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FOCUS: Metals

“Made In USA” claims tricky for products using recycled materials



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Big issues handling Ebola medical waste

by MIKE BRESLIN

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Even though Ebola has only caused one death and several infections in the U.S., it has raised panic among the general public as well scrambling and stumbling by government agencies to respond to the crisis. One of the most controversial aspects is how to best handle the regulated medical waste (RMW) associated with Ebola because of its highly infectious nature, the unprecedented volume of waste generated by this disease and the prospect of it spreading to pandemic proportions if not strictly contained.

After contacting several hazardous waste handling businesses, some declined to comment on this sensitive issue.

Stericycle, one of the largest hazardous waste handling companies in the U.S., and the one that handled the Ebola medical waste from the Texas Health Presbyterian Hospital where 42 year old Thomas Eric Duncan died from Ebola on October 8, provided the following statement:

“It is Stericycle’s policy not to comment on the delivery of services for specific customers. However, we continue to work closely with our customers as well as federal, state and local agencies to address each potential and new Ebola case. While Stericycle has received national approval to transport Ebola-contaminated wastes, each incident is being handled on a case-by-case basis with extreme emphasis placed on protecting the general public, healthcare workers and our team members,” said Selin Hoboy, Stericycle’s vice president of legislative and regulatory affairs.

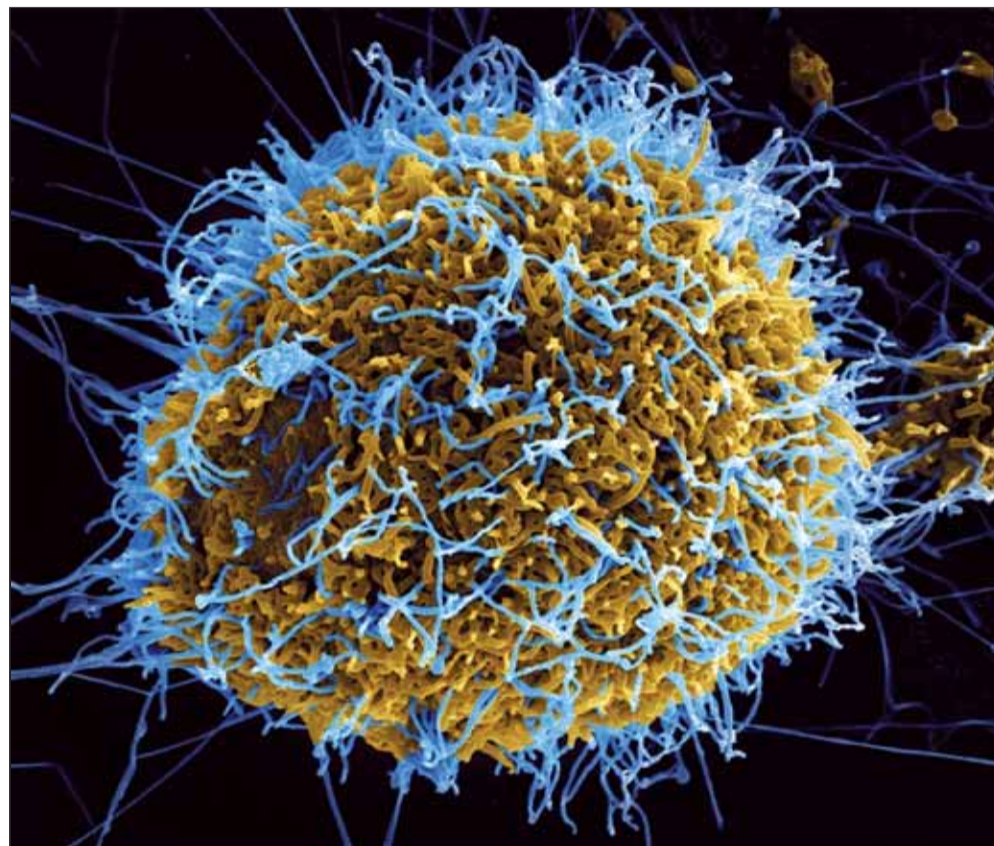
The largest Ebola outbreak to date is the ongoing epidemic in West Africa, which is centered in Guinea, Sierra Leone and Liberia. As of November 2, 2014, this outbreak has 13,042 reported cases resulting in 4,818 deaths.

All medical waste must be properly handled and be responsibly disposed of, but medical waste associated with the Ebola Virus Disease (EVD), a Category A infectious disease, is especially challenging for healthcare workers and medical waste disposal companies.

The patient’s profuse sweating and excretions of other bodily fluids cause widespread contamination to virtually everything in the treatment room and the head-to-toe personal protection equipment (PPE) worn by caregivers.

