

Casinos betting on hands-free toilet-seat cover

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Many people are uncomfortable using public restrooms because the seats are not perceived as sanitary. This is especially an issue for women, who raise the concern for themselves and their children.

Alan Brill, majority owner of Florida-based Brill Hygienic Products Inc., has come up with an answer.

The Brill sanitary toilet seat is a hands-free electronic device. It will automatically change a sanitary seat cover for you.

This product can be seen in many parts of North America. The toilet-seat covers are in women's restrooms at Radio City Music Hall in New York City and in all restaurant ladies rooms at Yankee Stadium, Brill said.

Until now, the product was not available in Arizona. Wild Horse Pass Hotel and Casino in Chandler contacted Brill to learn more about his product. The casino was seeking a cleaner environment for its guests and has added the new toilet-seat covers in all its women's public restrooms.

"We want to do anything to make our guest experience comfortable and provide the best amenities that are on the market," said Melody Hudson, public-relations manager for Gila River Casinos.

Lone Butte and Vee Quiva casinos are having the product installed on toilets in women's public restrooms this week.

Brill cites several reasons the product is beneficial, including better protection from germs; easier cleaning and less maintenance because the plastic seat covers do not go into the plumbing; and ease of use because replacement is fast and automatic. Users do not have to touch anything.

When comparing cost, the Brill plastic seat cover is more expensive than paper toilet covers. Paper covers usually sell for about 1 cent apiece; the plastic sells at 4 cents per piece.

Along with providing a sanitary experience for women and children, Brill wants to help support the American economy with this product. He said he could easily buy the plastic from South Korea or China at a lower



The Brill plastic sanitary toilet seat automatically changes the cover.

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cost, but he chooses not to buy anything from outside the United States.

The Brill toilet seat is currently produced in Delray Beach, Fla. Brill and his cousin David Jablow founded the company 27 years ago.

Brill said he is willing to provide the toilet seat at no cost to high-volume accounts when they purchase the plastic. Brill said he will not use a sales "middle man," and he plans to keep the company small. The Brill company has 18 employees and revenue of just under \$5 million a year.

He said he has a germ phobia and has always been this way, which is another reason he created the sanitary toilet-cover mechanism.

"Every public bathroom is the United Nations of germs," Brill said. "People throughout the whole country migrate to these restrooms, and you do not know what they are bringing with them."

The toilet-seat product has received positive feedback from women who visit the Wild Horse Pass Casino. "It's very interesting and very sanitary the way it works. It makes me feel comfortable because it's so clean. I like it," said Martha Rios, visitor at Wild Horse Pass.

Melissa Deprimo, an employee at the casino, said she likes that it is quick and she does not have to touch anything.