

A guide to the portable toilet rental business



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1. PORTABLE TOILET

If you are completely new to the portable toilet industry, let's start this document by explaining what the product you would like to rent really is.

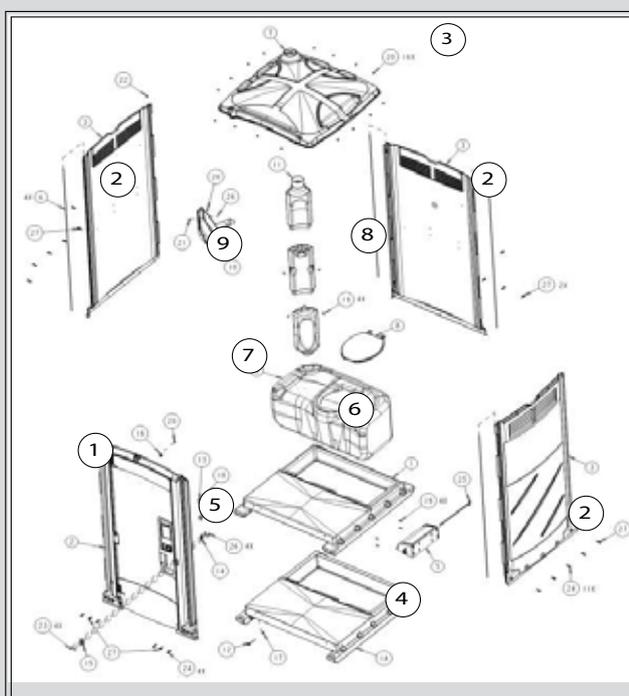
A portable toilet is a self-contained outhouse toilet manufactured of molded plastic in a variety of colours and is often used as a temporary toilet for construction sites and large gatherings and events.

Most portable toilets are large enough for a single occupant. While they are typically free standing structures, their stability is improved by the fact that the waste tank gets filled with an initial charge of water and then fills itself over time. There's usually a choice between European/Western style tanks (seated) and Eastern style tanks (squatting). All Satellite Industries units come by default with a urinal, lockable doors, ventilation near the top, occupancy indicator, toilet seat, toilet paper holder and a vent pipe for the waste holding tank. Leaving the toilet lid open will reverse the flow of the venting of the tank. Most units are relatively lightweight for ease of transport and manoeuvrability.

There are also "bigger" portable toilets available. They are generally aimed at people in wheelchairs or people requiring more room (e.g. a mother with children).

It has become common for portable toilets to be paired with a hand washing station, either inside the unit or free-standing outside the toilet unit. These stations provide a foot pump to dispense water to wash one's hands after using the toilets. Other in-unit accessories include flushing systems, soap or hand sanitizer dispensers, paper towel dispensers, gender indicators, convenience shelves, coat hooks, mirrors, solar lights, lifting devices. Other freestanding accessories include mobile freestanding urinals, holding tanks, toilet movers and free-standing waste tanks.

Portable toilets have several significant benefits mostly related to their portability and strength. Adjunction of UV inhibitors to the roof and side panels and door front as well as the use of the best grades of polyethylene ensure longevity of the unit even in the worst outdoor conditions. They are rented to customers such as construction companies or event organizers by companies that guarantee their cleanliness, and so as a rule are drained, cleaned, disinfected, and deodorized on a regular basis, usually once or twice a week. As they are not plumbed, they do not clog and do not require a connection to running water, electricity or the sewer system. An average portable toilet is able to hold enough sewage for 10 people during the course of a 40 hour work week before reaching unsanitary conditions.



