

TRENCHLESS TECHNOLOGY PRESENTATION

Presented By:

In-Line Renewal Solutions

Jack Manuel

Strategic Business Advisor/Business Dev.

Nassco - BDSI



In-line Renewal Solutions Overview

At In-Line Renewal Solutions, we are more than just a supplier — we are a hands-on partner dedicated to helping plumbing and trenchless technology professionals succeed. Since 2022, we have been connecting innovative trenchless technology manufacturers and the people who use the equipment, providing the tools and knowledge necessary for businesses to evolve and grow.

What sets us apart? We offer a full spectrum of solutions backed by real-world experience through our successful plumbing business, Shelton Plumbing. We use the equipment we sell and have expertise in every aspect of the technology — from installation and maintenance to repairs and maximizing profitability.

Our experience extends beyond the technical. We understand everything involved with the business side of trenchless technology:

- **Business Planning**
- **Sales Strategies**
- **Team Development**
- **Project Management**
- **Scaling for Growth**

This practical knowledge fuels our mission to mentor and empower contractors and business owners who want to elevate their operations and embrace trenchless technology.



In-line Renewal Solutions Overview (cont.)

Our turnkey solutions include everything your business needs to thrive:

Equipment Sales: Access top trenchless tools from industry leaders like LightRay, Perma-Liner, Jetters Northwest, Picote, MiniCam and more.

- **Consumables Distribution:** Stock up on essential supplies with confidence, knowing they're vetted through real-world application.
- **Technical Support & Repairs:** In-house repair services and expert tech assistance to keep your operation running smoothly.
- **Rentals & Certification Training:** Hands-on instruction from certified trainers who know and use the equipment.
- **Business Support Network:** Connect with industry partners to enhance your prowess in key topics: marketing, recruiting, consulting, risk management, insurance, and financing.





Josh Shelton

**President and Owner,
Master Plumber**



Jack Manuel

**Strategic Business
Advisor and Business
Development**



Mac Canali

**Marketing and Business
Development**



The Aging Infrastructure and Adopting of Trenchless



What's the Opportunity?

IT'S ESTIMATED THAT **45% OF NORTH AMERICAN PIPES** ARE AT OR PAST STRUCTURAL INTEGRITY

AWARENESS:
REGULATORY PRESSURE (EPA), MORTGAGE LENDING, SOCIAL MEDIA, AND END-USER DEMAND IS EVER-INCREASING

TRENCHLESS TECHNOLOGY IS PREDICTED TO INCREASE RAPIDLY OVER THE NEXT COUPLE YEARS



Facts:

- The EPA has estimated there are **75 million** service laterals in the United States
- The EPA estimates **70% of these laterals are failing** and in need of repair
- The infiltration from laterals accounts for **75% of the infiltration** of groundwater treated at plants.
- Existing pipes made of clay, Orangeburg, wood, cast iron, and other materials are **past life expectancy**

References:

