

Lightweight Suitcase Jetter, 'The Crap Shooter,' Shines at Pumper & Cleaner Expo

By Craig Mandli | WWETT Spotlight | December 2013 |

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Jason Coleman believes name recognition leads to sales. So when the sewer and pipe-cleaning industry veteran chose a name for his new suitcase-style jetter, he went humorous, calling it the Crap Shooter. "It definitely sticks in your mind," says Coleman, the founder of BullFrog Industries in Aurora, Colo.

"Let's face it, this is an industry that is pretty easy to poke fun at. We've developed a product that we're very serious about, but having a lot of fun with, too. Honestly, the name was more a working title during the beta testing phase last year, and it just kind of stuck."

The diminutive 1,500 psi jetter was introduced at the 2013 Pumper & Cleaner Environmental Expo International in Indianapolis. It can be powered using a common 15-amp circuit meaning contractors are not spending time searching for a high-amp power source. Coleman says the device's convenience features and notable moniker kept Expo attendees flocking to BullFrog's booth.

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"I think a lot of people are surprised that we can offer this kind of performance out of something so light and easy to handle," says Coleman. "We designed it to fill a gaping hole in the industry."

Coleman says he went to work designing the Crap Shooter after working with other portable jettors in his family sewer and drain cleaning business. "We have worked with so many different jettors that we found were heavy and bulky, or never quite worked how we needed them to," he says. "We took more than 30 years in the family business into account, and this was the result. We couldn't be more excited."

The jetter features a 50-foot high-pressure hose with quick connect, and two heavy-duty nozzles (named the Flusher and the Trencher) that improve the performance of the unit. Designed to clear up to 3-inch pipes, the unit comes with two faucet adapters for versatility in many applications. Components and hoses can handle up to 120-degree water temperature, and the unit is packed in a heavy-duty case with a carrying handle. The weight of the unit is 21.4 pounds.

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"I think people assume that because it weighs so little, it's going to be cheaply constructed," says Coleman. "That's not the case at all. This jetter is designed to stand up to the rigors of the job, and make life easier for sewer and drain cleaners that need to get into tight spaces. We haven't encountered a small-diameter pipe cleaning job yet that we haven't been able to tackle with it."

Coleman says he had many offers to purchase his prototype model on display at the Expo, and the company took several orders. Coleman also signed deals with several distributors during his time at the Expo.

"The Crap Shooter definitely had the reaction we were hoping for, and more," says Coleman. "We figured that the Expo would be the right choice to really roll things out. A lot of the people we spoke with were excited to hear about the product, and I'm always excited to talk about it."

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Coleman says the BullFrog crew is already planning to make a big splash at the 2014 Expo – with a 3,000 psi electric jetter they've named the Crap Shooter II. "We'll definitely be back in Indy in 2014," says Coleman. "We had a lot of fun at the 2013 show." 303/338-0805; www.bullfrogind.com.

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Jason Coleman, founder of BullFrog Industries, explains the features of his suitcase jetter on the exhibit floor of the 2013 Pumper & Cleaner Environmental Expo International.