- ❶ Door
- ❷ Side panel (x3)
- ❸ Roof (UV-resistant)
- ❹ Base
- ❺ Waste tank
- ❻ Toilet seat
- ❼ Urinal
- ❽ Vent pipe
- ❾ Toilet paper guard

2. PORTABLE TOILET RENTAL INDUSTRY

2.1 The history

The birth

The industry began in the 1940's in the ship building yards of Long Beach, California, USA. The labourers working on the ships had to go to the dock each time they had to use a toilet. The US Navy, recognising it was a great cost for people to go so far to use the toilet every time, asked the person who was emptying the holding tanks of the dock toilets if he could make a toilet which could be temporarily put on the ship closer to the workers. A wooden cabin was developed with a small holding tank which became the first portable toilet. This unique concept spread to the construction industry and to organisers of large events.

Commercialisation

As with every industry, the start did not come without troubles. The first portable toilets for example, made of wood and metal, were heavy to transport and absorbed the odours. In the early 1970's, portable toilets made of fibreglass were introduced. They were lighter than wood and much easier to transport. Still, problems persisted. The fibreglass toilets required a lot more maintenance due to the brittle nature of the material. Additionally, fibreglass also absorbed the odours in the holding tank and soon proved to be a poor choice. It wasn't until the mid-1970's that polyethylene portable toilets were introduced.

Polyethylene, the material that is still being used to date, made the toilets light weight and more durable. It also made them easier to clean, since it is a non-porous, non-absorbing material.



2.2 The portable toilet rental industry today

Booming industry

The portable toilet industry has grown worldwide because of the important economic benefits it provides to the construction and outdoor event industries.

Portable toilets save money on construction and other work sites because they save time and reduce labour costs. Workers are more productive spending less time using the clean and conveniently located portable toilet and more time completing the construction project. The toilets are easily relocatable and can follow the workers as the project progresses.

For outdoor events, portable toilets generate money for the event organiser because the people attending the event will stay longer and therefore spend more money.

Generally, it will also give the event a better image.

Advantages

By managing the proper collection and disposal of human waste, in temporary or permanent locations where sewer-connected facilities are not available, this industry has become important for improving public health, maintaining human dignity and preserving the world's environment using an efficient low-cost system.

Success

The success of the clean, portable toilet is almost unparalleled. The advantage of having no moving parts, requiring no energy, and the use of colourful non-porous plastic with smooth surfaces, has made the portable toilet superior to many permanent facilities.

Servicing

As part of the cost of renting toilets, the portable sanitation operator services the toilets with a frequency based on the number of toilet users, but usually at least once or twice a week. At service time, the operator sends a pump truck to the toilet site, and the driver of the truck pumps the waste from the toilet into the truck's holding tank. The truck driver then sanitises the inside of the toilet's holding tank and cabana and "recharges" the holding tank with fresh deodoriser. The driver refills supplies (toilet paper, soap, fresh water). An initial "charge" of roughly 19L of fresh water is required to cover the bottom of the waste holding tank and to ensure that the waste that will be added to the tank over time is always covered by water, making sure the unit doesn't smell.

3. THE RENTAL MARKET

There are many uses for portable toilets: construction sites, industrial plants/petrochemical installations, markets, farms, horse shows, parks, beaches, ski slopes, parades, local fun fairs, military missions, disaster-relief work, and all kind of events.

When looking at the general rental market for portable toilets, we can distinguish four main market segments:

1. CONSTRUCTION

This is the biggest and most important segment. It represents around 60% of the total market and consists of the building of housing units, company buildings, highways, flats, bridges, etc...

In most European countries, building companies are obliged by law to provide sanitation services even for refurbishing work performed by a small crew of workers on a private house. Because portable toilets are easy to place on even the most remote locations, they are of perfect use for all construction sites. Portable toilets on construction sites will increase the workers' productivity and are easy to relocate as the needs change.

Rental contracts in construction are usually on a long-term base.

2. EVENTS

While usually only representing 20% of the market, the event industry can mean significant additional income, particularly in the summer, on weekends and for massive gatherings such as football world cups, pope visits or the Olympic Games. The most common events means concerts, festivals, sports events, exhibitions & fairs, weddings, etc...

