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NewsVoice of Salvage, Waste and Recycling

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Rubber recycling industry expects stability



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Metal recyclers cautiously optimistic

by MIKE BRESLIN

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While U.S. manufacturing has been declining over the past couple of years, there has been recent recovery in the automotive sector and some signs of life in construction. Thankfully, for metal recyclers, global demand remains relatively strong for both ferrous and nonferrous metals from countries such as India, Brazil and China,

Despite a slowdown in Chinese economic growth of 7.6 percent in the second quarter from decades of 10 percent average annual growth, demand for reclaimed metals and most prices remain at relatively high levels, despite periodic fall-offs. However, the long-term economic fundamentals that have supported rising commodity prices over the past decade are substantial.

Rapid industrialization across Asia, particularly in China, continues to drive demand for metals used in a wide-range of construction and manufacturing applications as these countries build out their infrastructure base and export business.

Of course, market conditions for metal recyclers in the U.S. vary from state to state, company to company and scrap



It is definitely a challenging environment for metal recyclers as the U.S. economy slowly struggles forward.

metal people differ in opinion on the current health and the near term prospects for the industry.

Since steelmaking is by far the largest metal category, and two out of every three tons of new steel is produced from old steel, the world outlook for new steel consumption is of vital importance for metal recyclers. Nancy Gravatt, vice president of communications for the American Iron and Steel Institute (AISI) provided her take on steel industry conditions, "We are now in a challenging period. We were forecasting perhaps a six percent increase in iron and steel shipments this year which would suggest some increased demand.

Right now we seemed to have moved into a little bit of a manufacturing slump according to the latest numbers on jobs, construction and overall manufacturing. That's a little bit disappointing now, but projecting into next year we expect to continue to see a slow but steady increase in demand. So far it's been from the automotive and energy sectors, but a lot of construction analysts have been saying it has hit bottom and now we are beginning to see modest levels of construction activity picking up."

"We know it's an open global market and the foreign mills come here to shop for

scrap just as they do in their own countries and elsewhere across the world," said Greg Crawford, executive director of the Steel Recycling Institute (SRI). "But we are a scrap-rich country and it represents a good cash crop that's also put to good use domestically." SRI is an industry association that promotes and sustains the recycling of all steel products.

"We are cautiously optimistic as the recovery slowly tries to materialize," Crawford reported. "Prices had slumped this year and have slowly worked towards rebounding. We see that everyone in business is

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Alternatives to extended producer responsibility achieve high recycling rates

U.S. communities and states that have implemented alternatives to extended producer responsibility (EPR) policies are achieving high municipal solid waste recycling rates at reasonable costs, while also addressing a wider spectrum of the waste stream than narrowly-focused EPR mandates, according to a new study conducted by consulting firm SAIC for the Grocery Manufacturers Association (GMA). The report shows that mandatory EPR programs aimed at food, beverage and consumer product packaging would not deliver against their promise of creating more cost-effective residential recycling programs and driving packaging redesign.

"The food, beverage and consumer products industry is committed to environmental stewardship and reducing its impact on the environment," said Meghan Stasz, senior director of sustainability at GMA, from the Sustainable Packaging Forum in Pittsburgh, Pennsylvania, where she announced the study's findings. "As part of this commitment, America's food, beverage

and consumer products industry is working to identify efficient, holistic waste reduction and recycling solutions that work for consumers and communities, and this analysis by SAIC tells us that EPR does not meet those standards."

The study evaluated whether mandatory EPR policies for packaging are the preferred approach for meeting the environmental objectives of the consumer packaged goods (CPG) industry in the United States. SAIC conducted a thorough analysis of recycling rates, system costs, packaging changes and other data from various European and Canadian jurisdictions that employ EPR for packaging. They also studied recycling and waste management data for areas of the U.S. with high recycling rates, such as Ramsey County, Minnesota, a non-EPR region where the county and its cities have put many model municipal recycling policies and practices in place. Key findings were:

•EPR does not necessarily result in improved overall recycling rates. At 24 per-

cent, the recycling rate of all municipal solid waste in the U.S. where there is no packaging EPR exceeds Canada's (18 percent) and the European Union's (23 percent), where EPR is widely employed.

•EPR does not necessarily prompt changes in packaging design and selection. Despite a faster-growing GDP, packaging use in the U.S. declined at a faster rate than in the EU, where EPR is common.

•EPR does not necessarily make waste and recycling systems more efficient or otherwise decrease costs. Ramsey County, Minnesota, a non-EPR jurisdiction, has a lower net cost per ton (\$156) than EPR programs in Manitoba (\$166) and Ontario (\$202). In fact, EPR programs increase government and administrative costs.

•States and municipalities already have at their disposal a suite of non-EPR policies that are both effective and efficient in terms of raising recycling rates. Together, they can achieve high recycling rates, without excess cost or administrative burden that results from EPR.

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EIA solicits Driver of the Year nominations

The Environmental Industry Associations (EIA), which represents the private sector recycling and waste services industry in the U.S., is accepting nominations for its popular and prestigious 2013 Driver of the Year awards. This program, which has been expanded and streamlined, honors those drivers who operate their vehicles in a safe and responsible manner, maintain outstanding performance records, and enhance the overall image of the recycling and waste services industry. The EIA Driver of the Year program is underwritten by AmWINS and Berkley Environmental.

All nominees receive a gift package and certificate of appreciation. Finalists also receive a personalized plaque. The winner in each category will be honored in person at WasteExpo in May 2013 in New Orleans, Louisiana. They also will receive a commemorative gift and \$1,000 cash prize. And EIA makes efforts to get news about award recipients in their local newspapers and other media outlets.

For 2013, EIA revised the nomination categories to include residential, commercial and industrial drivers at regional companies with a combined fleet between 251 and 2,000 vehicles. As a result, this year, a Driver of the Year will be selected from each of nine categories. Drivers compete with other drivers in the same category only. Nominations now can be completed entirely online.

For a direct link to begin the nomination process, view this article on www.AmericanRecycler.com.

PepsiCo Dream Machine Recycle Rally launches contests for third year

PepsiCo officially began the Dream Machine Recycle Rally contests for the 2012/2013 school year. Now in its third year, the Dream Machine Recycle Rally is a national program that aims to encourage students, grades K-12, to make recycling a part of their everyday lives and offers participating schools the chance to earn rewards and compete for contest prizes.

Since the Dream Machine Recycle Rally launched in 2010, more than 500,000 students in approximately 900 schools in 34 states nationwide have recycled an estimated 25 million containers through the program to date.

The Dream Machine Recycle Rally is part of the broader Dream Machine Recycling Initiative – a multi-year collaboration between PepsiCo, Waste Management and Keep America Beautiful. With the Dream Machine Recycling Initiative, PepsiCo aims to create strate-

gic partnerships to help increase the U.S. beverage container recycling rate to 50 percent by 2018, by providing greater on-the-go access to recycling receptacles. The Dream Machine Recycle Rally and the Dream Machine Recycling Initiative are aligned with PepsiCo's global environmental goals, among them to reduce packaging weight and to use rPET and renewable sources in packaging.

As part of the Dream Machine Recycle Rally program, participating schools earn points for every non-alcoholic aluminum can or plastic bottle collected through the program, and can redeem those points with local businesses or national retailers for rewards such as sporting goods, electronics, gift cards, educational events, and music, books and videos.

Additionally, during the Dream Machine Recycle Rally contest period,

which runs from September 12, 2012 through April 30, 2013, participating schools may compete to win 1 or more of 90 contest prizes. Three participating schools that recycle the most in their bracket, determined by school size, will receive a \$25,000 Dream Green School Makeover Grand Prize to be used for Green Improvements at their schools.

In addition to rewards and contests, the more plastic bottles and aluminum cans recycled through the Dream Machine Recycle Rally and the broader Dream Machine program, the more support PepsiCo will provide to the Entrepreneurship Bootcamp for Veterans with Disabilities, a national program offering free education in entrepreneurship and small business management to post-9/11 U.S. veterans with disabilities, so that our nation's heroes can make their own dreams come true.

PacifiClean builds compost facility in Washington

PacifiClean Environmental LLC was selected by the city of Seattle to enter contract negotiations to recycle curbside organic materials under a new contract. These materials will be processed at a state-of-the-art facility in Kittitas County into retail compost products and a line of soil amendments for Central and Eastern Washington's agricultural community. The facility also intends to develop alternative energy by capturing the renewable natural gas from organic biodegradation.

The international team behind this effort also includes Organic Soil Solu-

tions, a private investment firm managed by J. Stephan Banchemo, Jr., an environmental entrepreneur. For the past 40 years, Banchemo has developed cutting edge recycling companies specializing in the recovery of automotive, marine and industrial fluids, clean energy, as well as commercial and residential organic waste processing. These environmental ventures have created over 500 green jobs throughout the Pacific Northwest.

The state-of-the-art facility in central Washington will begin receiving organic material from the region in 2014 or 2015.

This material will be converted into nutrient-rich compost that the area's growing agricultural communities can use in their operations to provide more organic products to the region, reducing the amount of fertilizer needed and adding vital organic material to the soil.

Compostable material will be hauled in trucks using 80 percent compressed natural gas to reduce fossil fuel emissions.

New jobs are also anticipated with 20 new workers planned for the facility, strengthening the local economy through increased employment and tax revenue.

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Optimism

Continued from Page 1

waiting to see the national election results. It's obviously difficult to make accurate predictions during these times of continuing economic uncertainty. As prices recovered somewhat, it happened fairly quickly so the drop did not have lasting effect, being a reflection of the ongoing market conditions. One cannot speak for the business community across the board, but it is fair to say that a lot of business activity is simply waiting to see how things will go forward."

"Of course, scrap supply is coming in steadily at the prices being paid. There is enough scrap supply and, as economic conditions improve, more new cars will be purchased, and in turn more cars will be scrapped out, to make other new steel as the cycle continues. The construction industry will be doing more of the same thing with demolition work followed by new construction. So, it happens both ways – scrapping out the old and making the new steel for cans, cars and construction."

"As the economy and society moves forward in the U.S., North America, and globally, old scrap comes in and new products are then made efficiently with fewer virgin resources. Recycling is part of the process whereby steel is at the heart of so much that happens in the environment,

economics and society. In other words, recycling is a vital key to sustainability."

"While the recovery has not happened yet, by any stretch of the imagination, once some of the nagging uncertainties are finally relieved, we can look to rosier times," Crawford concluded.

No doubt we are a scrap rich country. Over the years, that fact has resulted in a large and robust scrap metal processing infrastructure. OmniSource is a large processor and distributor of scrap and secondary metal. Rich Brady, executive vice president for the ferrous commercial group at OmniSource Corporation, said, "We are in a period today of hyper-competition. Competitors are very aggressive and willing to pay some very strong numbers for inbound feedstock. As such, it has forced us to be really competitive on the buy side and look very hard at our processes to make sure we are buying material on a competitive basis, processing it efficiently and taking it to market in an aggressive fashion.

"There's arguably excess capacity, particularly in the shredding side of the business and the demand remains spotty. When we see major shifts between the domestic consumers and export consumption we end up seeing market volatility in the pricing, which is something we have encountered over the past few months. I would tell you that the marketplace environment remains challenging. That's evidenced by the financial performance of a lot of the larger publicly traded scrap companies. Those reorganizations and write-downs have been well documented. I expect we are going to continue to see more of the same."

"I would definitely characterize my personal outlook today as less than optimistic," Brady said. "I think there will be a fair amount of destocking in the supply chain in the fourth quarter as we have seen historically over the past few years, whether you are talking about steel, scrap or whatever industrial product."

Brady mentioned a nagging challenge that is of increasing concern for all metal recyclers – government regulations. "One of the great challenges in regulations has been consistency. For us, with operations in multiple regional areas and states, getting clarity and consistency across the localized, statewide and regionalized entities is a real challenge. What you may do in one state may not be approved, or be completely different from what you see in another state as it relates to more of the commercial side of

the business. As it relates to the operating side of the business, frankly we are trying to stay ahead of, or go a step above and beyond the compliance issues. We work very hard at being responsible from an environmental perspective and look at that as a way to differentiate ourselves from our competition."

Energy costs, particularly fuel costs have impacted all metal recyclers as it has everyone involved in transportation. The scrap business, particularly on the ferrous side is incredibly freight sensitive. As such, fuel costs and the general increase in transportation expenses has definitely impacted the business and is as large a consideration as it has ever been. "You encounter that both on the inbound and the outbound side, but the freight expense on the rail and barge aspect has been a real challenge and something we have had to work at and address," Brady concluded.

Greg Brown, president and chief executive officer of Raleigh Metal Recycling, Goldsboro Metal Recycling and Benlee Rolloff Trailers in North Carolina also weighed in on the state of the industry. "The amount of legislation is increasing, which is making business difficult. Business is fair, but margins and volumes are severely depressed. We've been cutting costs and trying to optimize our business and deliver great customer service. Energy costs have also impacted us dramatically. We have 13 full time drivers on the road and our vehicle fuel costs have gone through the roof. To deal with that we've installed GPS devices and use limited route planning. I'm cautiously optimistic, but business is under enormous pressure."

Today it is definitely a challenging environment for metal recyclers as the U.S. economy slowly struggles forward. To cope in these times metal recyclers have to constantly look for creative ways to attract feedstock rather than waiting for it to show up at the scales. It's a demanding environment where metal recyclers have to demonstrate value on both sides of the equation, both in sourcing scrap and selling it. Tough competition is forcing recyclers to differentiate themselves from competitors by adding value for the scrap generator as well as the scrap consumer. Spending time talking to customers, understanding their expectations and how to better perform for them can promote optimism under most any market conditions.

