

NEWSLETTER



THE ELD MANDATE: WHAT DOES IT MEAN FOR YOU?

Whether you're hauling units across the state or waiting on shipments, the new ELD Mandate affects your portable restroom business. On April 1, 2018, the Federal Motor Carrier Safety Administration's (FMCSA) electronic logging device (ELD) mandate went into full effect. It requires most commercial vehicles to use an ELD to track hours of service. It's important to understand how this new law affects your business, bottom line, and your customers.

What is the ELD Mandate?

An ELD is a recording device that syncs with the engine of the vehicle. When the engine turns on, it begins recording

data. The purpose of the mandate is to make it easier for drivers and employers to accurately track and share records-of-duty status (RODS) data. Electronic logging devices enforce hours-of-service rules. Drivers required to use paper logs in the past must switch to using an electronic logging device now.

Changes in the Trucking Industry

Many large trucking corporations switched to electronic logging devices before the law change. Their rate increases stem from driver shortages, weather conditions, and more demand.

The price to install and maintain an ELD is relatively small, but companies transferring to ELDs will see a higher initial cost. The annual estimated cost is just under \$500 per truck, but there is a learning curve. Companies provide training for office staff, mechanics, and technicians, along with drivers. Companies must consider a driver's hours and ensure a safe stopping place. The hours-of-duty laws haven't changed, yet more accurate data may lead to fewer loads per driver per year. In turn, this loss of productivity leads to increased costs of freight and longer delivery times.

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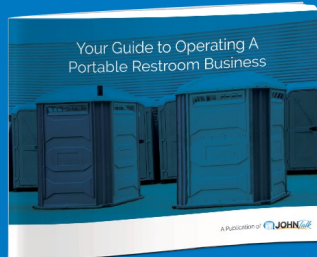
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THE ELD MANDATE: WHAT DOES IT MEAN FOR YOU? *(Continued)*

Effects on the Portable Restroom Industry

The cost of products and rates for shipping are increasing. If you're trying to grow your rental business by purchasing new units, then plan for higher costs. Shipments may take longer to deliver. This is the result of fewer available carriers. Experts suggest that it will take two to three years for the market to normalize. Until then, expect double-digit increases in your freight costs.

Take Action to Minimize Risk

If you deliver units, being in compliance with the ELD mandate is a must. If you're waiting for shipments, look for ways to lower your costs. Talk to your freight carriers about flexible shipping and receiving times. Reduce driver wait times and allow for convenient parking at pickup and delivery locations. With an already tight trucking market, shipping costs are expected to rise for several years, so decide if a rate increase is necessary. If so, determine how to best explain these changes to your clients.

The ELD mandate is one variable in the market and one potential cause of increasing rates. Businesses are feeling the pinch of higher costs. While some blame the ELD mandate, it's a law that's here to stay. Consumers applaud the mandate for enforcing hours-of-service and making roads safer, while long-time truckers worry about new safety issues. As a PRO, it's important to keep this in mind while explaining your pricing to clients. Turn the new regulation into a positive by understanding how it affects your business and communicating these changes to clients.

SICK OF CLEANING TIP-OVERS? TRY THESE TIPS...



As anybody who has ever had to clean up after one can tell you, tip-overs are a nasty part of the portable restroom industry and a pain to deal with. Tip-overs are not only costly in terms of time and potential liability, dealing with the aftermath is by no means a fun task. If you're new to the industry, you'll want to find out early on how to tackle these unwanted surprises. Being prepared is half the battle.

Tip-overs can be caused by unexpected weather conditions – such as strong winds or mud – but they are also, unfortunately, often caused by vandals. This does not mean they can't be prevented. Taking precautions and preventative action can go a long way to saving you a headache down the line.

Here are some tips on preventing and cleaning tip-overs:

Stake the Unit

On some sites, your portable restroom unit will be installed before any other structures are in place. This is especially the case on construction sites. It's important to not leave your units exposed to the elements and to vandalism, both of which can easily lead to tip-overs.

One of the most efficient ways to prevent such exposure is to stake the unit down. Placing stakes in the unit's base, or skid, holds it in place, and while it doesn't guarantee that it won't still tip over, it certainly makes the unit harder to move.

To read the full article, visit <https://goo.gl/xY75oQ>

HOW MANY TOILETS DO YOU NEED TO START?

Every business needs a starting point. It's the point at which you have what you need to properly conduct your operations. The question we most often get about starting points is the number of toilets needed to launch a one-person portable sanitation company. How many is enough?

The answer depends on you. First, you have to know your goals. Most startups have one of three goals in mind as the main reason they want to enter the portable sanitation market:

- You want to earn extra income, perhaps with an eye on expanding in the future
- You already own another business and are looking to expand into portable sanitation
- You want to own and grow a full-time portable sanitation operation

To read the full article, visit <https://goo.gl/ADkS3d>



EVERYTHING YOU NEED TO KNOW ABOUT YOUR TRUCK



Let's take apart a pumper truck.

Hold the wrenches! We mean let's look at the various aspects and features of the portable sanitation service truck, commonly called the pumper truck. The basic truck is a vehicle that carries a vacuum pumping system that enables the PRO (portable restroom operator) to suction waste from a portable toilet into a tank on the truck. A water compartment in the tank allows the operator to wash the toilet and replenish the fresh water in the porta-potty. A common option on pumper trucks is a carrier to transport the units.

Like you, your truck is an everyday worker. The truck is your work partner, your heavy lifter. Over time, you will become familiar with every aspect of your own truck (and we hope, eventually, your fleet of trucks).

Today's trucks are well-made, long-lasting vehicles that carry a combination of heavy-duty equipment and sophisticated technology. Your pumper truck is the single most expensive piece of equipment in your business, and you want to use it for a long time, so when buying or leasing your truck, new or used, take your time to make the right decision.

To read the full article, visit <https://goo.gl/ixg8dH>

TIPS, INSIGHTS & EXPERTISE TO GROW YOUR PORTABLE RESTROOM OPERATION

JohnTalk is a website designed to be your go-to resource for all the information you need to improve your portable restroom business. No matter the format: articles, videos, reports and how-to manuals - if it's important to the portable sanitation industry you'll find it on JohnTalk.



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INTRODUCING THE ALL-NEW JOHNTALK CLASSIFIEDS



We are excited to announce and introduce the all-new JohnTalk Classifieds! This improved version of the classifieds section is more user-friendly to make it easier to buy, sell and trade whatever you need for your portable sanitation business. Here's a look at what is different:

All-New JohnTalk Classifieds Features

- New Categories — Browse by Toilets, Trucks, Businesses for Sale or Other to easily find what you're looking for.
- Search Function — Find what you're looking for faster by performing an ad search. Search by keyword, category, price range and location.
- Self-Hosted Images — Simply upload your ad images directly onto JohnTalk. No more reliance on third-party sites!
- 6 Images Per Ad — Include up to 6 images with your ad to show off exactly what you're selling.
- Auto-Generated Thumbnails — When you upload a photo with your ad, a thumbnail will auto-generate and display prominently.

To read the full article, visit <https://goo.gl/KjZ6Gg>