When used during events, your portable toilets will help provide a positive image for the visitor but also an increased revenue for the organiser, as people will stay longer at the event and will also spend more.

This is also the segment where the most toilets for people with a handicap are needed.

Rental contracts in the event industry are usually short term.

3. RECREATION

By recreation, we mean beaches, lakesides, parks, sporting grounds, zoos, etc...

Depending on the country, this segment represents around 10% of the market. That does not mean it should be left behind though. By offering portable toilets here, it will eliminate the need for expensive sewer, water or electrical hookups and will again provide a more positive image to the location.

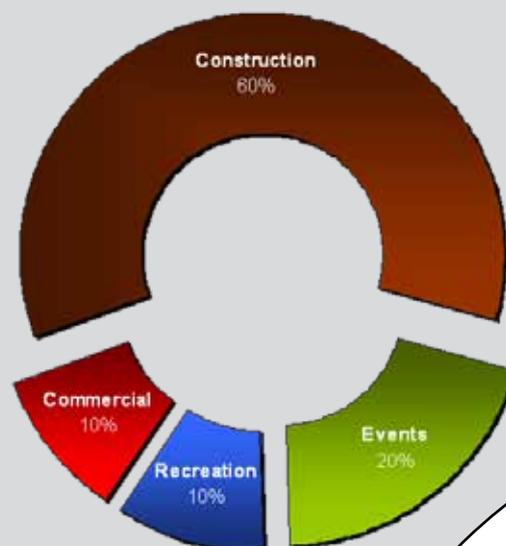
Rental contracts in the recreation segment are usually of short to midterm length.

4. COMMERCIAL

These are the retailers, service companies and industrial facilities who have employees and/or customers who work or shop outside, for example bus companies, agriculture, military services, mining operations, etc...

It has a similar market share as the recreation segment (10%) and is generally seen as a way to promote the public image, to improve the workers' morale and even to keep customers on site for a longer period of time.

The rental contracts in the commercial segment are usually long-term ones.



Other than these four main segments, which pretty much cover the whole market, there are of course other opportunities out there. It will be up to you as a rental company to focus on one or two segments and to actively look for new ways to promote your business. Seeing as the toilet rental business is one that will without a doubt expand in the years to come, there is no doubt you will find the rental market a profitable one.

4. "SERVICING"

This page will give you an insight as to what a toilet rental company actually does. The activities are generally described as "servicing" and can be divided into the following categories or steps:

1. PLANNING AND ADVICE

As in every industry, the most important and underrated part is the planning. During this stage, the number and type of cabins shall be determined, as well as the anticipated rental period, the cleaning intervals, the location, the date of delivery/collection and the terms of payment.

It is of course very important for the rental company to set up an up-to-date planning to avoid double bookings or to avoid having too many toilets being unrented.

2. DELIVERY OF THE CABINS

When delivering the toilet units to the site, you will have to make sure the location is fully accessible for the service vehicle who will maintain the units in a later stage. The readiness for use also has to be secured. Preferably, it has to be stable, have a minimum of 19 litres of water with sanitary concentrate in the tank and a provision of toilet paper and other agreed consumables (e.g. soap).

3. ON-SITE SERVICING

This will occur at regular intervals that were set during the planning. A complete on-site servicing consists of completely pumping out the contents of the waste tank into the service vehicle, as well as cleaning the toilet cabin completely. Any agreed supplementary equipment shall also be included in the cleaning. After that, the waste tank should be filled again with at least 19 litres of water and sanitary concentrate.

Damaged or non-functional cabins should be repaired on site or replaced.

4. WASTE DISPOSAL

It goes without saying that a toilet rental company is weekly confronted with a fair amount of waste. This is to be properly disposed of at the scheduled or assigned waste-water disposal plants. You can find these by contacting your local government.