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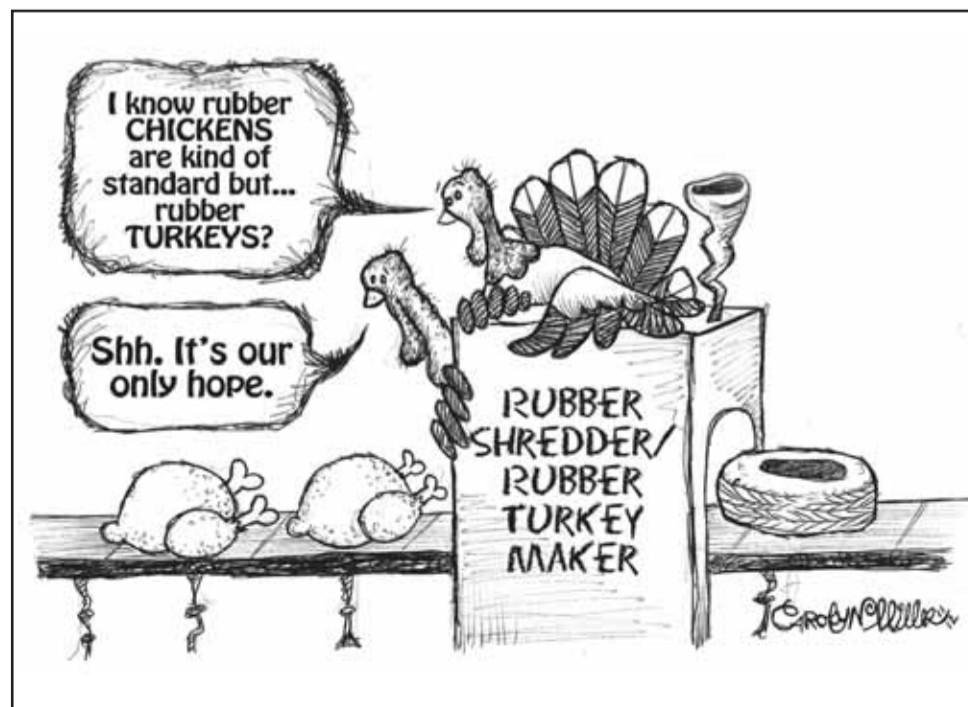
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CP Manufacturing relocates to an expanded facility



CP Manufacturing, located in San Diego, California moved their offices and manufacturing plant to a new location and began operating at the new facility in October. The new plant is more than double the size of the existing facility, going from 50,000 sq.ft. to 120,000 sq.ft. on 12 acres of land.

“This move is necessitated by an increased demand for our equipment,” said Bob Davis, chief executive officer and owner of the CP Group.

The new facility is the CP Group’s World Headquarters. The CP Group consists of five companies – CP Manufacturing, Krause Manufacturing, MSS, IPS Balers and Advanced MRF, of which each also have their own facilities. The CP Group was formed as a result of CP Manufacturing acquiring the other four companies over the past decade to expand their product line and services.

EPA awards \$30 million for clean diesel projects

The U.S. Environmental Protection Agency (EPA) is awarding \$30 million for clean diesel projects as part of its ongoing campaign to reduce harmful diesel exhaust that can lead to asthma attacks and premature deaths.

The Diesel Emission Reduction Program (DERA), is designed to replace, retrofit or repower older diesel-powered engines like marine vessels, locomotives, trucks and buses.

Older diesel engines that predate newer, cleaner standards emit large amounts of air pollutants, such as nitrogen oxides and particulate matter. The clean diesel projects funded through these grants will work to address the more than 11 million older diesel engines that continue to emit higher levels of pollution.

In this year’s competition, winners were selected based on a proposal’s potential for maximizing health and environmental benefits by targeting areas that have significant air quality issues.

New this year is an increased funding availability per award that will allow EPA to target larger engines used in marine vessels and locomotives, which will result in significant emissions reduced per engine.

DERA was enacted in 2005 and since it was first funded in FY 2008, EPA has awarded over 500 grants nationwide.



“We’re buying our 8th piece of Al-jon equipment to help us keep up with growth.”

“After working with one 580CL for a year, we learned that having customers set up for a baler increased our production substantially,” reports Don.

“Customer demand led to our purchase of a second 580. Even with the efficiency of one machine, we couldn’t keep up with requests from new customers. When they discovered how efficient we were, they kept giving us more business. That’s why we’re buying a third 580,” says Don.

“We tried another brand once,” explains Lynn. “It cost a fortune for parts. Their service department was horrible and no one was helpful or cared about anything. Needless to say, we gathered our wits, embraced our Al-jon tradition and never looked back.”

Over the past 16 years, Cascade has purchased eight Al-jon machines, which helped grow the business. “We never thought we would achieve what we have,” states Lynn. “They have always gone over and above to make sure we had what we needed. If we have achieved some measure of success it was, in part, because of our relationship with the folks at Al-jon.”

Lynn & Don Roemer

Owners,
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Single stream recycling center opens in New York

In October 2012, a state-of-the-art single stream recycling center opened for business in the growing southern tier of New York. A local family-owned waste company, Taylor Garbage Service, Inc., and their subsidiary company Southern Tier Recyclers, collaborated to develop the facility, which is operated by Southern Tier Recyclers. The 30,000 sq.ft. single stream recycling facility was formally unveiled during an open house and ribbon cutting ceremony and began full operations then.

The facility includes both mechanized and hand sorting for maximized material recovery from the waste stream. The specialized sorting and identification equipment created by Green Machine, Inc., allows the plant to process up to 25 tons per hour of mixed recyclable materials. One highlight of the sorting equipment is the unique Green Eye (patent



pending) optical vision system. It collects three-dimensional information on a molecular level. This process allows the facility to see through outer wrappers, identify unique molecules and colors. The high speed processor collects information at conveyor belt speeds up to 900 FPM achieving never before seen throughput

rates with 99 percent accuracy. Information on unwanted items is collected simultaneously with information on desired material. This enables the Green Eye to block those undesirables from air ejector miss-hits achieving clean pick rates, and in most cases, eliminates the need for post sorting.

The advent of this facility will allow for expansion into new territories and the opportunity to bring recycling to areas that do not currently enjoy a recycling program of any kind.

The Taylor family was instrumental in bringing recycling to the southern tier of New York and aided Tioga County and other local counties in creating a thriving recycling program that has been a benefit to the local economy and ecology.

The company anticipates at least a 20 to 30 percent increase in customer participation with the switch over to a no-sort curbside pickup of recycling. The new facility and shift to a no sort collection are great assets to an area that already enjoys one of the best recycling programs in the U.S.

Balcones Resources opens recycling facility in Texas

Balcones Resources Inc., an independent recycling company in the southwest United States, celebrated the opening of its new material recovery facility (MRF). The facility is located at 9301 Johnny Morris Road, a 10-acre site in northeast Austin.

The \$25 million MRF incorporates state-of-the-art machinery and technology, allowing it to process 25 tons of single stream recyclables per hour. It represents the largest capital investment by a privately held recycling company in the State of Texas, and one of the most significant in the U.S. Additionally, the

facility was designed so that it can easily be expanded as Balcones' partnership with the city grows. Balcones already handles a large portion of the city's commercial recycling and in October, processed 60 percent of the city's residential curbside recycling material.

The site of the new facility has access to a rail line that runs from Austin throughout the country and internationally, allowing Balcones to contribute to a reduction in the area's carbon emissions by using rail cars to ship a substantial portion of its products.

Greenstar expands carton recycling to six markets

Greenstar Recycling has expanded its carton recycling program to include six markets. Communities across the country are continually pursuing ways to expand their recycling streams and divert waste from costly landfills. The inclusion of new items in local recycling streams decreases waste volumes, increases recycling volumes, and can even create revenue. Through cooperative efforts with the Carton Council, Greenstar has helped six cities across the country expand their recycling offerings by adding carton recycling capabilities. The Carton Council is a group of united carton manufacturers that deliver long term collaborative solutions in order to divert valuable cartons from the landfill.

Cartons are food and liquid containers made of paper, a thin layer of plastic and sometimes a thin aluminum lining. This includes milk and juice cartons

found in the refrigerated case or cartons merchandised on non-refrigerated shelves, containing products such as juice, soy, broth, soup, wine and meal replacement beverages.

To maximize carton recycling, several of Greenstar's facilities installed new processing equipment. This equipment is able to recognize cartons and separate them from other items in the stream. Once separated, the cartons are baled and shipped to end users who break them down to create new paper products.

Greenstar's carton recycling markets include:

- Akron, Ohio
- Allentown, Pennsylvania
- Dallas, Texas
- Des Moines, Iowa
- Pittsburgh, Pennsylvania
- San Antonio, Texas

Volunteers remove 6.7 million pounds of litter in cleanup effort

PennDOT secretary Barry J. Schoch lauded the efforts of the more than 141,000 volunteers who cleaned 13,589 miles of roads, trails and shorelines in this year's Great American Cleanup of Pennsylvania.

"The department is very thankful for the thousands of people who turned out this year to beautify Pennsylvania," Schoch said.

There were 4,421 reported cleanup events statewide. Volunteers in PennDOT's Adopt-A-Highway program accounted for 3.6 million of the 6.7 million total lbs. of trash collected during the cleanup. The 77,786 participating Adopt-A-Highway volunteers cleaned 10,961 of the total roadway miles.

According to Keep Pennsylvania Beautiful, PennDOT's partner in the cleanup effort, the effort has yielded 25.9 million lbs. of collected litter and

cleaned 44,030 miles of roadway with the help of 487,673 volunteers over the past 3 years.

PennDOT requires that Adopt-A-Highway volunteers complete four cleanups per year, and the groups were encouraged to join in the cleanup effort. The 7,000 groups in the Adopt-A-Highway program have 2-year commitments and have adopted 16,110 roadway miles. In 2011, PennDOT spent more than \$10.6 million for litter pickup with department staff.

PennDOT provides gloves, trash bags and safety vests for Adopt-A-Highway and Great American Cleanup of Pennsylvania groups. Supplies were also provided by Keep America Beautiful and the Pennsylvania Department of Environmental Protection (DEP).

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PLASTICS

Method creates packaging from recovered ocean plastic

Cleaning product company Method is launching its latest innovation in sustainable packaging – bottles made from a blend of plastic recovered from the ocean and post-consumer recycled plastic. This limited edition packaging is for a new Method product, a two-in-one hand and dish soap, available exclusively at Whole Foods Market stores nationwide.

Scientists estimate that several million tons of plastic make its way into the oceans every year, polluting the environment and hurting marine populations. Through this new use of recovered ocean plastic, Method is demonstrating how a business can tackle environmental problems, and that there are smarter ways to make plastic than using virgin material. Nearly all of Method's packaging is made from post-consumer recycled material, which helps keep additional plastic out of landfills and oceans.

Over the past year and a half, Method employees have worked with local volunteers from Sustainable Coastlines Hawai'i and the Kokua Hawai'i Foundation to hand-collect several tons of plastic from the beaches of Hawai'i, where the kinds of rigid, opaque plastic needed to make this packaging are most abundant. A portion of the product's proceeds will go to these two Hawaiian organizations as part of Method's efforts to establish an ongoing business model and supply chain for collecting and sorting plastic marine debris.

Method partnered with recycler Envision Plastics to develop a new recycling process to make the bottles. The process allows plastics recovered from the ocean to be cleaned, blended, and then remanufactured into high quality recycled plastic that is the same quality as virgin high-density polyethylene plastic.



David Smith joins MBA Polymers

David Smith was appointed as commercial supply chain manager for MBA Polymers, a multinational plastics recycling company and will be based at their headquarters in Nottinghamshire.

Smith joins MBA Polymers from Exxon Mobil where he held numerous roles in operations.

For three years he was business intelligence group head supporting economic decision making and improving supply-chain systems and operational stewardship for ExxonMobil's UK operations. He also had a special assignment within a global team to define leading-edge supply chain software and work processes.

New tools help grocers recycle more on-site plastic containers

The Association of Postconsumer Plastics Recyclers (APR) made available an online resource created to help grocery chains recycle more of the plastic containers they use and empty on-site. The program is aimed at recycling the more than 350 million lbs. of plastic containers that are discarded annually by grocery stores across the United States.

"Plastic containers represent a valuable resource for recyclers and a potential revenue stream for the grocers who collect and recycle them," said Steve Alexander, president and chief executive officer of APR.

Used plastic containers are primarily generated in a store's bakery, deli, seafood and pharmacy departments. Because many stores already have programs that recycle cardboard and plastic film, expanding those programs to also include plastic containers is a natural fit.

"Many grocery chains have excellent recycling programs already in place. Our new program makes it easy for grocers to generate additional value and strengthen their sustainability efforts by recycling more of the plastics they use every day," Alexander said.

The Recycle Grocery Rigid Plastics program has been piloted at Hannaford Supermarkets, a subsidiary of Delhaize America, and the Stop & Shop Super-

market Company, a subsidiary of Ahold USA, both of which have been pleased with the outcome. As a result, they are exploring implementation of full-scale programs to collect plastic containers at all of their locations.

"Recycling plastic containers clearly plays a role in our zero waste strategy," said Christine Gallagher, manager of corporate responsibility for Ahold USA. "Throwing away recyclables is like throwing away money. Waste diversion programs like this can generate cost savings by reducing trash volume. Our stores end up paying less to have their trash removed because there is less to throw away."

APR's new tools – which include a how-to guide, technical service assistance, an educational video series, a list of companies that purchase recovered plastics, worksheets to evaluate potential cost savings and revenue, and customizable training materials – are accessible online at no cost.

This Recycle Grocery Rigid Plastics program was funded in part with a grant provided by the Plastics Division of the American Chemistry Council.

For a direct link to the tools available, view this article on www.AmericanRecycler.com.

Consumer recycling of plastic bottles climbs in U.S.

Plastic bottle recycling by consumers increased 45 million lbs. in 2011, edging up 1.7 percent, to reach over 2.6 billion lbs. for the year, according to figures released by the Association of Postconsumer Plastic Recyclers (APR) and the American Chemistry Council (ACC). The recycling rate for plastic bottles held steady, inching up 1/10th of 1 percent to reach 28.9 percent for the year.

The National Post-Consumer Plastics Bottle Recycling Report marks the twenty-second consecutive year that Americans have increased the amount of plastic bottles returned for recycling. The number of lbs. of used bottles collected in the United States has grown each year since the industry survey began in 1990.

Domestic processing of all recycled plastic bottles – including imported materials – rose 89 million lbs. over 2010.

