

New Endorsed Vendor - Give Odorhog™ a Call

By Joan Morrow

Good ideas often get started in someone's garage. That's where Roto-Rooter Franchisee Association's latest Endorsed Vendor created the Odorhog™. What is the Odorhog™? Pretty much, it's exactly what the name implies-it's a device that

sucks up septic tank odors the way a hog can snuffle out truffles.

The Odorhog™ is a simple rooftop filter that attaches to the rooftop plumbing vent and

eliminates the rotten egg smell. The filters can also be used on septic tank vents.

Aaron Appel invented the Odorhog™ when he couldn't find anything to prevent the odious septic odors that were coming from his plumbing vent. He tried additives, the "guaranteed-to-work" kind that simply didn't stop the odors. Being the kind of guy who will find an answer to a problem, he decided to fix this one. He thought about charcoal filters, like those used in fish tanks. With carbon filters on his mind, he took up space in his garage in New Mexico and started working on the idea.

At the time, Appel was also a pilot instructor. He shared the idea with one of his students, Steven Grabiell, and Grabiell thought it was a chance too good to miss. He is now partners with Appel and the account executive for their company, A&M Bio-Filter. The business

grew quickly, and soon they hired Eric Gonzales as their manufacturing superintendent. Franchisees attending the annual convention at Lake Tahoe in June will have the chance to meet Grabiell and the filters in person at the Vendor show.

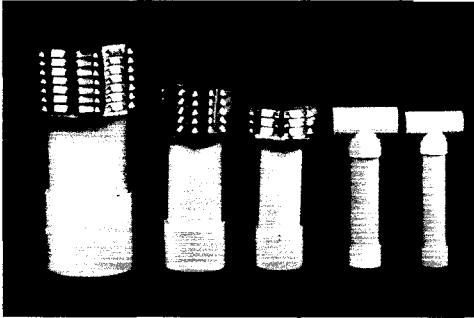
When it came to marketing, they saw the value of the Internet for a product like theirs that was widely needed and easily shipped. What better way to get the word out to thousands of people, 24 hours a day, everyday. And Appel had the perfect website designer in mind, his brother, Dave Appel. When they went live several years ago, they expanded their market out of the New Mexico area and now sell to people all over the country and in Germany and England. Grabiell says all you have to do is type in septic filter in your search engine, and you'll have Odorhog™ in your sights.

The filters are manufactured and distributed out of New Mexico and can be viewed and ordered at the website, www.odorhog.com. Grabiell says they've established

a link for franchisees that will make it very easy to order. Franchisees will be able to order using a credit card, check or PO and will be given the appropriate discount at the site. Grabiell says they're also just a phone call away, 800-963-6746. "We're available to talk to franchisees. We step up to the plate and give you an answer."

The Odorhog™ is not only used by homeowners but also can be used on septic pumping vehicles. Large wastewater facilities have also caught on and use the filters to eliminate the unneighborly hydrogen sulfide odors. There are a number of sizes to choose from and orders ship out the same day.

Odorhog™ has set up a direct connection for RRFA members to receive their member discount at www.odorhog.com/rrfa.shtml and to find out everything you need to know about the filters-sizes, fitting dimensions, price and installation. You can also just pick up the phone and call Grabiell, 800-963-6746.



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Don't forget to check out the RRFA Website.

Find us
at <http://www.rrfa.org> or
Roto-Rooter
Corporation www.rotorooter.com

Thank you Paul Farmer for putting us on the 'net.