5. COLLECTION OF THE CABIN

Same as when the units are being delivered, the collection at the end of the rental period has to be carried out following certain steps. The contents of the waste tank have to be pumped out into the service vehicle and the toilet paper (and other consumables) have to be removed before loading and securing the cabin onto a truck.

REQUIRED EQUIPMENT

- Toilet units
- Service truck (incl. service unit)
- Driver
- Sanitary concentrate
- Consumables (toilet paper, soap, ...)

5. WHY ENTER THE BUSINESS NOW?

More and more, the world is striving for improved public health which leads to a higher standard of living, increased productivity and safer environmental conditions. Portable toilets and their benefits respond to these trends. In many countries, this industry is just beginning. Whoever enters now can develop it and become a dominant figure in the local market.

An added advantage is that the toilet rental business is relatively recession-free. During the worst years of the recent economical crisis (2008 and 2009), while other businesses took hits of -70% to -90%, our customers still rented out around the same amount of units. That itself is a proof that the time to enter the business is now. There are still numerous potential deals and opportunities out in the field, ready for you to be conquered.

- Take advantage of Satellite's turn-key idea.
- Earn a respectable income with your sales skills and reputation for reliable service.
- Operate a proven business with a positive record over the last 50+ years in over 125 countries.
- Satellite Industries can act as your external information source, enabling you to make quick, smart decision and solve problems fast!



6. WHY CHOOSE SATELLITE INDUSTRIES?

YOUR ONE-STOP-SHOP

Satellite Industries carries all the service and rental equipment you will need, all based on design experience we have obtained from being active for many years in this rental business ourselves, unlike any of our competitors. Choose from numerous different toilet units, hand wash accessories, lifting devices and urinals. You will also have a choice of your preferred deodorisers and various other sanitation products such as fragrance boosters, cleaning products, soaps, dispensers, urinal products, etc... Once you have your portable toilets outfitted with the options you want, service them with our service units, either permanently or temporarily mountable on your truck. They are designed to pump and transport waste, supply fresh water and deodoriser. All of this at the most competitive prices available.

WE BELIEVE IN OUR PRODUCTS

We don't just process transactions. Your new business is important to us, and so is your satisfaction. The quality systems of Satellite Industries are at the highest standards that distinguish our quality systems from others in the industry, so you can be confident Satellite Industries products and services will meet your expectations, time after time. In fact, most of our products are backed by up to a 10 year warranty. We inspect your shipment to make sure you're getting exactly what you ordered. And if you have questions about the equipment, today or even after years of use, just call. Our multilingual employees want to help you succeed. Most of our territorial managers have been active in the toilet rental business themselves before joining Satellite, and therefore know the answers to all of your questions. That way, everyone wins. And isn't that what being in business is all about?

TRAINING PROGRAMS ON THE SERVICE BUSINESS

It is from Satellite Industries' years of experience as a rental/service company that we are able to offer a training program especially for our customers. We are the only portable toilet manufacturer that actively leads the industry by innovating and educating all parties involved. Our education programs are there to show you how to better market and sell portable toilet services. Teach you step-by-step methods for improving day-to-day operations. Provide you with practical tools for effectively managing your business. Give you documents and forms you use to plan and manage your business and train employees on an on-going basis.

Use the detailed business plan on the following pages to either obtain your bank or leasing financing, or simply to plan your future growth with us, and manage your company to your expected results. All data herein is based on information verified a hundred times all over the world. Regional differences will apply however, particularly as far as labour costs, dumping site expenses etc is concerned.

There are 2 business plans : one when starting up with a 150 unit operation and 1 truck/driver. Another showing the profits you'll make with a 600 unit operation and 4 trucks/drivers. All of these are based on a full start-up company, so includes any and all expenses, including real estate, buildings, all operational costs, etc. If you already have another business and will add the portable toilet division to it, many of these costs can be shared and your profits will immediately be higher.