"With reduced exports and increased imports of recovered bottles, plastic bottle recycling continues to be an international business with domestic companies competing effectively," said Steve Alexander, executive director of APR.

The report verified that single-stream collection – whereby all recycled

materials are placed in a single bin – continues to grow, helping to boost household participation rates.

"Even with increased collection, demand for recycled plastics far outpaces supply," said Steve Russell, vice president of plastics for the American Chemistry Council. "We need everyone to do their part to get more plastics into the bin. The good news is that with so many communities adopting single-stream recycling, it has never been easier to recycle many types of plastics."

The report showed that the amount of HDPE bottles collected dipped slightly (1 percent) in 2011, while the collection rate for HDPE held steady at 29.9 percent. Imports of postconsumer HDPE increased by 106 percent to 51.1 million lbs., which, combined with decreased collection and fallen exports, resulted in slightly higher production in U.S. reclamation plants.

PET and HDPE bottles continue to make up over 96 percent of the U.S. market for plastic bottles. In 2011, interest in lighter weight packaging continued among manufacturers and retailers, resulting in the use of plastics in new bottle applications; however, market growth was largely offset by trends toward smaller bottles (e.g., concentrated detergents), lighter bottles and the sluggish economy.

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WASTE

Ohio EPA and local authorities convict illegal dumpers

The Solid Waste Authority of Central Ohio and Ohio Environmental Protection Agency (Ohio EPA) jointly announced that a case involving illegal dumping which blighted the Clintonville area Walhalla Ravine four years ago has been solved. Jeffery A. Gardner Jr. and Andrew Eckstein have pled guilty in Franklin County Municipal Court to one count each of water pollution for dumping paint and other remodeling materials in Walhalla Creek.

The two men were sentenced by Environmental Judge Harland Hale and ordered to pay \$8,060 in restitution to Ohio EPA for removing the dumped items and cleaning up the paint-contaminated creek, \$787 in court fines and costs, and to serve 100 hours each of community service removing litter from Franklin County rivers and roadways. The defendants were also sentenced to one year in jail; the jail time was suspended on the condition that they successfully complete five years of probation.

Local residents called Ohio EPA's 24-Hour Emergency Spill Hotline about the illegal dumping in October, 2008. Investigators responded to the affected area located on Walhalla Road between Indianola Avenue and North High Street.

Ohio EPA found 56 5-gallon buckets, containing mostly paint materials,

which investigators determined had exploded in the ravine after being thrown from a moving vehicle for at least a mile along the creek. Ohio EPA oversaw the cleanup, which involved removing the buckets, flushing the creek with clean water and vacuuming the paint-contaminated water into tanker trucks for proper disposal. The ravine and creek were cleaned up before the area experienced any long-term environmental damage.

Ohio EPA tracked the paint to the store where it had been purchased and to the companies that had purchased it. Numerous interviews with employees, property owners, tenants and family members led to the suspects. Ohio EPA headed up the investigation with assistance from the Ohio Attorney General's Office Bureau of Criminal Investigation and the Franklin County Environmental Crimes Task Force, which consists of members from the Franklin County Sheriff's Office, Franklin County Prosecutor's Office, Franklin County Public Health, Columbus Division of Refuse, and SWACO.

SWACO Executive Director Ron Mills applauded the tireless efforts of investigators and the Franklin County Prosecutor's Office who pursued this case for nearly four years.

Republic Services invests \$25 million in collection trucks

Republic Services is investing nearly \$25 million to enhance its fleet with 72 compressed natural gas (CNG) collection vehicles.

This move brings the company's investment in sustainable operation in the St. Louis area to nearly \$45 million this year. In May, the company announced a \$19 million investment in its two area recycling centers that will effectively triple Republic Services' recycling capacity in St. Louis.

The new CNG vehicles will replace older diesel models and provide a cleaner and quieter collection experience for residents and businesses in the St. Louis area. Natural gas produces 23 percent less greenhouse gas emissions compared to diesel fuel, which means cleaner air for the St. Louis community. Vehicles utilizing CNG also are nearly 90 percent quieter than similar diesel models.

With a fleet of 72 new CNG vehicles, Republic will operate one of the largest CNG fleets in the St. Louis area, along with AT&T and the St. Louis Airport Authority.

"While there is a significant upfront financial commitment involved in our switch to compressed natural gas, the

long-term environmental and economic benefits merit the change," said Tim Trost, area president, Republic Services. "By investing in a domestically produced, cost-effective fuel source, each CNG vehicle's emissions will be reduced by up to 23 percent compared to its diesel counterparts."

According to the U.S. Department of Energy, 80 to 90 percent of the natural gas used in the United States in recent years was domestically produced.

Republic Services is planning to continue to build its alternative-fuel fleet and expects to operate nearly 80 CNG-fueled trucks in the St. Louis area by the end of 2012. The investment is driven by the company's continuous effort to incorporate practices into its operations that are both economically and environmentally sustainable.

On a nationwide basis, Republic renewed its commitment to improving the environment in 2012 by dedicating 68 percent of its new truck purchases to natural gas vehicles. At its current rate of conversion, Republic plans to have more than 3,100 trucks nationwide running on natural gas and other alternative fuels by the end of 2015.

Data identifies nation's fourth most dangerous profession

The National Solid Wastes Management Association (NSWMA) is troubled by statistics released by the U.S. Bureau of Labor Statistics (BLS) in a report. In the report (Census of Fatal Occupational Injuries Summary, 2011), BLS states that 34 waste and recycling collectors died on the job in 2011, a 31 percent increase from the number of fatalities reported by BLS in 2010. The BLS report states that refuse and recyclable material collectors had a fatal injury rate of 41.2 per 100,000 full-time equivalent workers in 2011, compared to a rate of 29.8 per 100,000 in 2010. The BLS now ranks solid waste and recycling collection as the fourth most dangerous profession in the United States, up from 2010's seventh place ranking.

NSWMA safety director David Biderman stated, "We are concerned that the new federal data shows a reversal of the great progress we made as an industry during the past decade. Safety has

been and continues to be an important focus for NSWMA and its members. We are working to better understand the root causes of these accidents so we can provide better safety-related information to the industry."

Biderman continued, "It is our initial understanding that many of last year's collection worker fatalities occurred at small haulers that do not participate in NSWMA's safety programs. We intend to redouble our efforts to reach these small haulers and provide them with safety tools to prevent these tragic accidents. We cannot allow this troubling trend to continue."

Biderman urges all haulers and governments to participate in NSWMA safety programs, including Safety Monday, regional training events, the Be Safe Be Proud video series and the Slow Down to Get Around (SDTGA) program, and communicate the importance of working safely to their employees.

Wastequip to reorganize

Wastequip is realigning its business to better serve customers. The reorganization will allow greater focus on individual product lines and brands.

While Wastequip will remain the corporate parent for all products and brands, the company will now be organized into stand-alone business units.

The reorganization allows each division the flexibility to respond to needs rel-

evant to their customers and the markets in which they compete.

Specifically, customers will benefit from the change by having focused sales representatives by product line and additional inside support staff for faster response times. Manufacturing facilities will be aligned by division. Additionally, each facility will maintain inventory for faster customer response.

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ALTERNATIVE ENERGY

First solar utility puts money back in ratepayer pockets

Georgia Solar Utility, Inc. (GaSU) has proposed plans to deploy 2GW of clean energy within the next four years to diversify the state's energy portfolio and to let ratepayers benefit from the profits created through solar power.

The company filed a petition with the Georgia Public Service Commission (GPSC) on September 20, 2012, asking to be authorized to undertake large scale solar development in Georgia. Initial plans include an 80MW solar PV farm as part of the first 500MW-phase. The petition asks for GaSU to create an optimized distributed generation system able to integrate and respond to the existing centralized generation system in a balanced way.

Having waited to start utility scale solar development, Georgia has no

legacy issues with previous development and is now able to use an organized planning approach over larger territories. Georgia can build a smarter grid by requiring GaSU and the electric companies to work together to solve the technical issues of distributed generation while addressing the best interests of ratepayers. This will have electrical engineers, not investors, making decisions of materials and system locations.

Financial models of Feed-in-Tariffs or Power-Purchase-Agreements siphon the utility's revenues. GaSU will pay the profits on the utility revenues it takes while creating a freer market than currently exists. Solar profits will also create a Rate Reduction Fund (RRF). Using the RRFs to pay dividends back to the

ratepayers, much like EMCs or mutual insurance companies is more in the best interest of ratepayers than any other financing model.

Indisputably, Georgia's greatest natural resource is the sun. It can be harvested just like any other agricultural product. Inclusion of utility scale solar energy would be a much needed diversification in the state's energy mix and create an entire new industry.

A recent study by the University of Arizona has in fact rated Georgia is one of the top three states in the entire U.S. that could benefit economically from solar generation and export of solar energy. The state's location, infrastructure, workforce and exceptional solar radiation were prime factors in the rat-

ing. The harvested energy could also be exported to neighboring states or help end the practice of buying very expensive power from out of state at peak times.

National Renewable Energy Lab (NREL) calculated Georgia's rural solar potential at 3,000 GW. Only 2GW of solar energy would create an unparalleled economic investment in the state, stimulate many new jobs and boost much needed state and local revenues. GaSU will distribute profits in the amount of \$15+ billion to ratepayers over 40 years. Funded by private capital, the business model is based on a 20 to 25 year bond structure with no federal loans or subsidies other than the standard 30 percent FED ITC.

Global renewable energy investments continue to grow

Emerging from the global economic recession, investments in renewable energy technologies continued their steady rise in 2011, with total new investments in renewable power and fuels (excluding large hydropower and solar hot water) reaching \$257 billion, up from \$220 billion in 2010. In a year marked by falling costs for renewable energy technologies, net investment in renewable power capacity was \$40 billion greater than investment in fossil fuel capacity, according to new research conducted by the Worldwatch Institute's Climate and Energy program.

Total renewable energy investments in industrial countries in 2011 accounted

for 65 percent of global investment, increasing 21 percent to \$168 billion overall. In contrast, the 35 percent of global new investment that went to developing countries increased 10 percent, to \$89 billion. Of that sum, China, India and Brazil accounted for \$71 billion in total investment.

Investment in India grew 62 percent - the highest growth rate for any single country over 2010 totals. In 2011, financial new investment in renewable energy installations (a category that excludes small-scale projects and R&D) in industrial countries outpaced investments in the developing world, but in 2010 investments in this category in developing

countries had surpassed those in industrial countries for the first time.

A major development in 2011 was the dominance of solar power in technology-specific investments - driven by a 50 percent reduction in price over the year - with \$147.4 billion invested in solar compared with \$83.8 billion for wind projects and \$10.6 billion for biomass and waste-to-energy technology. Although this was not the first time solar surpassed wind in total investment, it was the first time that this involved such a wide margin.

Biofuels, which as recently as 2006 held the second overall ranking in renewable energy technologies, attracted the fourth highest total investment in 2011 at \$6.8 billion, followed by \$5.8 billion for small hydro and \$2.9 billion for geothermal installations.

China attracted \$52.2 billion in new investments in 2011, the largest sum of any country. This accounted for nearly 60 percent of the total new investments in developing countries and more than 20 percent of the global total. In terms of the pace of growth, however, the United States scored an impressive 57 percent growth in investment over 2010 levels, outpacing all countries except India's 62 percent. Overall, the United States ranks second in total national renewable energy investment at \$50.8

billion, followed by Germany at \$31 billion.

The International Energy Agency projects that 90 percent of the growth in global energy demand during the next 25 years will come from developing countries. Investments in renewable energy already constitute the major part of "climate finance" funds designed to help developing countries meet development challenges.

Significant new investment in cleaner sources of energy will be required to reduce the share of fossil fuels in the world's total primary energy consumption in order to keep greenhouse gas emissions low enough to maintain the global temperature change within a 2°C warming scenario. According to IEA estimates, \$48 billion per year is needed to provide universal modern electricity access by 2030.

"Renewable energy technologies can enhance access to reliable, affordable, and clean modern energy services," said Evan Musolino, Climate and Energy Research Associate and report co-author. "They are particularly well suited for remote rural populations, and in many instances they can provide the lowest-cost option for energy access. For these potentials to be met, new investment in the sector is essential."

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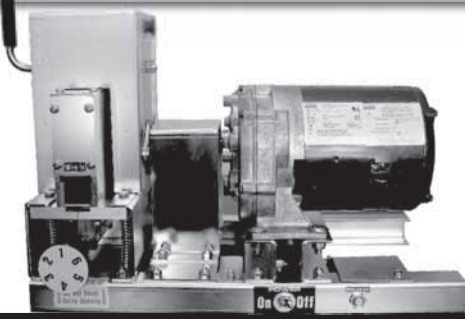




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PAPER

UK paper industry calls for changes in manufacturing

The UK's paper industry still operates 50 mills and accounts for 25,000 jobs. It contributes significantly to the UK economy. It has reduced energy consumption and carbon emissions by over 30 percent since 1990. It has invested in state of the art equipment and combined heat and power (CHP) and on-site biomass plants. Paper is now the most recycled of materials with a recycling rate of 73 percent.

However, government policy is acting as a huge disincentive to further investment and could result in the closure of many mills over the next decade.

Potentially the most damaging of the policies is the Carbon Price Floor which takes effect in 2013. It could cost UK energy intensive industries more than twice the amount paid by EU competitors. The rate is due to increase by £2 per ton every year, until 2020. Competitors outside of the EU will not be paying anything.

New Climate Change Agreements (CCAs) come into force next year. UK's Department of Energy and Climate Change (DECC) has arbitrarily set the paper industry a target of a further 14 percent reduction in energy use and added hugely to the costs of running the scheme by making targets site specific, rather than sector specific. Ministers need to intervene to ensure that targets are achievable. CCAs also need to remain sector specific as this is the only way that company investment cycles can be taken into account.

Incentives for investing in and operating industrial CHP plants need to be restored.

UK industry needs an energy policy based on affordability and not on meeting renewable targets. This would be a huge u-turn but is the only way of countering the competitive effects of lower energy costs around the world due to the exploitation of shale gas. U.S. industrial gas prices are now about a quarter of those paid in the UK.

Subsidies for energy from waste and large scale energy only biomass should be phased out as they put at risk supplies of the paper industry's basic raw materials.

