but they do have the knowledge, understand how the process works and where and when to apply it, and have confidence in providing a solution that the customers are happy with. You can train your techs to operate at this level, and make your business as profitable as the customer selling lateral lining to 4 out of 5 root calls . This means you have some work to do, but the rewards are what may be your key to surviving and growing in a down market. ***GROW YOUR BUSINESS WITH US. LET US HELP YOU . . . . .***



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