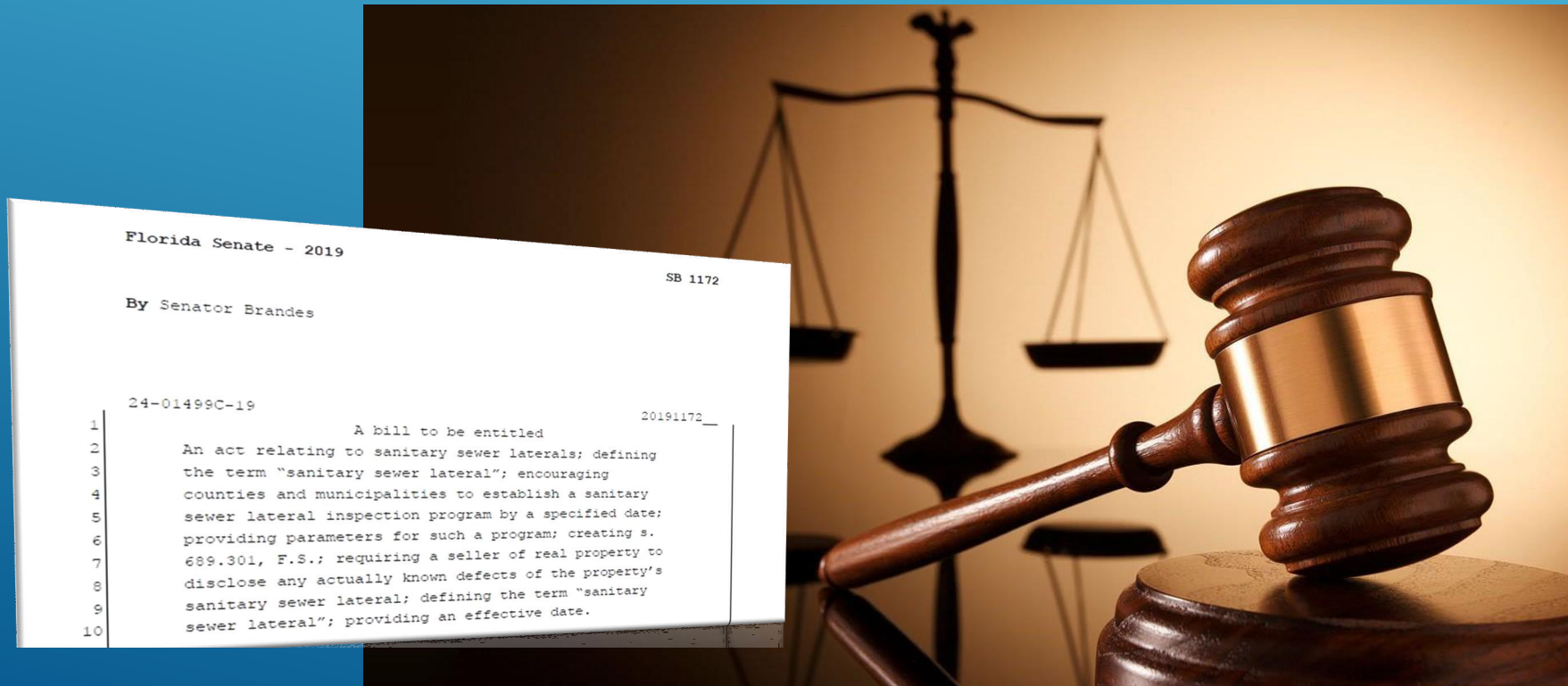
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LEGAL LANDSCAPE:

State of Florida presented a bill in 2019 where every municipality will need to have a sewer rehabilitation program and any transfer of real property will have to have a sewer scope before CO is issued. The State of Florida leads the US in cast iron lawsuits. Other states have and will continue to follow suit.



AMERICAN SOCIETY OF HOME INSPECTORS



ASHI
REPORTER
OCTOBER 2018
INSPECTION NEWS & VIEWS FROM THE AMERICAN SOCIETY OF HOME INSPECTORS, INC.

THE UNKNOWN UNDERGROUND

The Zero-Dig Solution to Failing Sewer Laterals
By Morgan Trouard PG16

TECHNICAL FOCUS

CONDENSING APPLIANCES PRESENT AN ADDITIONAL CONSIDERATION FOR HOME INSPECTORS
By Mike Bernasconi, Neutrasafe Corporation PG 8

SETTING UP AN ONLINE BOOKING SYSTEM
By Alan Carson PG 22



The Unknown Underground

WATER TREATMENT PLANTS

Water treatment plants serve the 80 percent of people whose homes don't have septic tanks. Combined sewer systems, which is a common type of sewer treatment system in municipalities, can cause major health issues. The EPA has called overflows from combined sewer systems "the largest category of our nation's wastewater infrastructure that still need[s] to be addressed." This issue affects homeowners in 32 states and Washington, D.C.

THE IMPORTANCE OF THE SEWER INSPECTION

Imagine what can happen if there is no sewer line inspection before purchasing a home, and the pipe is cracked or on the verge of collapsing. The EPA estimates that at least 23,000 to 75,000 sanitary sewer overflows occur each year. To manage increasing flow, new treatment facilities will be needed; the EPA estimates that 532 new systems will be constructed by 2032. Currently, in most states, the EPA has mandated that sewer lateral line inspections be part of the home inspection process.

As city populations continue to grow, as new housing developments are constructed and as rural households are switching from septic systems to public sewers, the pressure on existing centralized systems and treatment plant infrastructure will require billions of dollars in new investment to meet federal regulatory requirements. Seventy-five percent of these funds will go toward treatment plant improvements, conveyance system repairs, new conveyance systems and recycled water distribution; 18 percent will be needed for combined sewer overflow (CSO) corrections; and approximately seven percent will be needed for stormwater management.