Raw material scarcity is potentially a huge issue over the coming years and a waste strategy based on resource efficiency and a "circular economy" where the priority is closed loop recycling. This means central command and control and a further u-turn on the "localism agenda".

CPI would also urge the UK government to lobby the EU to prevent additional costs being imposed on industry through measures to tighten limits under the Industrial Emissions Directive and the EU's Emissions Trading Scheme. The proposed Sulphur Directive should be implemented in a time scale that does not penalize shipping in Northern European waters.

The measures outlined above are essential if the UK's paper industry is to thrive in these difficult economic times. CPI hopes that the new Ministerial teams have the courage to make the necessary changes to government policy that will make the UK a place where the world's paper industry will want to invest.

AF&PA paper reports

The American Forest & Paper Association released its August 2012 U. S. paper reports.

Containerboard

Containerboard production rose 2.2 percent over July 2012 and was flat when compared to the same month last year. The month over month average daily production increased 2.2 percent. The containerboard operating rate for August 2012 gained 2.1 points over July 2012, from 95.4 percent to 97.5 percent.

Paperboard

Total boxboard production decreased by 0.8 percent compared to August 2011 but increased 2.2 percent from last month. Unbleached Kraft Boxboard production decreased over the same month last year and decreased compared to last month. Total Solid Bleached Boxboard & Liner production increased compared to August 2011 and increased compared to last month.

Recovered Fiber

According to the report, total U.S. industry consumption of recovered paper in August was 2.56 million tons, 6 percent higher than July 2012. Year-to-date total consumption in 2012 is 4 percent lower than during the same period last year.

U.S. exports of recovered paper, as reported by the U.S. Census Bureau, increased 5 percent in July compared to

June, led by a 14 percent increase in Mixed Papers exports.

Printing-writing paper

According to the report, total printing-writing paper shipments decreased 5 percent in August compared to August 2011. All four major printing-writing grades posted single-digit decreases compared to last August. Total printing-writing paper inventory levels decreased 5 percent from last month. Additional key findings include:

- Shipments of coated free sheet papers decreased year-over-year, but August shipments reached the highest level since October 2011.

- Shipments of uncoated free sheet papers down year-over-year, the sixth consecutive single-digit year-over-year decrease.

- Uncoated mechanical paper inventories dropped sharply.

- Inventory of coated mechanical papers also dropped and hit the lowest point since December 2007.

Kraft Paper

Total Kraft paper shipments were 133,000 tons, a decrease of 3.6 percent compared to the prior month. Total inventory was 77,800 tons this month. Both unbleached and bleached Kraft shipments decreased year over year.

INTERNATIONAL

Coca-Cola invests in European recycling facility

Coca-Cola Enterprises (CCE) invested in two new initiatives aimed at improving recycling behavior and infrastructure, as part of its efforts to become a low-carbon, zero-waste business.

CCE is establishing a new joint venture in France with PET recycler APPE to boost the capacity of its plastics reprocessing facility by 70 percent. This will recycle 20,000 additional tons of plastic into food-grade packaging per year. CCE is also funding a unique research partnership to explore how consumer behavior change strategies can improve at-home recycling rates in Great Britain and France, ensuring more bottles enter the recycling stream.

While consumers express strong beliefs related to recycling, at-home recycling rates do not reflect their intent. Of consumers polled at the 2012 Olympics

Games, 79 percent claimed to always recycle plastic bottles at home, yet national data shows that recycling rates are much lower.

The research program will seek to define interventions which can overcome this gap between belief and behavior. It will be delivered in partnership with the University of Exeter and will be based upon in-depth, ethnographic research with households in Great Britain and France over a ten-month period.

CCE will invest 6.5 million Euros to establish a new joint venture in France with leading PET recycler APPE. The JV will invest in a new line at APPE's existing recycling facility in Beaune, France and fund the trial and introduction of state-of-the-art technology, enabling more efficient recycling.

Blue Box to include extra plastics

In a recent report prepared for the Canadian Plastics Industry Association (CPIA) and Emterra Environmental by Entec Consulting Ltd, findings show that when households are provided with an adequate supply of see-through bags participation is 72 percent greater and the packaging captured is nearly doubled.

The Blue + 2 pilot project was a collaborative multi-stakeholder project that was designed to assess the implications of adding recyclable empty plastic bags and overwrap (plastic film) and foam packaging (PS foam) to an existing

curbside recycling program in British Columbia.

The City of Langley pilot area residents were able to quickly participate in the recycling pilot project. The collection system was not adversely impacted and virtually took no added time.

One of the operational findings was that the majority of the bags collected were received intact on the tipping floor of the material recovery facility. In the city of Langley's case, these materials could be added to the current recycling program without additional collection vehicles.

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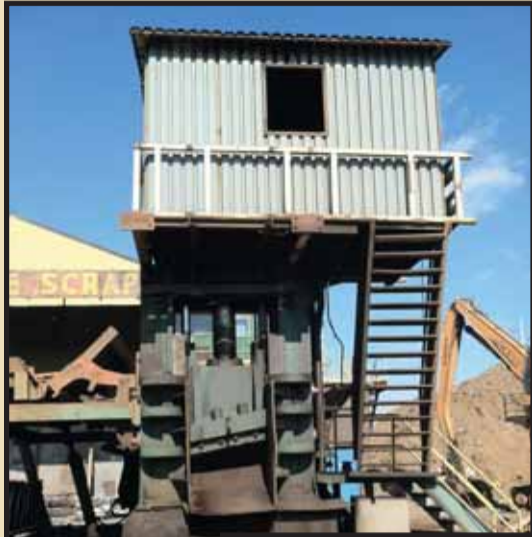
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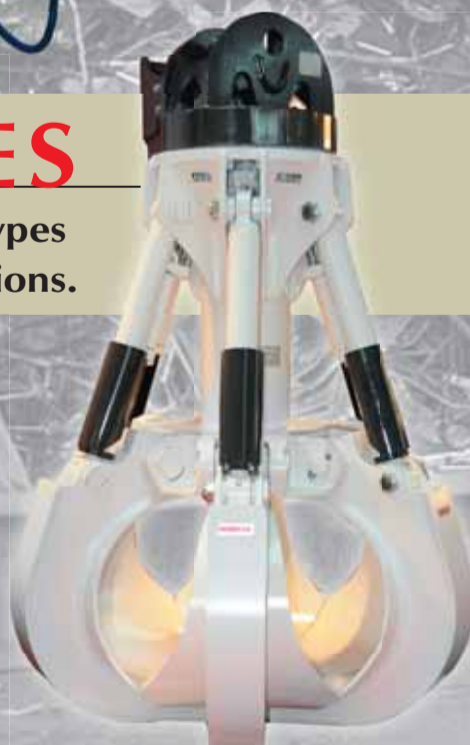
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METALS

July steel shipments down

The American Iron and Steel Institute (AISI) reported that for the month of July 2012, U.S. steel mills shipped 7,910,486 net tons, a 1.3 percent decrease from the 8,016,834 net tons shipped in the previous month, June 2012, and a 6.8 percent increase from the 7,409,450 net tons shipped in July 2011. Shipments year-to-date in 2012 are 58,027,590, an 11.2 percent increase vs. 2011 shipments of 52,189,307 for 7 months.

Shipments in July were the lowest monthly amount in 2012. The July ton-

nage of 7,910,486 was 7.1 percent lower than the peak 2012 monthly shipments of 8,512,825 tons in March. Raw Steel Production recently experienced its 2012 low in weekly production with production for the week of September 8, 2012 at 73.3 percent, the first 2012 weekly utilization figure below 74 percent.

A month-to-month comparison of shipments shows the following changes: hot rolled sheet, up 5 percent, cold rolled sheet, down 2 percent and hot dipped galvanized sheets and strip, down 5 percent.

Heraeus Precious Metals expands New Jersey facility



Heraeus Precious Metals North America LLC, an integral part of the Heraeus precious metals and technology group headquartered in Hanau, Germany, has expanded the Newark, New Jersey facility of the company's U.S. chemicals division. The 3,200 sq.ft. addition will serve increased customer demand following several years of continuous growth. The expansion is scheduled for completion by the end of 2012 and will house 24 employees.

Alan Semko, vice president and site manager, oversees operations at the Newark facility. Semko has over 28 years of experience within the metals industry, the last 18 of which have been with Heraeus.

Heraeus' Newark facility is one of three U.S. precious metal refineries. The Newark site serves the jewelry and dental markets with refined, recycled precious metals.

Scrap Metals MarketWatch



Commodity		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
#1 Bushelings	per gross ton	\$248.00	\$280.00	\$305.00	\$345.00	\$315.00
#1 Bundles	per gross ton	265.00	275.00	307.00	350.00	348.00
Plate and Structural	per gross ton	263.00	279.00	305.00	345.00	335.00
#1 & 2 Mixed Steel	per gross ton	229.00	290.00	305.00	325.00	310.00
Shredder Bundles (tin)	per gross ton	240.00	250.00	275.00	290.00	295.00
Crushed Auto Bodies	per gross ton	240.00	250.00	275.00	290.00	295.00
Steel Turnings	per gross ton	168.00	173.00	190.00	195.00	196.00
#1 Copper	per pound	3.00	3.00	3.45	3.45	3.46
#2 Copper	per pound	2.91	2.90	3.32	3.30	3.27
Aluminum Cans	per pound	.56	.57	.70	.69	.70
Auto Radiators	per pound	1.85	1.92	2.11	2.10	2.16
Aluminum Core Radiators	per pound	.60	.64	.78	.75	.72
Heater Cores	per pound	1.50	1.52	1.75	1.78	1.80
Stainless Steel	per pound	.50	.62	.75	.75	.74

All prices are expressed in USD. Printed as a reader service only.

DISCLAIMER: American Recycler (AR) collects pricing and other information from experienced buyers, sellers and facilitators of scrap metal transactions throughout the industry. All figures are believed to be reliable and represent approximate pricing based on information obtained by AR (if applicable) prior to publication. Factors such as grades, quality, volumes and other considerations will invariably affect actual transaction prices. Figures shown may not be consistent with pricing for commodities associated with a futures market. While the objective is to provide credible information, there is always a chance for human error or unforeseen circumstances leading to error or omission. As such, AR is not responsible for the accuracy or completeness of the information provided, or for outcomes arising from use of this information. American Recycler disclaims any liability to any person or entity for loss or damage resulting from errors or omissions, including those resulting from negligence of AR, its employees, agents or other representatives.

METALS

August steel imports show gains compared to July

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the U.S. imported a total of 2,475,000 net tons (NT) of steel in August, including 1,929,000 NT of finished steel (down 11 percent and 13 percent, respectively, from July final data).

Year-to-date (YTD) finished steel imports, however, are up 18 percent vs. the same period in 2011. Finished steel import market share in August was an estimated 21 percent and is estimated at 24 percent YTD.

Key finished steel products with a significant import increase in August 2012 compared to July are heavy structural shapes (up 59 percent), reinforcing bar (up 55 percent), tin plate (up 29 percent), plates – cut lengths (up 22 per-

U.S. IMPORTS OF FINISHED STEEL MILL PRODUCTS BY COUNTRY OF ORIGIN (Thousands of Net Tons)					
	AUG 2012	JUL 2012	2012 Annual (est)	2011 Annual	% Change 2012 Annual vs. 2011
SOUTH KOREA	193	351	3,646	2,837	28.5%
JAPAN	130	196	1,991	1,477	34.8%
CHINA	157	119	1,625	1,231	32.0%
TURKEY	131	37	1,609	733	119.5%
GERMANY	92	89	1,227	954	28.6%
INDIA	55	82	790	717	10.2%
NETHERLANDS	83	40	578	570	1.4%
All Others	1,088	1,307	15,166	13,316	13.9%
TOTAL	1,929	2,221	26,632	21,835	22.0%

cent) and cold rolled sheets (up 20 percent). Major products with significant YTD import increases vs. the same

period last year include reinforcing bar (up 48 percent), line pipe (up 43 percent), plates – cut lengths (up 37 per-

cent) and sheets & strip galvanized hot dipped (up 33 percent).

In August, the largest volumes of finished steel imports from offshore were all from Asia and Europe. They were South Korea (193,000 NT, down 45 percent), China (157,000 NT, up 32 percent), Turkey (131,000 NT, up 254 percent), Japan (130,000 NT, down 34 percent) and Germany (92,000 NT, up 3 percent).

For the first 8 months of 2012, the largest offshore suppliers were South Korea (2,431,000 NT, up 21 percent), Japan (1,328,000 NT, up 34 percent), China (1,083,000 NT, up 29 percent), Turkey (1,072,000 NT, up 100 percent) and Germany (818,000 NT, up 25 percent).

AISI declares China's trade-distorting practices harmful to U.S.

More than 10 years after it acceded to the WTO, China continues to fail to comply with its WTO commitments. Instead engaging in a policy of state capitalism that is causing severe harm to American steel producers and other U.S. manufacturers, Kevin M. Dempsey, senior vice president, public policy and general counsel of the American Iron and Steel Institute (AISI), said in testimony delivered before the United States Trade Representative's Trade Policy Staff Committee. He urged the U.S. government to take more aggressive actions to address China's trade-distorting practices.

"The current U.S.-China trade relationship is taking a tremendous toll on U.S. manufacturers," Dempsey said. "Over the last decade, the U.S. trade deficit with China has more than tripled, the United States has lost millions of manufacturing jobs, thousands of U.S. factories have been shuttered and the American steel industry has been severely disrupted. The United States must take much bolder and more imaginative steps to address this chronic problem." Dempsey described numerous trade abuses by the Government of China in direct violation of the terms of its accession to the WTO, including:

- Providing massive government subsidies to Chinese steel producers, resulting in a tripling of Chinese steel production between 2000 and 2011;

- Manipulating its value added tax system to promote exports of its steel products, and using its VAT rebate system to disadvantage U.S. and other producers;

- Continuing government intervention to direct the commercial decisions of its state-owned enterprises, including state-owned steel producers, in violation of China's pledge to the WTO to allow market forces to operate;

- Restraining exports of key steel-making raw materials and taking other inappropriate measures with respect to raw materials to give Chinese steel producers an unfair market advantage; and,

- Keeping the value of its currency at artificially-low levels to give Chinese producers an unfair advantage in the U.S. market, as well as in the Chinese market and third country markets.