7. BUSINESS PLAN (1): 150 UNITS

Basic Figures

How many weeks per year are the cabins rented out ?	41.6	52 weeks x 80%
How many days per week are the cabins rented out ?	5	
Number of cabins rented out per week ?	150	
Number of cabins serviced per week ?	30	

A. Cabin Calculation

Buying price per cabin	€ 650.00	
Cabins to be written off in how many years ?	8	
Depreciation per cabin per year		€ 81.25
Interest rate from bank/leasing company per year	5.00%	€ 32.50
Maintenance & replacement costs per year	0.75%	€ 4.88
Basic costs per cabin per year		€ 118.63
Number of cabins rented out per week	150	
Number of working weeks per year	41.6	

Total costs for all cabins per week € 427.73

Total costs per cabin per week € 2.85

B. Service Truck Calculation

Initial investment module	€ 11,100.00	MAL 450 with HP
To be written off in how many years ?	8	
Residual value	€ 1,110.00	
Depreciation per module, per year		€ 1,248.75
Initial investment truck	€ 27,000.00	Mercedes Sprinter
To be written off in how many years ?	6	
Residual value	€ 2,700.00	
Depreciation per truck, per year		€ 4,050.00

Interest costs truck + service module	€ 1,333.50	3.50%
Insurance costs truck + service module	€ 2,200.00	
Taxes truck + service module	€ 600.00	
Maintenance costs truck + service module	€ 5,715.00	
1 set of tires per year	€ 720.00	
General costs per year		€ 10,568.00

Fuel price per litre	€ 1.35	
Fuel consumption	15	
Annual kilometre	50,000	
Fuel costs per year		€ 10,125.00

Annual costs per service truck € 25,992.00

Number of trucks in operation 1

Total annual truck costs € 25,992.00

Nr of working weeks per year 52

Total vehicle costs per week € 499.85

C. Labour/Salaries

Number of drivers		1	
Annual salary operator / driver		€ 19,200.00	€ 1,600.00 gross x 12
PayRoll tax	35%	€ 6,720.00	
Annual employer's insurance per driver		€ 1,000.00	
Annual wage costs operator/driver			€ 26,920.00
Number of working weeks per year		52	
Total labour costs per operator/driver per week			€ 517.69
Number of office workers (customer service/accounting)		0.5 part-time	
Annual salary		€ 20,400.00	€ 1,700.00 gross x 12
Payroll tax	35%	€ 7,140.00	
Annual employer's insurance per office staff		€ 500.00	
Annual wage costs office/staff			€ 14,020.00
Nr of working weeks per year		52	
Total labour costs per office staff per week			€ 269.62

D. Consumables

Safe-T-Fresh liquid costs per litre		€ 12.00	STF 6000 23L
Used quantity Safe-T-Fresh per cabin in ml		20	
Total Safe-T-Fresh liquid costs per cabin			€ 0.24
Nr of cabins serviced per day		30	
Total Safe-T-Fresh liquid costs per day			€ 7.20
Nr of working days per week		5	
Total Safe-T-Fresh liquid costs per week for all cabins			€ 36.00
Toilet paper costs per day		€ 0.11	
Nr of cabins serviced per day		30	
Nr of working days per week		5	
Total toilet paper costs per week for all cabins			€ 16.50
Cabana Spray per cabin, per week		€ 0.09	10-15 sprays = 15ml
Sanitizer dispenser + refill per cabin, per week		€ 0.03	1600 uses/1L foam
Waste water dumping costs		€ 30.00	per 1000L/1m ³
Waste collected per unit per week	80L		
Waste water treatment costs per cabin, per week		€ 2.40	
Fresh water costs		€ 5.00	per 1000L/1m ³
Fresh water per unit per week	50L	€ 0.25	Including 19L charge and cleaning
Other costs per cabin per week		€ 0.00	
Nr of cabins serviced per week		150	
Total miscellaneous costs per cabin per week			€ 2.77
Total miscellaneous costs per week			€ 416.15

