

Potti Corp. there for those who gotta go while on the go

It's been said when mother calls you should go, but when nature calls you must.

Just ask anybody in the construction industry—where bathrooms can be few and far between.

A buddy of mine, who I'll refer to only by the clever alias of John (as I want to stay friends), once got a speeding ticket on the way to an urgent call of nature.

Poor guy. I'm sure the officer would have cut him a little slack if he hadn't been too embarrassed to explain his excessive speed.

So when the press release from Potti Corp., a Calgary-based firm in the businesses of bathrooms, hit my desk I just had to get to the bottom of this.

Well, maybe that was a bad choice of words.

"It's a portable system you can take wherever you need to go," explained Linda Kryski, the company's vice-president of sales and marketing.

The company is the only Canadian distributor for San Diego, Calif.-based American Innotek, Inc., which started producing its Brief Relief line of portable privies in 1989.

The compact commodes, which can, in various configurations, come with a privacy tent, a luggable loo, and Disposea-John container bags runs for around \$230, after which all you need are the replacement bags on an ongoing basis.

For added utility, there are also urinal bags, which fit nicely into the glovebox or shirt pocket for around \$2.70 each.



Bill Laje

IT'S YOUR BUSINESS

The product literature says all the waste-carrying containers seal up nice and tight and contain a special enzyme that neutralizes the nasty stuff for quick and easy disposal once you're back in civilization.

But sales have been anything but soggy, says Linda, who's has run Potti Corp. with president and husband Colin for about eight months now.

So far, the bulk of Potti Corp.'s customers have been the utilities and municipalities sectors, though some military and police organizations have also, shall we say, felt the need.

When you think about employees, like poor dear John, having to jump in the

truck from a remote, and as-yet bathroomless, residential subdivision for the pause that refreshes, it's easy to see that it might not be such a bad idea.

"In a lot of cases it's a cost savings for the company," says Linda.

And though it can be a queasy topic, she has heard many a toilet tale from restroom-challenged workers of all sorts in the course of doing business.

"They tell us lots and lots of stories," she laughed.

I can just imagine.