"The fact that China has not fully complied with its WTO obligations underscores the importance of effective enforcement of U.S. trade remedy laws," Dempsey said.

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METALS

Liquidity Services completes milestone sale of two billion pounds of scrap material

Liquidity Services, Inc. has surpassed the two billion lb. milestone in the sale of scrap materials to the public. Liquidity Services partners directly with the U.S. Defense Logistics Agency (DLA), municipal government agencies, and Fortune 1000 corporations to sell base materials and scrap metals including ferrous and nonferrous metals, nickel alloy, electronic scrap, rubber, paper, and in rare occasions, even compost and recycled asphalt. Such sales enable clients to achieve important sustainability goals, reduce costs and generate new revenue streams.

"Many of our clients, such as the DLA, Wal-Mart and hundreds of other Fortune 1000 organizations, are seriously committed to zero-waste initiatives which depend on the creation of global marketplaces for the sale and reuse of a wide range of material and equipment. We are delighted that our

global buyer base and online marketplaces, such as www.GovLiquidation.com, are contributing to these efforts and have enabled billions of pounds of scrap materials to be reused, repurposed and kept out of landfills," said Tom Burton, president of Liquidity Services' Capital Assets Group.

The two billion lb. milestone was achieved with the completed sale of 47.6 million lbs. of recycled asphalt from roadways and runways at Eielson Air Force Base in Fairbanks, Alaska.

Other recent notable scrap sales include: 27 million lbs. of scrap metal from decommissioned military aircraft; 1.4 million lbs. of compost; a 747 jumbo jet sold for its 120,000 lbs. of aluminum, steel and copper wiring; and the USS Long Beach Navy cruiser, sold for its 7.35 million lbs. of base materials.

New scrapyard opens in Texas

Proler Steel International and Newell Joint Venture Investments have joined to form Proler-Newell Recycling LP and will open a new 30 acre full service metals recycling company in east Texas.

Site development will begin this year and operations will start in early 2013.

ELECTRONICS

Electronics manufacturers join EPA challenge for safe disposal of used electronics

The U.S. Environmental Protection Agency (EPA) launched its Sustainable Materials Management (SMM) Electronics Challenge, an initiative to make protective electronics refurbishing and recycling practices the industry standard. EPA deputy assistant administrator for solid waste and emergency response Lisa Feldt, joined by leaders from Best Buy, LG Electronics, Panasonic, Samsung, Sharp, Sprint and Staples, made the announcement at Vintage Tech Recyclers, a certified electronics recycling facility in Romeoville, Illinois.

"Already, the United States generates almost 2.5 million tons of electronic waste per year – and that number will only grow. Used electronics have materials in them that can be recovered and recycled, reducing the economic costs and environmental impacts of securing and processing new materials for new products," said EPA administrator Lisa P. Jackson. "The SMM Electronics Challenge will help us ensure that we are doing all we can to repurpose or safely dispose of the cell phones, computers and other devices we use every day

– all while helping to build a robust market for electronics recycling in the United States."

By participating in the SMM Electronics Challenge, leaders in the electronics industry are committing to send 100 percent of the used electronics that they collect to third-party certified refurbishers and recyclers, and to increase the amount of used electronics they collect. Through this challenge, EPA is providing a transparent and measurable way for electronic companies to commit to safe and environmentally protective practices for the refurbishment and recycling of used electronics, and publically show progress toward recycling goals.

In order to be certified, recyclers must demonstrate to an accredited, independent auditor that they meet specific standards to safely recycle and manage used electronics. Third-party recyclers, including Vintage Tech Recyclers, are expanding to meet growing demand for this accreditation. Vintage Tech Recyclers attributes 80 percent of new jobs added in the last 2 years to their third-party certification.

U.S. Postal Service provides cash for old electronic devices

The U.S. Postal Service has expanded the availability of a recycling program to over 3,100 retail locations.

Customers can now trade in their old electronic gadgets for cash.

"The U.S. Postal Service is making recycling old cell phones quicker and easier than ever before," said Gary Reblin, vice president of domestic products. "We've expanded this recycling program to offer more consumers the opportunity to protect the environment and put some money in their pocket at the same time and with USPS, the shipping is free."

The Postal Service is working with MaxBack, an electronics recycling company, which specializes in reducing waste that ends up in landfills by either buying back or simply recycling unwanted electronics. Visit www.usps.com/ship/recycle-through-usps.htm and follow four easy steps to find out how much your old cell phone is worth and to see if your items qualify for instant cash:

Even if your old electronic device isn't worth a dime, free recycling mail-back envelopes are available at participating USPS locations, making it easy for customers to ship their used small electronics (cell phones, PDAs, MP3 players, digital cameras or used ink jet cartridges).

Cell phones and electronics that are damaged and unusable are remanufactured or recycled by MaxBack's parent company Environmental Reclamation Services (ERS), a zero-landfill, reverse-logistics company owned by Clover Technologies Group, Inc. ERS has been in business in Erie, Pennsylvania for two decades and is a recycler of printer cartridges and small electronics.

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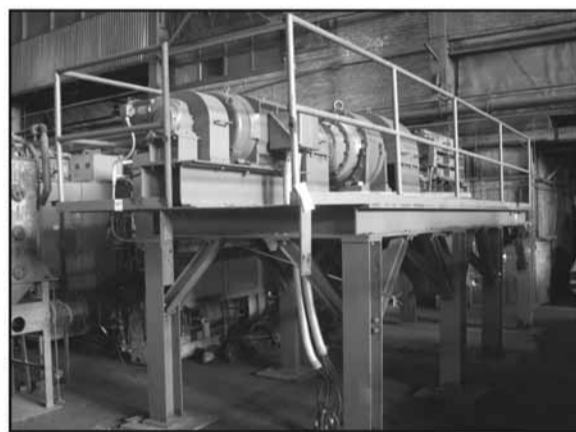
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ELECTRONICS

Pennsylvania resident wins Federal Electronics Challenge Award

Daniel Gallo, a resident of Brookhaven, Pennsylvania, is one of only 10 U.S. Environmental Protection Agency (EPA) employees nationwide honored for helping federal agencies protect the environment by making smarter purchases and use of electronics products. Gallo's efforts helped federal agencies save \$7.8 million and cut harmful greenhouse gas emissions last year equivalent to taking 6,000 passenger cars off the road for one year, earning him the 2012 Federal Electronics Challenge Award.

The Federal Electronics Challenge Award is EPA's national award which recognizes superior work in encouraging federal facilities and agencies to purchase greener electronics, use them in ways less harmful to the environment, and ensure old or used electronics are recycled or discarded in beneficial and environmentally-safe ways.

Responsibly buying and managing electronics is important given that com-

puters, mobile phones, printers and other electronic equipment contain toxic materials, consume significant amounts of energy during use, and present complex challenges when they are discarded.

"The federal government is one of the largest consumers of electronics. And far too many electronics end up in landfills," said Gallo, an EPA electronics recycling specialist. "What gives me a great deal of satisfaction is helping people to use these devices wisely and to help dispose of them with the least impact on the environment."

Gallo, who has been with EPA for 23 years, has worked on the Clean Air Act, the Clean Water Act, the Resource Conservation Recovery Act's waste regulations and has also been the enforcement coordinator for the lead-based paint program. He has worked as the region's electronics recycling specialist since 2007.

Sims Metal Management acquires E-Structors Inc.

Sims Metal Management Limited, through its electronics recycling division Sims Recycling Solutions (SRS), has expanded its North American operations by acquiring the assets of Elkridge, Maryland based E-Structors Inc.

E-Structors is one of the largest electronics recyclers in Maryland, Washington D.C. and Virginia and provides electronics recycling and document destruction services to companies across the United States. E-Structors' clients include educational and financial institutions, government agencies, health care systems and medical centers, private and public corporations, and national electronics retailers.

Founded in 2003 by Mike and Julie Keough, E-Structors engineered an electronics shredding system that allowed the company to offer its clients the security of physical destruction and generated a higher quality of processed material. The company's 160,000 sq.ft. facility processes over 22 million lbs. of material each year.

The financial terms of the transaction were not disclosed, however, the purchase price consideration is not material to Sims Metal Management Limited.

For more details about E-Structors, visit AmericanRecycler.com and read *A Closer Look* from the March 2009 edition.

AUTOMOTIVE

Zipcar San Francisco fleet includes new Honda Fit EV

Zipcar, Inc., a car sharing network, and American Honda Motor Co., Inc. have introduced the 2013 Honda Fit EV battery electric vehicles into the Zipcar fleet, starting in San Francisco. The addition of the new electric vehicles comes as a result of the program announced by Honda and Zipcar in April 2012, through which Honda became a Zipcar preferred vehicle manufacturer with a focus on hybrid and electric vehicles.

The new Honda Fit EVs will be placed in Zipcar locations throughout San Francisco. These vehicles will be available for hourly reservation by all Zipcar members, starting from just \$8.00 per hour. Zipcar and Honda also have plans to introduce additional Honda Fit EV vehicles to Zipcar fleets in Los Angeles and Portland, Oregon this fall.

Honda's 2013 Fit EV, based on its popular five-passenger Fit, earns a combined adjusted Environmental Protection Agency mile-per-gallon-equivalency rating of 118 MPGe, and an unprecedented low consumption rating of just 29 kilowatt hours per 100 miles. The 100-percent electric Honda Fit EV features a

20-kilowatt-hour lithium-ion battery and a compact 92-kilowatt AC synchronous electric motor that generates 189 ft.lb. of torque. When connected to a 240-volt circuit, the Honda Fit EV battery can be recharged in less than 3 hours from a low charge indicator illumination point.

The agreement between Honda and Zipcar gives Zipcar members increased access to Honda's vehicles, making the service even more sustainable. Zipcar's platform is ideal for the inclusion of these types of vehicles as it allows urban dwelling drivers to get a firsthand introduction to the newest technology and share that experience within their networks.

Zipcar is a longstanding pioneer in using advanced vehicle technologies. It was the first car sharing company in the United States to introduce electric vehicles, starting in Boston in 2002, and the first to offer hybrid vehicles through a partnership with Honda in Seattle in 2003. Zipcar member surveys show a strong interest in the use of advanced technology and alternate fuel vehicles in the program.

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BUSINESS BRIEFS

Waste Management acquires Chicago hauler

Waste Management, Inc., headquartered in Houston, Texas, has expanded their Chicago area services through the purchase of Land and Lakes Co., Park Ridge, Illinois. Land and Lakes Co. is a family owned business, providing curb-side waste hauling and recycling services to more than 80 communities.

Under the terms of the transaction, Land and Lakes owners will retain the River Bend Prairie Transfer Station in Chicago and the River Bend Prairie Landfill in Dolton, Illinois. Assets acquired by Waste Management include three composting facilities, a clean fill and the Prairie Lakes Recycling and Transfer Station in Matteson, Illinois.

Sadoff Iron to acquire Midwest Metals Recycling

Sadoff Iron & Metal Company has reached an agreement in principle to acquire Midwest Metals Recycling in Omaha, Nebraska.

Sadoff received approval for a special use permit from the city council of Omaha in September and the certificate of occupancy and salvage license was approved by the Omaha planning department.

Midwest Metals was founded in 1991 by Mark and Mary Bolin, primarily as an aluminum can recycling operation. Expansion into other nonferrous commodities followed.

New president of American Public Works Association

American Public Works Association (APWA) announced its 2012-2013 president is Elizabeth Treadway, PWLF, principal scientist – Water Resources with AMEC's Environment & Infrastructure business, in Johnson City, Tennessee.

After serving the past year as president-elect, Treadway leads the organization as president and chair of the 17-member board of directors. For the coming year, APWA's key issues include building livable communities for the future, professional development and education services for all members, advocating for infrastructure investment, sustainability, international relations, emergency management and leadership.

Treadway has been with AMEC for 13 years. Prior to joining AMEC, she worked for the City of Greensboro, North Carolina in public works.

Sonoco invests in Onslow County Recycling

Sonoco Recycling, LLC, a unit of Sonoco and a large packaging recycler, has completed \$2 million in upgrades at the Onslow County, North Carolina, materials recovery facility, allowing the facility to process a higher volume of recyclables.

Sonoco Recycling annually collects more than three million tons of old corrugated containers, various grades of paper, metals and plastics.

US Composting Council hires executive director

The United States Composting Council has hired Michael Virga as its new executive director. Virga, formerly the executive director of Forestry at the American Forest & Paper Association, has been engaged in sustainability efforts throughout his 30 year career.

Virga has been a strong spokesman on environmental issues and has a record of delivering value to trade association members and stakeholders.

Vaughn Ali joins Moley Magnetics sales team

Moley Magnetics Inc. of Lockport, New York hired Vaughn Ali as the southeast territory manager with responsibility for sales and dealer relations for shears, magnets, generator systems and grapples in the Southeast and Texas.

Vaughn brings 22 years of experience in the equipment industry, with the last 8 years spent specifically in the recycling and demolition industries. His experience as a buyer/broker of scrap metal gives him the understanding of both a customer and supplier.

Doosan Portable Power opens new facility in India

Doosan Portable Power has opened a new manufacturing facility for Doosan in Bangalore, India. The factory located in Doddaballapur has the capacity to produce 2,000 portable air compressors and light towers annually.

Products that are manufactured in the factory are sold in India with future plans to provide additional units to meet market demands in South Africa and Latin America.

The new facility was opened in 180 days from the time project plans were formulated. Prior to opening the manufacturing operation, Doosan Portable Power worked with an exclusive third-party partner for manufacturing units in Pondicherry, India.

The Doosan Portable Power facility in Bangalore will also house all Doosan India Operations along with Doosan Portable Power manufacturing. Additional plans will include opening a trading warehouse for other Doosan brands, including Doosan excavators, Bobcat machines and Montabert hydraulic breakers.

CP Group names new president and COO

The CP Group, headquartered in San Diego, California named Terry Schneider, former director of post collections at Republic Services, as the company's new president and chief operations officer.