E. Office & Property costs

Price of land (500 m ²) (€ 1.00/m ²) per month	€ 500.00
Unheated warehouse (100m ²) (€ 5.00/m ²) per month	€ 500.00
Office space (50m ²) (€ 7.00/m ²) per month	€ 350.00
Utilities (electricity, heating, water, wastewater) per month	€ 200.00

Nr of working weeks per year	52		
Total office & property costs per week			€ 357.69
F. Other/overheads			
Tax, VAT, legal costs, insurance per year	€ 2,000.00		
Phones, stamps, fax per year	€ 2,000.00		
Marketing (decals, yellow pages, brochures) per year	€ 2,000.00		
Office supplies, equipment, IT per year	€ 1,000.00		
Nr of working weeks per year	52		
Total overheads costs per week			€ 134.62
G. Total			
Turnover			
Your rental price per cabin, per week	€ 25.00		
Nr of cabins rented out per week	150		
Total turnover per week			€ 3,750.00
Total turnover per year			€ 156,000.00
Costs			
	# of weeks	per week	per year
Total costs per cabin	52	€ 427.73	€ 22,242.00
Total vehicle costs	52	€ 499.85	€ 25,992.00
Total labour costs per operator / driver	52	€ 517.69	€ 26,920.00
Total labour costs per staff office	52	€ 269.62	€ 14,020.00
Total Safe-T-Fresh liquid costs	41.6	€ 36.00	€ 1,498.00
Total toilet paper costs per week	41.6	€ 16.50	€ 686.00
Total miscellaneous costs	41.6	€ 416.15	€ 17,312.00
Total office & property costs	52	€ 357.69	€ 18,600.00
Total overheads costs	52	€ 134.62	€ 7,000.00
Total costs		€ 2,675.85	€ 134,270.00
H. Net profit per year			€ 21,730.00
	Return on Sales		14%

8. BUSINESS PLAN (2): 600 UNITS

Basic Figures			
How many weeks per year are the cabins rented out ?	41.6		52 weeks x 80%
How many days per week are the cabins rented out ?	5		
Number of cabins rented out per week ?	600		
Number of cabins serviced per week ?	120		
A. Cabin Calculation			
Buying price per cabin	€ 650.00		
Cabins to be written off in how many years ?	8		
Depreciation per cabin per year		€ 81.25	
Interest rate from bank/leasing company per year	5.00%	€ 32.50	
Maintenance & replacement costs per year	0.75%	€ 4.88	
Basic costs per cabin per year		€ 118.63	
Number of cabins rented out per week	600		
Number of working weeks per year	41.6		
Total costs for all cabins per week			€1,710.94
Total costs per cabin per week			€ 2.85
B. Service Truck Calculation			
Initial investment module	€ 11,100.00		MAL 450 with HP
To be written off in how many years ?	8		
Residual value	€ 1,110.00		
Depreciation per module, per year		€ 1,248.75	
Initial investment truck	€ 27,000.00		Mercedes Sprinter
To be written off in how many years ?	6		
Residual value	€ 2,700.00		
Depreciation per truck, per year		€ 4,050.00	
Interest costs truck + service module	€ 1,333.50		3.50%
Insurance costs truck + service module	€ 2,200.00		
Taxes truck + service module	€ 600.00		
Maintenance costs truck + service module	€ 5,715.00		
1 set of tires per year	€ 720.00		
General costs per year		€ 10,568.50	
Fuel price per litre	€ 1.35		
Fuel consumption	15		
Annual kilometre	50,000		
Fuel costs per year		€ 10,125.00	
Annual costs per service truck		€ 25,992.00	
Number of trucks in operation		4	
Total annual truck costs		€ 103,969.00	
Nr of working weeks per year	52		
Total vehicle costs per week			€ 1,999.40