SEPTIC TANKS

Homeowners who have septic tanks—about 20 percent of the U.S. population—do not have to deal with their public sewer lines. With a septic tank, solid and liquid wastes are separated as the primary treatment, then bacteria break down contaminants through a secondary treatment. Next, a chlorine treatment kills the remaining bacteria.

In some communities, special treatment technologies remove contaminants such as phosphorus that are of special concern. If everything goes well, the treated waste meets regulatory standards and is released into a nearby body of water. If it doesn't go well, untreated waste may reach surface water, potentially causing illness and disease.

The release of this septic waste will become more problematic as treatment plants age and the population continues to grow—the combination of which could cause major surface water issues.

PERMA-LINER OFFERS A SOLUTION TO SEWER ISSUES

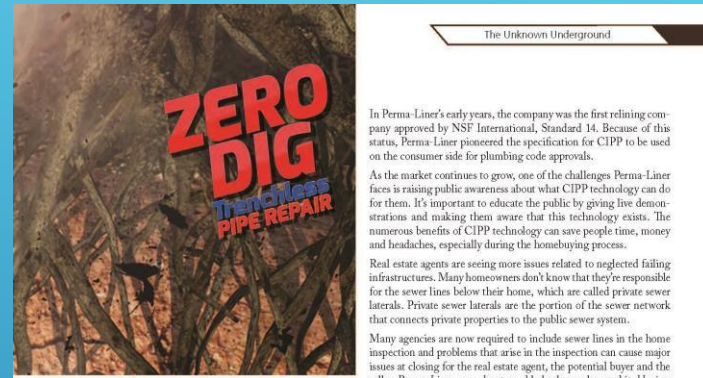
With this background information about sewer pipe issues and how they are involved in underground infrastructure, the next question is this: **How can home inspectors, homebuyers, real estate agents and Perma-Liner® Industries, LLC, come together to find solutions?**

Founded in 1999 by Jerry D'Hulster, Perma-Liner is the leading manufacturer and supplier of trenchless pipeline rehabilitation equipment and materials in North America. Throughout the years, Perma-Liner has installed millions of feet of its lateral pipe liner in the ground across the United States.

D'Hulster, a former pipelining contractor, saw a need in the trenchless industry, where small-diameter lateral lining was largely ignored. "No one has really taken responsibility for the laterals. Cities are fixing their mains, and they have fixed their manholes, but they still have infiltration," states D'Hulster. The cause of this infiltration is the laterals.

While Perma-Liner is well known for rehabilitating small-diameter pipes, Perma-Liner's equipment and technology are capable of rehabilitating the entire underground infrastructure system from private sewer laterals, city utility mains and the connections between the two, as well as much more. Perma-Liner's experience in designing, patenting and manufacturing Cured-In-Place Pipe (CIPP) equipment and materials continues to rise above the competition to produce products that are cost-effective solutions to repairing, without requiring excavation or causing major disruption to existing sewer systems.

D'Hulster saw the potential in a market that few had yet to touch and he set about creating a market where there was not one before. The lining system he began to develop addressed the negatives of the at-the-time current lining methods by inverting the materials, using air pressure instead of water. The systems today continue to work by inverting a resin-impregnated liner tube and pressing it tightly against the host pipe until it is cured—most within less than three hours. These products and the technology are what set Perma-Liner apart from other companies.



The Unknown Underground

ZERO DIG

trenchless
PIPE REPAIR

In Perma-Liner's early years, the company was the first relining company approved by NSF International, Standard 14. Because of this status, Perma-Liner pioneered the specification for CIPP to be used on the consumer side for plumbing code approvals.

As the market continues to grow, one of the challenges Perma-Liner faces is raising public awareness about what CIPP technology can do for them. It's important to educate the public by giving live demonstrations and making them aware that this technology exists. The numerous benefits of CIPP technology can save people time, money and headaches, especially during the homebuying process.

Real estate agents are seeing more issues related to neglected failing infrastructures. Many homeowners don't know that they're responsible for the sewer lines below their home, which are called private sewer laterals. Private sewer laterals are the portion of the sewer network that connects private properties to the public sewer system.