Schneider is joining the CP Group as John Willis' replacement, as Willis is retiring after being with the company for 27 years. Schneider comes with an extensive background in the solid waste and recycling industry, bringing 23 years of experience and expertise to the CP Group.

At Republic Services, he most recently led the Corporate Recycling Operations Group. His previous role was in market development where he led the Rail Operations Group.

As the new president and COO of the CP Group, Schneider will be responsible for overseeing sales, engineering, research and development and all other aspects of business operations and strategy of the five companies of the group – CP Manufacturing, Krause Manufacturing, MSS, IPS Balers and Advanced MRF.

Alter Trading acquires Miller Compressing

Alter Trading Corporation purchased of Wisconsin-based Miller Compressing Company. Alter, ISO 9001 and 14001 certified, is currently the largest metal recycler in Wisconsin and one of the largest scrap metal recycling companies across North America.

Based in Milwaukee, Miller Compressing has more than 125 years of expertise in the metal recycling business and is the largest scrap metal recycling company in the metropolitan area.

With the addition of five Miller Compressing recycling locations, Alter Trading will operate 16 processing locations in Wisconsin and a total of 43 metal recycling facilities in the United States, serving the needs of a broad base of residential, commercial and industrial clients.

CM celebrates 30 years in the tire recycling industry

Columbus McKinnon (CM) is celebrating their 30th year in the tire recycling industry, providing equipment solutions for recyclers.

CM systems process more than half a billion tires each year worldwide and continues to grow. CM systems are at work in hundreds of locations spanning 5 continents in more than 26 countries.

Green Energy Renewable Solutions' JV moves forward

Green Energy Renewable Solutions, Inc. said that its project with Landfill Solutions, LLC of Puerto Rico has moved forward with the formation of the joint venture corporation, Yabucoa Recycling Company, Inc. Yabucoa Recycling Corporation is owned on a 50/50 basis by Green Energy and Landfill Solutions, LLC and the initial phase of the Yabucoa development project work will be the construction of new road access and internal roadways, leachate, run-off and flood control and slope stabilization, which will bring the landfill site in compliance with regulatory standards of the Autoridad De Desperdicios Solidos, the environmental control authority in Puerto Rico.

Green Energy has separately incorporated a wholly-owned Puerto Rico subsidiary, Green Renewable Solutions, Inc., to develop and manage the second phase of the Yabucoa project, which plans to convert the municipal waste material to energy and fuels after separation and capture of valuable recyclable materials in the waste stream.

Northshore Manufacturing hires regional manager

Northshore Manufacturing, makers of Builtrite branded equipment, has added Marc Lee to its sales force as northeast regional sales manager.

Lee will be covering Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, Washington D.C., Virginia and Eastern Pennsylvania.

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Events Calendar

November 14th-15th

23rd Annual New York State Recycling Conference and Trade Show. Otesaga Resort Hotel, Cooperstown, New York.
518-482-7395 • www.nysar3.org

November 14th-15th

Canadian Waste & Recycling Expo. International Centre, Toronto, Canada.
770-984-8016 • www.messefrankfurt.com

December 2nd-4th

Educational Conference on Litter Control & Solid Waste Management. Oglebay Resort and Conference Center, Wheeling, West Virginia. www.awvswa.com

January 16th-18th, 2013

12th International Electronics Recycling Congress IERC 2013. Salzburg, Austria.
www.icm.ch

January 28th-31st

USCC 21st Annual Conference & Tradeshow. Buena Vista Palace Hotel & Spa. Lake Buena Vista, Florida.
301-897-2715 • www.compostingcouncil.org

BUSINESS BRIEFS

Sims Recycling promotes Magann to VP of sales

■ Sims Recycling Solutions, Americas has promoted Sean Magann to vice president of sales and marketing. Magann joined the company in May 2011 and formerly held the position of commercial director, North America.

In his new role, Magann will be responsible for advancing all commercial activities for Sims Recycling Solutions in the United States which includes leading both national and regional sales efforts. Magann will also manage marketing initiatives that favorably position the company's services in the marketplace.

Magann is a graduate of the University of California, Berkeley, and received an MBA from Santa Clara University.

Casella Waste Systems offers notes due 2019

■ Casella Waste Systems, Inc., intends to offer \$135 million aggregate principal amount of 7.75 percent senior subordinated notes due 2019. The notes are being offered as additional debt securities under an indenture pursuant to which the company previously issued senior subordinated notes.

The notes are being offered in a private placement to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended and to non-U.S. persons outside the United States under Regulation S under the Securities Act.

The company intends to use the net proceeds of the offering to refinance its 11 percent senior second lien notes due 2014, of which \$180,000,000 aggregate principal amount is outstanding.

The notes have not been registered under the Securities Act, and unless so registered, may not be offered or sold in the U.S. absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and other applicable securities laws.

Bunting Magnetics Europe acquires E-Magnets UK

■ Bunting Magnetics Europe Limited, a manufacturing and sales operation center based in Berkhamsted, England for Bunting Magnetics Company, has acquired E-Magnets UK Limited, located in Sheffield, England.

E-Magnets UK Ltd. specializes in direct and wholesale supply of magnetic products throughout the UK and the world. The company was founded in 2005 by Alistair Richardson, who will continue to oversee the company's everyday operations.

This acquisition by Bunting Magnetics Europe bolsters their market leadership and puts them one step closer to their strategic growth plan.

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Olympic Gold Medalist

Teresa Rogers joins Upstate Shredding as senior buyer

■ Upstate Shredding-Ben Weitsman, said that scrap industry veteran Teresa Rogers has joined the company effective immediately as a senior buyer for all Upstate and Ben Weitsman facilities.

Rogers was the former director of trading at Mervis Industries based in Danville, Illinois where she brokered scrap throughout the Midwest.

Ricardo Iriart elected CFO of PSC Metals

■ The board of directors of PSC Metals, Inc. chose Ricardo Iriart as the chief financial officer of PSC Metals, Inc.

Most recently, Iriart was the vice president of commercial and previously, vice president of finance for Harsco Corporation.

Iriart will be located at PSC Metals' headquarters in Mayfield Heights, Ohio.

Mechel makes new executive appointments

■ Mechel OAO, a Russian mining and metals company, made new executive appointments.

Vladimir Tytsky has been appointed chief executive officer of Mechel Steel Management Company.

Ex-chief executive officer Andrey Deineko has been appointed group vice-president for technology development.

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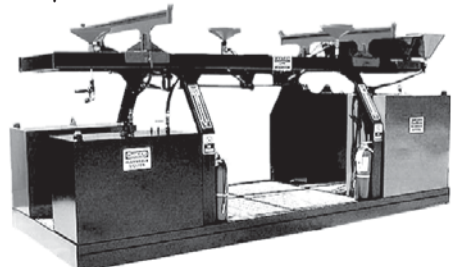
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Rubber recycling industry expects stability

by MARK HENRICKS

mhenricks@americanrecycler.com

U.S. tire and rubber recyclers can expect a more stable future after being buffeted by the ebbs and flows of economic recession and recovery in the last few years. The \$1 billion industry had a 25 percent drop in revenue in 2009 followed by an increase of 26.9 percent in 2010, according to a recent report by market research firm IBISWorld. Overall, from 2007 to 2012, the industry averaged growth of 1.7 percent per year.

Now, however, demand for recycled rubber from construction and other industries is increasing. As a result, researchers are predicting more robust 2.4 percent growth in 2012, followed by an extended period of even better times. "We expect the industry to experience steady growth over the next 5 years, averaging 3.7 percent annually during that period," said IBISWorld analyst Dale Schmidt.

That's good news for the industry, which IBISWorld estimates to consist of 175 companies employing some 3,000 workers. These firms collect and shred used tires and rubber, then separate the shredded rubber from steel wires and other materials. Shredded tires may be used for fuel, or as aggregate for construction and roadway projects. Ground crumb rubber is employed to make rubberized asphalt and other paving materials, and is also incorporated in flooring, school playgrounds, running tracks and other applications.

Fuel is the dominant application. In 2003, according to the Environmental Protection Agency, almost 45 percent of scrap tires were used for fuel. Another 19 percent went to civil engineering projects, 8 percent was converted to ground rubber and made into products, 4 percent was employed in rubber-modified asphalt, 3 percent was exported and about 2 percent each was used to make stamped products and employed in agriculture, where they are used for mulch and other miscellaneous uses. The balance, about 20 percent, was disposed of in landfills in 2003, but today about 90



While more recycling is always better, the 90 percent rate at which scrap tires are currently recycled does not leave much excess supply with which to develop new markets, which are key to the industry's continued growth and sustainability.

percent of scrap tires are recycled one way or another.

The supply of tires is steady, at about one scrap tire per American per year, and the industry's recent volatility is due to slumping demand as the construction and manufacturing industries retreated during the recession, IBISWorld said. Schools and highway departments, two of the major users of recycled rubber for building, also retrenched.

Since the industry's biggest revenue source is tire-derived fuel, sales to industrial markets is key. When used as fuel, each scrap tire produces as much energy as an equivalent amount of oil and 25 percent more than coal. Schmidt's growth forecast is based

largely on increasing employment of tires as fuel for industrial users.

The industry's brighter outlook as seen by IBISWorld is based on a return to moderate growth in the key markets served by rubber recyclers. However, Michael Blumenthal, vice president with the Rubber Manufacturers Association in Washington, D.C., said it's more complicated than that, and the outlook is far from clear.

"Will better times come around?" Blumenthal asks. "I don't know." Blumenthal said the prospects for a stronger market are clouded by the lack of Congressional action to significantly increase use of rubberized asphalt for building roads or to spur construction in general. While residential construction

is looking healthier, he said horticultural markets have recovered little.

"Schools are holding off on large-scale purchases like a new synthetic sports field, departments of transportation are still being impacted and there's a lot less construction today than four or five years ago," he added. Generally, while Blumenthal said things might get better, it will be better only in comparison to the way things are now and have been in the recent past. The industry still is considerably below the peak of a few years ago, he noted.

There are a few wild cards. For instance, Schmidt notes that with about 90 percent of the scrap tires produced by the U.S. already being recycled, growth

See RUBBER RECYCLING, Page 7

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A Letter from the Editor

Readers,

Welcome to the November edition of American Recycler. If you're reading this before the election, I'd like to encourage you to go vote in what's shaping up to be a very important, contentious election. Remember, if you don't vote, you can't complain if you don't like the result. But if you do vote, you get to smugly say, "I voted for the other guy," if something goes wrong.

And if you're reading this after the election, I hope that your candidates and issues prevailed at the polls. Unless, of course, they don't align with my candidates and issues, in which case I hope you got a "shellacking."

But in all seriousness, regardless of the outcome, I look forward to the end of the campaigns. Every four years, it seems as if our country holds its breath in the year or so leading up to an election, and a whole lot of nothing gets accomplished.

So regardless of who takes office in January, hopefully businesses and markets will settle down and begin to function normally for the next three years or so. My pension plan (smaller than either candidate's by several zeros) would benefit from a little stability and growth about now.

And in the spirit of normalcy, this month we turn our Focus to rubber recycling. Used tires, once a huge recycling and landfill space problem, have spurred the creation and growth of new markets to such an extent that we now actually have a shortage of scrap tires.

In this month's cover article, author Mark Henricks talks to players in the rubber industry, and details their predictions for 2013 and beyond. He also discusses challenges facing the industry including the current economic climate, legislative concerns and the dwindling supply of used tires available for expanding markets and innovative new uses.

I hope you all have a great month. Enjoy your Thanksgiving holiday – it is, after all, one of the only days of the year where people don't frown upon eating yourself sick, which is something I fully intend to do myself.

As always, feel free to get in touch with thoughts, comments and story ideas. Until next month,



Dave Fournier
Focus Section Editor
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PanAridus releases domestically grown guayule rubber samples to manufacturers

PHOTO BY PHUNMEAD | DREAMSTIME



Guayule is a flowering shrub native to the Southwestern United States that can be used as an alternative source of hypoallergenic latex, as opposed to latex collected from the Hevea tree, seen here.

Rubber and tire industry executives and onlookers at the International Tire Exhibition and Conference were given a glimpse into the future as PanAridus CEO, Michael Fraley, announced the company was publicly releasing the first samples of domestically-produced guayule rubber to manufacturers.

"While the first century of exploring domestic alternatives to Hevea rubber from Asia and petroleum-based synthetic rubber has been marked by uncertainty, we've been able to unlock the Rosetta

Stone through genetics, agronomics and sustained research," Fraley said.

"For the first time, the industry is being offered samples of guayule rubber to independently verify it meets the necessary standards to be a viable alternative for making tires and countless other products."

The mission of the company, based in Casa Grande, Arizona, is growing drought-tolerant crops in arid regions. It began breeding and cultivating guayule, a native Sonoran Desert plant, in 2009 –

100 years after John D. Rockefeller Jr. first invested in the crop. In addition to significantly reducing water use, the entire guayule plant can be used for rubber, resins or cellulosic feedstock for biomass, making it virtually waste free.

"At PanAridus, we're 'seeding rubber's future' by unlocking its profit at the farm gate, making it viable for farmers in arid climates like the Southwestern U.S. to make more money per acre growing guayule than they can growing traditional water-intensive crops like cotton and alfalfa."

Fraley credited the company's success with the quiet way it acquired the world's largest privately owned guayule germ-plasm bank; its team of experts developing patented genetic strains in their Casa Grande facility over the last four years; and their patent pending extraction process.

"History is replete with examples of short rubber supplies due to monopolies, high rubber prices due to the cost and global demand of oil, and short bursts of intense research into rubber alternatives because of geopolitical crises. Today, all of the above apply; and with emerging markets around the globe, cheap oil peaked and cartels artificially altering supply levels to inflate their profits, the time is right to realize the dreams of Thomas Edison, Harvey Firestone, Dwight Eisenhower and Henry Ford to create a natural and domestically produced source of high quality rubber," Fraley said.

For additional information and a direct link to request samples, view this article on www.AmericanRecycler.com.

A&R EQUIPMENT SPOTLIGHT

To be included in the spotlight, you must manufacture the equipment featured. We require a company name, contact person, telephone number and, if applicable, a website address.