C. Labour/Salaries

Number of drivers		4	
Annual salary operator / driver		€ 19,200.00	€ 1,600.00 gross x 12
PayRoll tax	35%	€ 6,720.00	
Annual employer's insurance per driver		€1,000.00	
Annual wage costs operator/driver			€ 107,680.00
Number of working weeks per year		52	
Total labour costs per operator/driver per week			€ 2,070.77
Number of office workers (customer service/accounting)		1.0	
Annual salary		€ 20,400.00	€ 1,700.00 gross x 12
Payroll tax	35%	€ 7,140.00	
Annual employer's insurance per office staff		€ 500.00	
Annual wage costs office/staff			€ 28,040.00
Nr of working weeks per year		52	
Total labour costs per office staff per week			€ 539.23

D. Consumables

Safe-T-Fresh liquid costs per litre		€ 12.00	STF 6000 23L
Used quantity Safe-T-Fresh per cabin in ml		20	
Total Safe-T-Fresh liquid costs per cabin			€ 0.24
Nr of cabins serviced per day		120	
Total Safe-T-Fresh liquid costs per day			€ 28.80
Nr of working days per week		5	
Total Safe-T-Fresh liquid costs per week for all cabins			€ 144.00
Toilet paper costs per day		€ 0.11	
Nr of cabins serviced per day		120	
Nr of working days per week		5	
Total toilet paper costs per week for all cabins			€ 66.00
Cabana Spray per cabin, per week		€ 0.09	10-15 sprays = 15ml
Sanitizer dispenser + refill per cabin, per week		€ 0.03	1600 uses/1L foam
Waste water dumping costs		€ 30.00	per 1000L/1m ³
Waste collected per unit per week	80L		
Waste water treatment costs per cabin, per week		€ 2.40	
Fresh water costs		€ 5.00	per 1000L/1m ³
Fresh water per unit per week	50L	€ 0.25	Including 19L charge and cleaning
Other costs per cabin per week		€ 0.00	
Nr of cabins serviced per week		600	
Total miscellaneous costs per cabin per week			€ 2.77
Total miscellaneous costs per week			€ 1,664.59

E. Office & Property costs

Price of land (2000 m ²) (€ 1.00/month) per month	€ 2,000.00
Unheated warehouse (300m ²) (€ 5.00/month) per month	€ 1,500.00
Office space (150m ²) (€ 7.00/month) per month	€ 1,050.00
Utilities (electricity, heating, water, wastewater) per month	€ 500.00

Nr of working weeks per year	52		
Total office & property costs per week			€ 1,165.38
F. Other/overheads			
Tax, VAT, legal costs, insurance per year	€ 2,000.00		
Phones, stamps, fax per year	€ 2,000.00		
Marketing (decals, yellow pages, brochures) per year	€ 4,000.00		
Office supplies, equipment, IT per year	€ 2,000.00		
Nr of working weeks per year	52		
Total overheads costs per week			€ 192.31
G. Total			
Turnover			
Your rental price per cabin, per week	€ 25.00		
Nr of cabins rented out per week	600		
Total turnover per week			€ 15,000.00
Total turnover per year			€ 624,000.00
Costs			
	# of weeks	per week	per year
Total costs per cabin	52	€ 1,710.94	€ 88,969.00
Total vehicle costs	52	€ 1,999.40	€ 103,969.00
Total labour costs per operator / driver	52	€ 2,070.77	€ 107,680.00
Total labour costs per staff office	52	€ 539.23	€ 28,040.00
Total Safe-T-Fresh liquid costs	41.6	€ 144.00	€ 5,990.00
Total toilet paper costs per week	41.6	€ 66.00	€ 2,746.00
Total miscellaneous costs	41.6	€ 1,664.59	€ 69,247.00
Total office & property costs	52	€ 1,165.38	€ 60,600.00
Total overheads costs	52	€ 192.31	€ 10,000.00
Total costs		€ 9,552.62	€ 477,241.00
H. Net profit per year			€ 146,759.00
	Return on Sales		24%

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