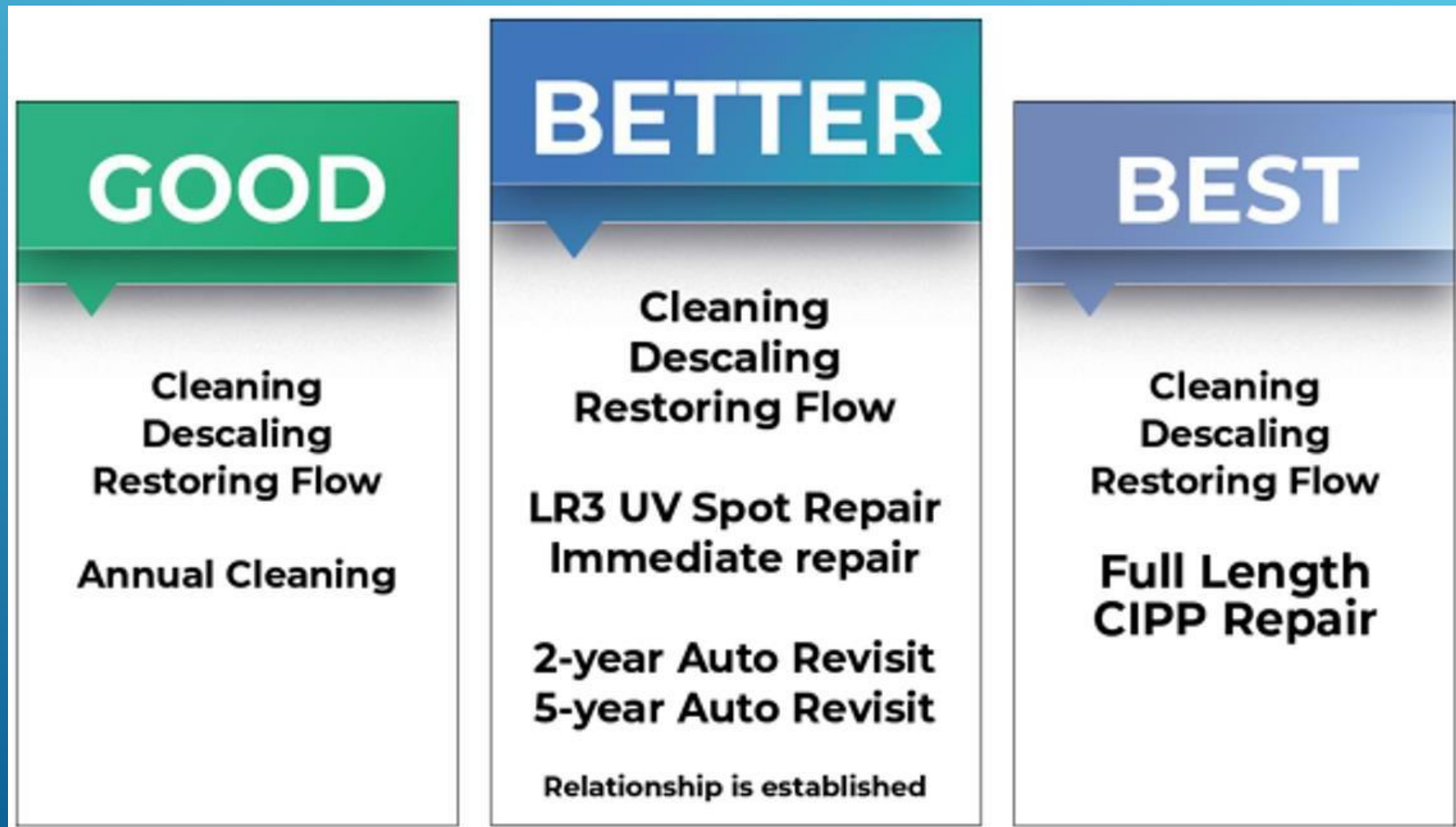
Many agencies are now required to include sewer lines in the home inspection and problems that arise in the inspection can cause major issues at closing for the real estate agent, the potential buyer and the seller. Perma-Liner can educate and help those who need it. Having CIPP technology accepted as an approved technology is something that Perma-Liner believes has made a huge difference in how the technology is perceived, including when it is referenced in how the technology is used.