To be listed in the appropriate spotlight, please call 877-777-0737.

UPCOMING TOPICS

12/12	Metal Recycling Attachments
01/13	Waste-to-Fuel Equipment
02/13	Shredders
03/13	Asphalt Recycling Equipment

American Recycler is not responsible for non-inclusion of manufacturers and their equipment. Manufacturers are to contact American Recycler to ensure their company is listed in the Equipment Spotlight.

Passage of federal "Right to Repair" bill encouraged

The Tire Industry Association applauded the passage of the Right to Repair law in Massachusetts and strongly urged Congress to pass a comparable federal law to ensure that all American car owners and repair shops have the same access to safety alerts and repair information as the franchised new car dealer network.

"Most new vehicles are equipped with tire pressure monitoring systems (TPMS) to protect motorists from the dangers of operating a vehicle with underinflated tires. Because these systems are controlled by computers, we believe there is a critical need to swiftly pass the Right to Repair Act on a national level," said Roy Littlefield, executive vice president of the Tire Industry Association.

The Motor Vehicle Owners' Right to Repair Act (HR 1449) levels the competitive playing field for motoring consumers and between new car dealerships and independent repair shops by requiring that car companies pro-

vide full, fair access at a reasonable cost to all non-proprietary service information, tools, fault codes and safety-related bulletins needed to repair motor vehicles. The Right to Repair Act was introduced into the 112th Congress by Reps. Edolphus Towns (D-NY) and Todd Russell Platts (R-PA) and has reached 51 co-sponsors.

"Passage in Massachusetts is a good start, but without every repair facility having ready access to complete, accurate information from the car companies, it will be very difficult to keep all TPMS systems activated and in safe working condition," continued Littlefield. "We support each car owner's right to patronize the auto service facility of their choice. We ask all motorists to visit www.righttorepair.org to send a letter to each of their congressional representatives, urging them to co-sponsor the Right to Repair Act."

September petrochemical prices up 7.5 percent

PHOTO BY CLAFFRA | DREAMSTIME

Prices in the \$3-trillion-plus global petrochemicals market rose 7.5 percent to \$1,357 per metric ton (/mt) in September, according to the monthly average of the Platts Global Petrochemical Index (PGPI), a benchmark basket of seven widely used petrochemicals. This is up from the August average of \$1,262/mt, which also marked a 7.5 percent increase from the prior month.

September also was the first month since October 2011 which petrochemical prices were trading above year-ago levels. The September 2012 average was 2.5 percent above the September 2011 average of \$1,324/mt.

Petrochemicals are used to make plastic, rubber, nylon and other materials for consumer products, packaging, manufacturing, construction, pharmaceuticals, aviation, electronics and nearly every commercial industry.

"We continued to see stronger average naphtha prices in September, which provided price support for olefins," said Jim Foster, Platts' senior editor of petrochemical analytics. "Tight supplies also continued to plague some global markets."

The price increase in naphtha, a primary raw material input for olefins production through steam crackers, resulted in higher ethylene and propylene prices globally in September. Of the seven components included in the PGPI, ethylene posted the largest gain, climbing 10 percent to \$1,350/mt, up \$122 from the August average price of \$1,228/mt. The increase in the ethylene average, though, was supported mostly by higher prices at the beginning of September. By the end of September, the global index fell to \$1,339/mt on September 28, down from \$1,359/mt on August 31.



Tight supplies have led to increased prices for petrochemicals – key ingredients in the manufacturing of rubber products.

The increase in the average ethylene price resulted in an 8 percent gain in polyethylene prices, with linear low density polyethylene averaging \$1,532/mt in September, up from \$1,424/mt in August.

Propylene, which also can be produced from naphtha, gained 8 percent in September, climbing to \$1,214/mt, up from \$1,123/mt in August. Polypropylene, which is produced from propylene, gained 6 percent in September, climbing to \$1,513/mt, up from \$1,431/mt in August.

Aromatic petrochemical prices also were higher in September. Of the three aromatic components in

the PGPI, toluene posted the largest gains, climbing 7 percent to \$1,266/mt, up from \$1,178/mt in August. Paraxylene prices gained 6 percent in September, climbing to \$1,478/mt, up from \$1,390/mt in August. Benzene posted the smallest gains of all products in the PGPI, climbing 4 percent to \$1,290/mt – up from \$1,245/mt in August.

Petrochemical prices continued to outpace global equity markets in September. The Dow Jones Industrial Average was up three percent in September. Both the Nikkei 225 and London Stock Exchange Index were up less than one percent.

Liberty Tire Recycling removes hundreds of used tires from infield of Kansas Speedway after new course construction

PHOTO BY WALTER ARCE | DREAMSTIME

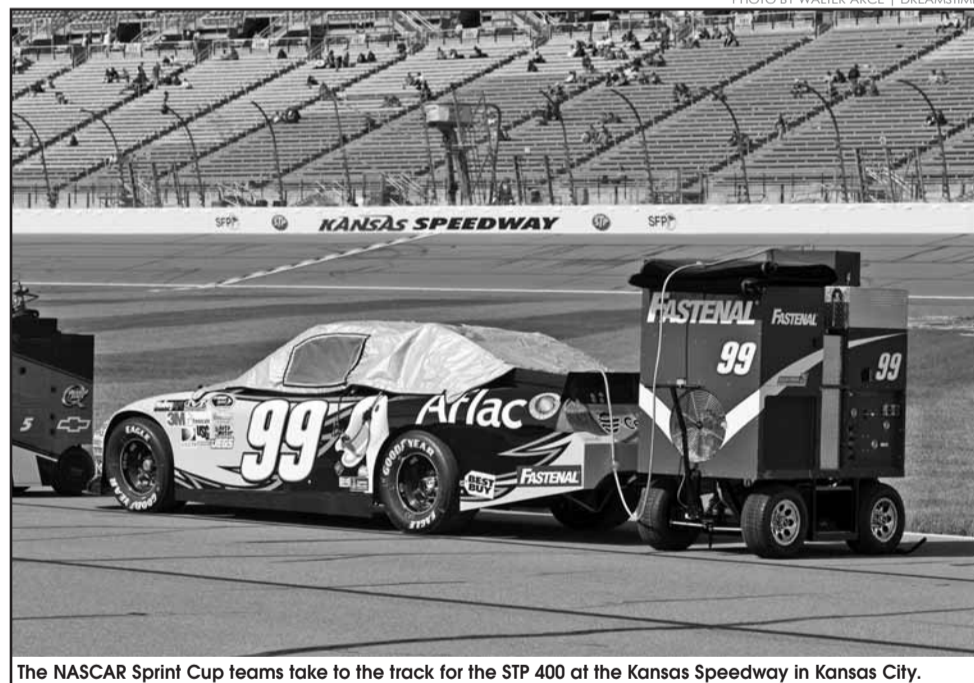
Liberty Tire Recycling recently removed hundreds of used tires from the infield of Kansas Speedway that were left over after the construction of a new road course at the NASCAR facility owned and operated by International Speedway Corporation. The tires had been stockpiled for use as soft walls on the road course. All of the tires Liberty Tire Recycling collected will be used as material for eco-friendly products, including

crumb rubber and industrial feedstock for molded products, tire-derived fuel for industrial kilns, mills and power plants and rubber mulch for landscaping and playgrounds.

"We collect and recycle used tires from various sources throughout the country – from racetracks to tire retailers to illegal dumps – in order to create a new life for materials that would otherwise damage the environment," said Jeffrey Kendall, CEO of Liberty Tire Recycling.

One use for recycled tire rubber that creates a natural connection between Liberty Tire Recycling and Kansas Speedway is rubberized asphalt. As a low-cost, high-performance alternative to conventional paving mixes, rubberized asphalt reduces dependency on oil and limits carbon dioxide emissions. In use for more than 40 years, rubberized asphalt has proven to reduce maintenance costs and provide a smoother, safer ride. Plus, recycled rubber provides a reliable and consistent supply of material.

"We like the idea of using rubberized asphalt in our parking lots and concourses, and we'll continue to look for ways to use it on our skid pads to develop a test area to see how it would



The NASCAR Sprint Cup teams take to the track for the STP 400 at the Kansas Speedway in Kansas City.

perform on the track itself," said Bill Braniff, senior director of construction for ISC Design & Development, International Speedway Corporation's in-house design and construction group.

The group used state-of-the-art computer modeling to develop track geometry that features 18° to 20° of variable banking in the turns. The previous banking at Kansas Speedway

was 15° uniform banking in the turns. Construction crews removed the existing oval track asphalt pavement and re-graded the underlying soil to create the variable banking. The new road course features a layout that winds through the infield, portions of which were graded and paved as part of the road course development.

During an Army war game a commanding officer's jeep got stuck in the mud. The C.O. saw some men lounging around nearby and asked them to help him get unstuck. "Sorry sir," said one of the loafers, "but we've been classified dead and the umpire said we couldn't contribute in any way." The C.O. turned to his driver and said, "Go drag a couple of those dead bodies over here and throw them under the wheels to give us some traction."

UPCOMING
Section B editorial
FOCUS TOPICS

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FEB	PAPER/PLASTICS	01/18
MAR	C&D	02/15

EQUIPMENT SPOTLIGHT

Rubber Shredders

by **MARY M. COX**

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A recent report by IBISWorld, the world's largest independent publisher of U.S. industry research, defines rubber and tire recycling in the United States as tire-derived fuel, tire-derived aggregate, crumb rubber and semi-



Columbus McKinnon Corp.

processed rubber. The same source reports that the recycling industry operates facilities for separating, sorting and recycling used tires, rubber and rubber scrap and that the durability of the material makes rubber one of the most reused waste materials available.

Products offered by Columbus McKinnon Corporation (CM) "have processed more tires than all other competitors combined. CM systems process more than half a billion tires each year and CM offers the only recycling equipment designed and built solely for the purpose of processing scrap tires," explained Kaytee Moran, a sales associate at CM.

Moran said that the company's tire shredders are best known for their high production and ability to produce the highest-quality, clean-cut tire chips for tire derived aggregate and tire derived fuel applications (TDA/TDF).

CM builds a complete line of Stage 1 Tire Shredders, which are specifically designed to process whole tires down to several chip sizes. Products include a primary shredder for whole, light OTR, farm, super singles, tractor trailer, SUV and passenger car

tires; a dual-speed shredder for whole tractor trailer, light truck, SUV and passenger car tires that is ideal for TDA/TDF applications; a dual-drive, single-speed shredder for whole SUV, or passenger car tires that can be used after the primary shredder; and a chip shredder for pre-shredded material or whole SUV and car tires.

CM builds Steel Reclaim screen systems, stage 2 steel removal systems and offers two sizes of Liberators. CM equipment systems are hard at work in hundreds of locations spanning 5 continents in more than 26 countries.

"The industry seems to be flexing back towards the alternative fuel mar-

kets and focusing a bit less on crumb rubber. TDF has once again become front and center as a solution to soaring fossil fuels costs involving coal, coke and diesel – currently being used in high heat furnaces, kilns and boilers in industries such as cement factories, steel mills, pulp and paper mills, electric companies and waste to energy facilities," Moran said.

She added, "The other trend that is evolving for the processor is to take advantage of the growing demand for steel tire wire, which can be separated from the tire chip, thus creating two resale markets: clean, high grade steel and 'wire free' TDF, which is also a popular fuel alternative."

"At Eldan Recycling, we own our production facilities – ensuring the

quality of the product and the flexibility of the production program. For over 50 years, we've provided more than 800 plants and 7,000 single machines to the recycling industry worldwide. Our After-Sales Division offers planned service on existing and new equipment by our experienced service engineers and supervisors. The Eldan stock supply offers a large volume of spare and wear parts," Ken Moulin, new equipment sales for Eldan, Inc., stated.

The company's tire recycling plants and machinery processes most tire types (including super singles, earth mover tires and OTR tires) and systems offer "multi-size" line and modular options. Eldan plants produce up to 99.99 percent pure rubber granulate, and plant capacities range from 1,500 to 10,000 kg/production hour.

The Super Chopper product processes whole passenger car tires and commercial tires inclusive of super singles. The Multi-purpose Rasper product is for "first granulation" use and can process whole passenger car tires or pre-chopped car and truck tires. The Fine Granulator product provides rubber granulate output for those that desire a smaller-sized material. Eldan expertise is included in equipment for recycling of



Eldan, Inc.

tires (and steel cleaning), cable, WEEE, SLF, MSW, aluminum/UBC, magnesium, refrigerators, plastic and industrial waste.

Moulin said, "Eldan is a big part of the expanding global recycling

market. During recent months, we have sold several installations worldwide, expanding our own activities into new geographical areas such as the Middle East. Our main focus has always been, 'Taking Care of Business.' We always take care of our customers and offer them the best equipment and support possible. As a result, our customers know that we'll be there for them – in financial good times but also in global recessions."

According to Dave Fleming, industrial sales specialist at SSI Shredding Systems, Inc., "Tire shredd-

See SPOTLIGHT, Page 5

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314-621-3348

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FINANCING AVAILABLE

HERA and Lehigh Technologies collaborate to bring micronized rubber powder to Europe

In a move that will accelerate the global adoption of sustainable materials across Europe, HERA Holding, a Spanish waste-to-resource company, and Lehigh Technologies Inc., a sustainable materials company, have entered into a partnership that will provide micronized rubber powder (MRP) for the tire, consumer and industrial plastics and coatings industries in Europe.

Through the partnership Lehigh will work with HERA's Navarra-based subsidiary Indugarbi NFU to expand the company's geographic reach into the important industrial markets of Europe. The combination of Lehigh's technical leadership in MRP with Hera's experience in bringing new materials into industrial supply chains will enable adoption of these sustainable products by a broad range of industries in Europe.

Lehigh Technologies' cryogenic turbo mill technology transforms end-of-life tire and post-industrial rubber into a lower cost, sustainable replacement for synthetic polymers and associated rubber compounds for use in tires and a wide variety of other high performance rubber products.

