



YOUR SINGLE SOURCE

FOR TRENCHLESS SOLUTIONS

Aging infrastructure drives demand for pipe repair, rehabilitation services

The United States is failing, according to the American Society of Civil Engineers (ASCE) 2021 Infrastructure Report Card. The nation's 2.2 million miles of underground pipes delivering clean drinking water is aging and underfunded, scoring a C- on the Infrastructure Report Card, while wastewater systems scored even worse with a D+.

Furthermore, many plumbing contractors are experiencing an ongoing labor shortage, creating an increasing demand for trenchless pipe repair options such as cured-in-place pipe lining (CIPP) and pipe bursting in order to increase jobsite productivity. According to Verified Market Research, CIPP was valued at \$1.96 billion in 2020 and is projected to reach \$2.87 billion by 2028, growing at a CAGR of 4.8%.

After taking a 10-year break from offering sewer services, St. Paul, Minnesota-based Bonfe, a provider of HVAC, plumbing, and electrical services, partnered with HammerHead Trenchless in 2019 after seeing an increased customer demand and growing its team. The contractor does 35% of its business in plumbing services, of which, general pipe repairs, whole home repipes, and leak repairs are popular. Bryan Delmont, Operations Manager at Bonfe, notes that partnering with HammerHead helps the company stay on track with its jobs.

"Their technology enhancements keep us ahead of the curve as there are many other sewer replacement companies in our market. HammerHead has been there for us as we continue to grow and need to acquire more equipment to handle our additional volume."

~ Bryan Delmont, Operations Manager at Bonfe

State-of-the-art technology

Jake Hayes, Purchasing Manager for Bonfe, says the thing he enjoys most about partnering with HammerHead is the manufacturer's willingness to help him out when he needs it. "They're always a phone call away – it doesn't have that corporate feel, so to speak."

The products themselves are also an asset. "They are revolutionary," Hayes adds. "Their BlueLight LED CIPP lining system is amazing – no one else has anything like it."

Founded in 1989 by three friends in Wisconsin, HammerHead Trenchless, a division of the Toro Co., offers both water and sewer solutions and rehabilitation.



"It's another tool in the trenchless tool belt, as I like to call it. A lot of contractors today, they have a backhoe and excavator, and it's a requirement to have that in all markets because there are cases when the sewer pipe or the water pipe is in an unrepairable condition and replacement is absolutely necessary. But there are a lot of opportunities when a plumbing contractor goes into a home and has a variety of tools at their disposal and can offer that customer more than one solution. As a consumer on the other side of the fence, having a plumbing contractor present different options based on my property – whether it's pipe bursting, pipe slitting, or any type of CIPP – and giving me the choice to make a decision helps build confidence in that plumber because of their knowledge on all these various technologies."

~ Jeff Urbanski, Senior Manager of Marketing and Training at HammerHead

Urbanski doesn't see the need for trenchless solutions going away any time soon. "Water infiltration and inflow in our sewer systems has been a big issue," he notes. "We've had to move into trenchless methods in order to keep up with demand, but we continue to be behind. A lot of times with homeowners, it's out of sight, out of mind. You don't know you have a problem until you have a major problem. Even the real estate market is starting to require a sewer system assessment before a home is sold. Cities are starting to take command and control of some of the sewer laterals because groundwater goes to the sewage treatment plant. All of us are paying extra tax dollars in order to treat that groundwater that doesn't need to be in that system."

"The demand has been there, our aging infrastructure is there," he continues. "As soon as it hits 30 to 40 years, the deterioration factor happens. Tree roots find a way, pipes start breaking and falling apart – things just happen over time. But we're starting to catch up, and the biggest trend right now is light cure for CIPP, because speed is essential in getting that service up and running for a homeowner in a shorter period of time. We're coming up with new techniques every day to listen to the voice of the customer and come up with quicker means to rehabilitate sewer lines."



Bonfe

CATEGORY: PLUMBING

SUBCATEGORY:
TRENCHLESS WATER AND SEWER SOLUTIONS AND REHABILITATION

SERVICES/PRODUCTS PROVIDED:

- HYDROGUIDE CABLE WINCHES
- CURED-IN-PLACE-PIPE LINING (CIPP) SYSTEMS
- LINERS AND RESINS
- POINT REPAIR
- REINSTATEMENT & CLEANING
- PIPE BURSTING SYSTEMS
- PIPE EXTRACTION
- HYDROGUIDE CABLE WINCHES

YEARS AT NEXSTAR: 4

BRONZE
Sponsor

Additional Benefits

Delmont notes that HammerHead’s training has always been great, and service and support team is available any time to answer any questions.

“Our relationship with HammerHead has always been strong and continues to get stronger. Their technology is ever evolving – we are currently using their third generation Bluelight LED CIPP system. The techs also appreciate the quality and consistency of the product each and every time they order supplies. Our customers appreciate the 50-year warranty that comes with the product because it gives them peace of mind knowing they will never have to worry about their sewer.”

~ Bryan Delmont, *Operations Manager at Bonfe*

Urbanski notes that HammerHead puts a lot of time and effort into continuing education.

“Education is probably one of the biggest challenges because we know contractors experience regular turnover. So how do you invest time and energy into your team in order to grow and provide them with the knowledge base to be productive in the field, while making sure that you are on the leading edge so your customer recognizes the investment in education?”

“HammerHead has done a couple of unique things,” Urbanski continues. “HammerHead University offers a three-pronged approach. One is a virtual portal where you can go online, send your employees there at no charge, and Nexstar members can learn about HammerHead products. They can get an online education when and where it is convenient for them. Then there are two other options we offer. We have a 5,000-square-foot facility in Lake Mills, Wisconsin, with a two-story building, two manholes, and a city street. We can create any type of indoor training, but we’ve removed a couple of key elements, including water, sewer, earth, and the safety concerns of confined space so technicians don’t have to deal with those things at that moment. They’re learning the essence of CIPP or pipe bursting. Lastly, we have a team of 11 application specialists. My techs go into the field and actively train at contractor’s shops and on the job site when they are working with a new piece of equipment.”

HammerHead goes beyond training plumbers and sewer techs how to use the products, they also educate on selling the solution.

“Our sales team will actively help contractors understand how to sell these different technologies to a homeowner. We do that with Nexstar members today and it’s growing. A little education goes far when we spend time and enable contractors to take these technologies to the market. They develop an incredible relationship with the customer as well as the municipality – because the municipality’s got to buy into it as well. We’re actively educating at that government level to assist them so there are no roadblocks with plumbing inspectors and other code officials that might slow down the process of trying or utilizing these types of trenchless technology.”

~ Jeff Urbanski, *HammerHead*



One other advantage; all HammerHead products are manufactured in Lake Mills. “A lot of technology today comes to the United States from Europe – it needs to be shipped back and forth for maintenance,” Urbanski explains. “Even though it might be sold domestically, it’s not a U.S. company. Everything we do today is manufactured here in the States, and that’s a big deal.”

Hayes would 100% recommend HammerHead Trenchless to other Nexstar members. “You need to make sure the customer service is available,” he stresses. “You have to feel like they are actually going to take care of you versus you’re just another number. That’s what we get with HammerHead.”

Why HammerHead Trenchless



HammerHead University available for your employees



Manufactured in the U.S.A.



Unmatched training and support to customers worldwide

“ You have to feel like they are actually going to take care of you versus you’re just another number. That’s what we get with HammerHead. ”

~ Bryan Delmont, *Bonfe Operations Manager*

#1

Offering only the best and most innovative trenchless technologies available

5,000 square foot training facility

HammerHead Trenchless has been leading the trenchless industry since

1989