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Turn the Drain Cleaning Calls into Profits – **WHILE YOUR TECHS ARE ON-SITE!**



Presentation of CIPP Cured-In-Place-Pipe 101



WHAT IS CURED-IN-PLACE PIPE LINING?





Cured-In-Place-Pipe (CIPP) is a trenchless rehabilitation method used to repair existing pipelines.

It is a jointless, seamless, lining within an existing pipe. CIPP is becoming a rapidly adopted rehabilitation method. The liner essentially forms a smooth surface inside the existing pipe, restoring it to near-new condition.



WHAT PROBLEMS DOES CIPP ADDRESS?

**Cracks &
Corrosion**

**Root
Intrusion**

**Misaligned
Pipe Joints
/Missing
Sections of
Pipe**

Generating Opportunities in CIPP



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities:

- Digital Presence:** Optimize your website for trenchless services with clear calls-to-action and educational content.
- Social Media Campaigns:** Showcase videos and testimonials of successful trenchless projects.
- Google Ads and Local SEO:** Target keywords like "sewer repair without digging" or "trenchless pipe repair near me."
- Customer Reviews:** Encourage satisfied customers to leave positive reviews highlighting trenchless services.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities

Camera Inspections:

- Annual Inspections:** Offer maintenance packages including yearly sewer camera inspections to monitor system health.
- Maintenance Agreements:** Incorporate trenchless evaluations into service agreements for long-term customers.
- Education:** Train technicians to explain inspection results and recommend trenchless solutions when appropriate.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Revenue Opportunities in the Sales Process

Accessing the Sewer Line:

- Property Evaluation:** Train your team to assess access points and determine the best approach.
- Permitting and Communication:** Educate customers on the process and obtain necessary permissions.

Cleaning / Descaling:

- Preparation for CIPP:** Train technicians on descaling techniques to ensure pipe readiness for lining.
- Customer Transparency:** Share before-and-after footage from inspections to explain the need for cleaning.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities

Drain Cleaning:

- Upselling Opportunities: Train technicians to identify and propose trenchless solutions during drain cleaning jobs.
- Education for Customers: Explain how recurring clogs can indicate broader issues that trenchless technology can resolve.

Excavation:

- Seamless Transition: Highlight trenchless as a less invasive alternative for customers hesitant about excavation.
- Cost Comparison: Provide cost-benefit analyses showing long-term savings with trenchless methods.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Revenue Opportunities in the Sales Process

Evaluation for CIPP:

- Pipe Condition Assessment: Use camera inspections to determine pipe suitability for lining.
- Material Selection: Educate staff on selecting appropriate resins and liners based on pipe condition and customer needs.

Repair - Rehab:

- Trenchless Options: Train technicians to identify the best trenchless repair method (e.g., pipe bursting, lining).
- Clear Communication: Provide scripts for explaining technical details in layman's terms to customers.

Inspection & Restoring the Jobsite:

- Post-Repair Inspection: Use cameras to validate repair quality and show results to the customer.
- Jobsite Restoration: Emphasize cleanup and landscaping repair to leave the property in excellent condition.
- Customer Feedback: Collect testimonials and reviews to build trust and attract future business.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities

Realtors:

- Partnerships: Collaborate with realtors to address sewer line issues during property sales with trenchless options.
- Home Buyer Packages: Create inspection and repair packages specifically for new homeowners.

Home Inspectors:

- Training Partnerships: Provide training on identifying sewer line issues and recommending your services.
- Collaboration Opportunities: Develop referral agreements with inspectors to direct clients to your business.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities

Insurance Companies:

- Claims Reduction: Demonstrate how trenchless repairs reduce claim payouts for sewer-related damage.
- Educational Outreach: Educate adjusters on the efficiency and cost-effectiveness of trenchless technology.

Municipal or Sanitary Authority:

- Lateral Ownership: Clarify responsibilities between homeowners and municipalities to target appropriate customers.
- Community Programs: Work with authorities to create outreach programs promoting trenchless solutions.

NASSCO Requirements:

- Certification Training: Ensure your team is trained and certified to meet NASSCO standards.
- Compliance Marketing: Highlight your compliance in marketing materials to build trust with customers and municipalities