MRPs lower costs, increase the sustainability profile of end products and

deliver performance without sacrificing the reliability and performance offered by traditional raw materials. Lehigh's customer base includes 5 of the top 10 largest tire companies in the world – over 140 million tires have been manufactured using Lehigh's MRP. This partnership will bring MRP to Europe with Hera Holding adapting its recycling plant in Navarra, Spain to allow for the production of MRP.

Spotlight

Continued from Page 4

ding isn't as easy as it looks. Tires are built to last and as a result, they can be very tough to shred. SSI Shredding Systems has more than 30 years of experience manufacturing tire shredders and we've focused our tire shredder development efforts on optimizing shredder service, reliability, ease-of-maintenance and performance."

SSI offers a variety of solutions for processing car, truck, aircraft, agricultural and OTR/mining tires. "Our focus has been to develop reliable, robust and easy-to-work-on equipment that will reduce whole tires down to chunks ranging in size from long 'strips' to 1" or 2" (25 to 50mm) chips.

"SSI has systems that can process tires at rates ranging from 2 tons (200 car tires) to over 30 tons (3,000 car tires)

per hour. Tires do not need to be debanded in order to be shredded in our equipment," said Fleming. He also noted that two of the most common challenges when entering the tire shredding business include equipment requirements and budget.

"It takes more machinery and costs more per ton to make smaller products. A single shredder will produce down to 2" minus TDF (40 to 50mm) chips. To make 1" (25mm) material, generally at least two shredders are required. In order to produce crumb rubber or rubber granules, more than one machine will be needed to accomplish the task. It's a good idea to include a budget for consumable parts and material handling equipment in a business planning phase. Many people forget this and it can cost them in the end. Also, it



SSI Shredding Systems, Inc.

is good to plan for at least six to nine months of operating capital in initial budgeting, because it may take that long to turn a profit as a start-up business,

unless an established customer base is already in place," Fleming stated.

He concluded, "If planned correctly, shredding tires can be a profitable business as well as a benefit to the environment. Recycling tires can help to eliminate large, dangerously flammable tire piles, which can burn for weeks and take years to clean up. Scrap tires left unattended can accumulate water. Once that happens, it creates an ideal habitat for mosquitoes, which studies have concluded is the foundation for the rapid spread of West Nile Virus and other insect-transmitted illnesses. Tire recycling helps reduce these risks."

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A Closer Look

by Donna Currie

SMS Tire Processing

John Simpson • 606-355-7524

About 10 years ago, John Simpson and his father saw an opportunity in the stockpiles of used tires in his area of Kentucky. "They had a tire problem and they had no solution to it," John said.

The solution was SMS Tire Processing, the Simpson family company that



—The SMS Tire Processing Family

picks up, shreds, and sells the tire material, wires, inner tubes and rims from used tires. One thing the company doesn't do is sort out useable tires, and Simpson thinks that's one reason his company has survived while he's seen many competitors go out of business.

Simpson explained that the time and labor required to sort tires to reclaim the still-usable ones can be expensive. With the economy the way it is, people are hanging on to their tires much longer before they purchase new ones.

Rather than try to make money from selling usable tires, SMS decided to maximize profits by reducing the cost of handling and transporting the tires. Instead of picking up tires in labor-intensive box trucks that required manual loading and unloading, SMS now uses garbage trucks that require less labor. The other benefit is that the garbage trucks compact the tires, which means they can "run double the tires with half the amount of people."

While many of the tires SMS processes are automotive, there are a lot of farm, construction and mining vehicles in the area that use tires with inner tubes, and SMS collects those tubes as well. Since there are enough tubes to make collection worthwhile, they're usually shredded and often end up as o-rings for automotive use.

Much of the shredded rubber goes to paper mills where it is burned in kilns for energy, but some goes to what Simpson described as "microwave systems with humungous conveyor systems" where the rubber is converted to a biodiesel product.

Some of the rubber finds its way into lightweight concrete, and some is turned into white mulch that is sold locally. Simpson said that the mulch market is one potential area for company growth, and he is considering expanding to sell colored mulch products.

"We'd have to change our process to get exactly what they're looking for," since the mulch would require more grinding as well as coloring.

That colored mulch product is just part of Simpson's plans for the future. "I actually plan on doubling in size – expanding and going as big as we can," he said. "Most of us are all young – mid-20's to 40's – so it's a long time before we retire."

The "we" he's talking about are the family members that work for the company. Out of seven employees, "just about everybody except for two are family," Simpson said. Among other family members, Simpson's brother-in-law, Zac Banks, runs the shredding operation. His cousin Brad Brown, runs the machine shop that existed for seven years before the tire business was born.

Simpson's father, Johnny Simpson, is the company president and was the co-founder of the tire operation along with Simpson. "Me and my dad, we started this right after 9/11," Simpson said. "We started it basically with nothing – no help, no financial backing. We worked night shift jobs and ran this during the day. It's been hard." They purchased shredders, but built their own conveyors in their machine shop. What made it even harder for SMS was that the business is located in what Simpson described as a "far-out part of the county" where political clout doesn't exist. "We've jumped through a lot of hurdles."

The company was powered by generators for five years before they ran – and paid for – their own electrical lines. Before the electricity was hooked up, Simpson said, "the fuel man stayed here more than we did."

With the electricity connected, the company was able to install another shredder to increase capacity. Another improvement was the move from "manual cutting machines to automated and computerized shredding," which increased production from 50 tires per hour to 1,200 per hour.

Simpson said one of the best things about his job is that he's "got a lot of job security," and he added, "we've got a great crew to work with." On a similar note, he said that the business has introduced him to "a lot of good people," and he said that he's made "a lot of friends – a lot of long-term friends."

Goodyear's Air Maintenance Technology wins 2012 award

PHOTO COURTESY OF GOODYEAR



An internal pump continuously monitors and makes corrections to internal tire pressures to maintain optimum levels in Goodyear's AMT technology Tires.

Technology-focused publication *Popular Mechanics* named the Goodyear Tire & Rubber Company as a 2012 Breakthrough Award winner for their Air Maintenance Technology (AMT). The Breakthrough Awards, now in their eighth year, recognize the innovators and products that have dramatically advanced the fields of technology, medicine, space exploration, automotive design, environmental engineering and more. Goodyear and other winners were honored at an invitation-only conference and gala awards ceremony in New York City in October, and in the November issue of *Popular Mechanics*.

"We are honored to be named as one of *Popular Mechanics* Breakthrough Award winners for 2012," stated Goodyear's chief technical officer Jean-Claude Kihn. "Our Air Maintenance Technology will enhance driving performance, while having a positive impact on the environment through improved fuel efficiency, reduced emissions and extended tire life. This award highlights the innovative work of our engineers, as well as our efforts to bring a relevant product to market."

Goodyear's Air Maintenance Technology will help ensure the optimum tire pressure is maintained and as a result could mean substantial savings at the fuel pump. According to government and industry research, underinflated tires result in between a 2.5 percent and 3.3 percent decrease in fuel economy. While the technology is complex,

the idea behind the AMT system is relatively simple and powered by the tire itself as it rolls down the road.

According to Goodyear, an internal regulator continuously monitors pressure in each tire. When pressure drops below a pre-specified level, the regulator opens, allowing air to flow into a pumping tube. As the tire rolls, the deformation of the tire against the pavement flattens the pumping tube, forcing air into the tire cavity. When optimal pressure has been restored, the regulator closes to prevent over-inflation. This results in continuous maintenance of optimal tire pressure – increasing tread life and decreasing fuel costs.

"We are once again excited to recognize this year's list of incredible honorees for their role in shaping the future," said James B. Meigs, editor-in-chief of *Popular Mechanics*. "From a featherweight metal to the world's fastest and most electrically efficient supercomputer, this year's winners embody the creative spirit that the Breakthrough Awards were founded upon."

Past recipients of the Breakthrough Awards include James Cameron, genomics pioneer J. Craig Venter, efficiency expert Amory Lovins, inventor and FIRST Robotics founder Dean Kamen, and humanitarian engineer Amy Smith.

For additional information,
view this article on
www.AmericanRecycler.com.

A group of terrorists burst into the conference room at the Ramada Hotel where the American Bar Association was holding its annual convention. More than a hundred attorneys were taken as hostages.

The terrorist leader announced that unless their demands were met, they would release one attorney every hour.

USW acclaim success of trade relief for tire sector

The United Steelworkers (USW) released the following statement in conjunction with the upcoming expiration of relief under Section 421 of U.S. trade laws from surging imports of Chinese passenger and light truck tires. In April 2009, the USW filed a petition under Section 421 of U.S. trade law calling for a response to a flood of passenger and light truck tire imports from China.

After a positive decision by the U.S. International Trade Commission, the President affirmed their decision and announced that relief would be granted. Under the statute, the Steelworkers had the right to request an extension of the relief up to six months in advance of its expiration. In March, in advance of the six month renewal request deadline, the USW indicated to the Administration that such a request would not be made.

"In his January State of the Union message, President Obama highlighted the success of the 421 relief he authorized for America's passenger and light truck tire producers and its workers," said USW International president Leo W. Gerard. "Since his decision, by every measure, success has been achieved: jobs have been retained and created, production has rebounded, investments in plant and equipment have been made and many companies have returned to profitability. That's why the law was enacted, and it worked."

"In March, the USW notified the Administration that we would not be making an extension request. Under an unacceptable, but existing, provision of international trade law, compensation for a fourth year of relief might have had to be paid to China. We refused to pursue an option that could potentially reward China for their actions."

"We worked closely with the Administration to ensure that the law was effectively enforced including efforts to address circumvention as the 421 relief was nearing its end. Relief under Section 421 worked and our domestic tire sector is stronger because of president Obama's leadership."

The USW represents about 850,000 workers in the United States, Canada and the Caribbean in a wide variety of industries, ranging from glassmaking to mining, paper, steel, tire and rubber to the public sector, service and health care industries.

If you choke a Smurf, what color does it turn?

Bridgestone displays concept tire of 100 percent sustainable materials

Bridgestone commits to use 100 percent sustainable materials in its tire manufacturing by year 2050.

Bridgestone Corporation exhibited a concept tire composed of 100 percent sustainable materials at the 2012 Paris Motor Show. The tire on exhibit represented an example of Bridgestone's use of advanced materials technologies to achieve the commitment of using 100 percent sustainable materials in its tire manufacturing for 2050 and beyond.

The development of the concept tire is the result of collaborative efforts with a number of resources, including academia. In order to achieve the level of 100 percent sustainable materials, Bridgestone is diversifying the regions where it produces natural rubber and also expanding the range of reinforced plant fibers it uses. Additionally, fossil resource based components such as synthetic rubber, carbon black and

rubber compounding agents in the tire were synthesized from biomass.

As a next step in the process, the Bridgestone Group will establish a framework of research and development and initiate the necessary core technologies to begin mass production. Further, Bridgestone is targeting the year 2020 for commercial sales of certain sustainable materials used in the manufacturing process.

The transportation sector (automobiles, tires, etc.) has a significant impact on the environment, particularly in terms of resource consumption and CO2 emissions. As the world's largest tire and rubber manufacturer, the Bridgestone Group is working to contribute to the realization of a sustainable society while providing a constant and reliable supply of advanced and

high-quality products to meet the needs of customers around the world.

To fulfill its mission, the Global Bridgestone Group has established long-term environmental vision. The Group has established the usage of 100 percent sustainable materials as an initiative to make full use of its technological and product development capabilities. Accomplishing this will require progress specifically in the areas of expanding or diversifying renewable resources. With respect to this progress, the Bridgestone Group previously announced a number of initiatives. By implementing plans to achieve the use of 100 percent sustainable materials, the Bridgestone Group will be able to offer its customers high quality products on a perpetual basis since the products will be sustainable from a business and environmental standpoint.

Rubber recycling

■Continued from Page 1

is limited by supply. If recyclers can't get more tires, they can't easily justify developing new markets or even necessarily satisfy demand from existing markets.

Blumenthal said the U.S. supply of recycled rubber could get a boost from a European company that is contemplating building a large recycling center here. On the other hand, the quantity of tires that are exported may rise as well. A temporary supply shortage in some regional markets occurred from roughly early 2011 to mid-2012, as exports of U.S. scrap tires to China through Vietnam boomed and then, when China eventually restricted scrap tire imports, busted. But Blumenthal said now Korea has begun taking U.S. tires and selling them to China, raising the possibility of another limiting factor on supplies for U.S. recyclers.

Blumenthal believes that two keys to sustainable growth will be for recyclers to develop new markets for existing uses, as well as new uses for recycled tires. Developing new uses is already happening. Some companies are exploring ways to use ground tire rubber in lieu of virgin rubber or plastic in products such as garbage cans, soundproofing, carpet backing and seedling containers for plant nurseries.

Developing new markets can take time as recyclers work with product manufacturers to get their recycled materials approved and accepted for widespread use. "There are an awful lot of things that can use recycled content," Blumenthal said. "Once these get ratcheted up, they can be significant users of rubber."

Another long-term trend is consolidation. Schmidt said a combination of rising costs, increasing regulation, environmental concerns and a search for

more efficient use of capital are all driving consolidation as smaller regional and local firms are acquired by larger competitors.

Blumenthal sees a similarly complex mix of forces working to help support a healthy forecast for rubber recy-

cling. "The future of the product side is going to be a function of looking at different ways of seeing the same products, as well as an improving economy and finding new avenues to sell into," Blumenthal said. "It's a combination of those three."

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DEDUCTIONS:

- (A) Equipment Cost
- (B) Section 179 Deductions (up to \$139,000.)
- (C) Equipment Cost after Tax Deduction
- (D) Bonus Depreciation (New Equipment Only) x 50%
- (E) First Year Depreciation x 20%
- (F) Total Deductions and Depreciation

NEW:	USED:
\$400,000.	\$400,000.
-\$139,000.	-\$139,000.
\$261,000.	\$261,000.
\$130,500.	N/A
\$26,100.	\$52,200.
\$295,600.	\$199,200.

TAX SAVINGS (35% Tax Bracket)

- (G) Total Deductions and Depreciation x 35%

-\$103,460.	-\$66,920.
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ACTUAL ADJUSTED EQUIPMENT COST:

- (H) Equipment Cost (-) Tax Savings

\$296,540.	\$333,080.
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