



# How on earth does anyone end up inventing a waterless, chemical-free portable toilet?



Robert Roczynski

**Robert (Bob) Roczynski**, founder of Dry-Flush, was born and raised in the New Haven, Connecticut area, graduating from North Haven High School and attending the Porter Chester Institute to study engineering. This was during the peak of the Vietnam era. When Bob was drafted, he enlisted in the U.S. Army Corps of Engineers, serving in Vietnam. When he came home, Bob worked for Xerox Corporation as a technical engineer. Then, he joined his father’s company, Hamilton Manufacturing, a diversified maker of aerospace components and vinyl molds for record albums in West Haven. His father was a prolific entrepreneur and mentored Bob, who also had a passion for business ownership. In 1977, Bob founded Record Products of America in Hamden, which became a global leader in designing high-end CD mastering systems for plates used in the CD manufacturing process and still exists today.



**Record Products of America**  
Industry Leader for Vinyl & Optical Disc Manufacturing



Rodney Livingston

In the meantime, Bob’s friend, **Rodney Livingston**, was a gifted inventor and engineer and veteran in the U.S. Army National Guard. After traveling 8,000 miles on a mission of mercy, Rod was struck by the extreme poverty and lack of access to modern sanitary water, plumbing and bathroom facilities in India. He returned to the USA with an idea to invent a revolutionary portable toilet. He pitched the concept to Bob, who embraced the vision and provided the start-up funds. In 2009, the two men discreetly began developing their new proprietary product. The R&D process was arduous.



As patriotic veterans, Bob and Rod wanted Laveo made in the USA.

Rod tested concepts, materials and prototypes in the privacy of his home. After three years, in 2012, the toilet was patented, Dry-Flush was founded, and Bob coined the Laveo™ toilet brand name. It had a nice, quality, European feel to it.



Over the years, Bob had earned a Bachelor’s Degree from nearby Quinnipiac University. During the launch of Laveo, Bob asked a professor in the marketing department if her class would be interested in developing a marketing plan. The students were immediately fascinated with Laveo and jumped at the opportunity. The result was a 43-page study. The first step was cultivating a relationship with Home Depot. Within months, Dry-Flush became an authorized supplier, giving the new business immediate credibility with consumers. Then, Bob and Rod hit the trade show circuit, participating in many camping, RV, boating and home shows across the USA. On the foundation of craftsmanship in design and quality in manufacturing, Laveo sales took off. By 2023, over 14,000 had been sold. That’s a lot of portable toilets!



Rod died of cancer in 2018, and as the years passed, Bob reached a point in his life where he wanted to sell the business and do other things (like focusing on his family) with the time he has left. He mentioned this to his CPA, who had a client who might be a good buyer. Through this connection, Bob was introduced to **Doug Rice**, himself a life-long Connecticut entrepreneur with a family legacy in manufacturing. Doug had sold his previous business, Action Packaging Systems in Ellington, and had “retired,” but it’s hard to keep an energetic entrepreneur down! Doug purchased Dry-Flush in the summer of 2021.



His vision for Dry-Flush is to be the respected and trusted global leader in portable toilets and accessories. His passion is to create a growing number of jobs in Connecticut and to contribute to the State’s economy. Dry-Flush enjoys an “A” rating from the Better Business Bureau of Connecticut. Under Doug’s leadership, the company continues to have an entrepreneurial “can do” business attitude and culture, with an emphasis on customer service.



Doug Rice



Today, Dry-Flush is still deeply rooted in the New Haven, Connecticut area. We now operate out of an industrial facility in Wallingford, CT close to the Merritt Parkway. For more information and to buy Laveo toilets and accessories, please call us at 203.248.4440, email [sales@Dry-Flush.com](mailto:sales@Dry-Flush.com) or visit [www.Dry-Flush.com](http://www.Dry-Flush.com). (You may also scan this QR code to get to our site.)

*We look forward to being of service to you, your family, friends and associates!*