Current efforts to treat an infected person include giving either oral re-hydration therapy or intravenous fluids. The disease has a high risk of death, killing between 25 percent and 90 percent of those infected with the virus, averaging out at 50 percent. This is often due to low blood pressure from fluid loss, and typically follows 6 to 16 days after symptoms appear.

The virus spreads by direct contact with blood or other body fluids of an infected human or animal. Infection may



Digitally colored scanning electron micrograph depicts numerous filamentous Ebola virus particles (blue).

PHOTO COURTESY OF CDC

also occur by direct contact with a recently contaminated item or surface. Spread of the disease through the air has not been documented in the natural environment.

The volume of medical waste associated with the disease is staggering. According to the Los Angeles Times, a single Ebola patient in a U.S. hospital will generate eight 55-gallon barrels or 440 gallons of medical waste each day. This includes virtually all material that comes in contact with the patient, like PPE worn by caregivers, bedding, instruments and food related materials. Even furniture, curtains and mattresses must be treated as contaminated.

The Centers for Disease Control (CDC) recommend autoclaving or incineration of Ebola waste to destroy the microbes; however incinerating infected waste is banned in several states and must be transported to other states for incineration.

Transporting Ebola waste by road, rail or plane is also problematic. Under federal Department of Transportation (DOT) guidelines, Ebola waste is designated as a Class A infectious substance capable of causing death or disability, and requires a special permit for transport.

“The Ebola virus itself is not particularly hardy,” CDC director Dr. Thomas Frieden said recently before a Congressional hearing. “It’s killed by bleach, by autoclaving, or by a variety of chemicals.”

The Healthcare Coalition for Emergency Preparedness (HCEP), an organization with the primary mission to raise awareness on healthcare facility operational sustainability during a crisis or emergency, is concerned about preparedness issues related to Ebola.

In a mid-October letter to a U.S. House of Representatives’ oversight hearing examining America’s public health response to the Ebola outbreak, Darrell A. Henry, executive director of HCEP outlined his organization’s recommendations for handling Ebola medical waste. Following are excerpts from that letter:

“We believe that there are simple solutions that can be implemented quickly, including designated treatment centers; utilize mobile triage centers; recommend more conservative protections for healthcare workers; establish protocols for patient movement; disinfect solid and liquid waste on-site as close to the source as possible; and consider deploying mobile waste sterilizers to medical centers.

“Additionally, with healthcare workers on the front lines in the battle to contain Ebola, the need for proper personal protective equipment and infection control protocols is paramount. We know that there is not much information and research on disease transmission in the healthcare setting, including the potential for infectious particles to be suspended in the air around a symptomatic patient. Thus, it only seems appropriate to adopt more conservative measures to protect healthcare providers.

“We are pleased to note that CDC has now clarified that Ebola waste is a Category A infectious material, which the Department of Transportation (DOT) determines is capable of posing an unreasonable risk to health, safety, and property when transported in commerce,

See EBOLA WASTE, Page 4

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Recycling leaders recognized

The New Jersey Department of Environmental Protection (DEP) honored the state's recycling leaders as part the 34th Annual Recycling Symposium and Awards ceremony.

Among the honorees are a Middlesex County town that has executed an automated trash collection and single-stream recycling program, a non-profit's program to train developmentally disabled students in the proper disposal of unwanted electronics and a Rutgers' polymer engineer whose inventions have promoted plastics recycling.

Also recognized were a group of grade-school students from across the state for their poems about recycling.

In 1987, New Jersey became the first state to require recycling with the passage of the New Jersey Statewide Mandatory Source Separation and Recycling Act. The Christie Administration continues to develop policies to boost current recycling rates and adapt recycling strategies to match today's lifestyles. As part of that effort, DEP requires counties to achieve recycling tonnage targets and, with the assistance of local and county partners, promotes public participation in recycling programs.

Recycling award winners:

GOVERNMENT: Township of Woodbridge. Starting in 2009, Woodbridge Township began to implement an automated trash collection and single stream recycling program for its residents. Since its implementation, Woodbridge has been able to reduce many of its expenses, particularly its landfill disposal costs and motor vehicle fleet expenses.

The township has also implemented the "Mow and Go" grass-cycling program, and uses the Route Smart program to design garbage and recycling routes that reduce travel time, save on gas and reduce redundancies.

INSTITUTION: Green Vision Inc. GreenVision, Inc. trains developmentally disabled students to properly de-manufacture unwanted electronics, and ultimately employs them in that field. Client workers develop problem-solving skills as they disassemble e-waste and sort components for recycling.

BUSINESS: Johnson and Johnson (New Jersey sites). Johnson and Johnson has partnered with SBM, its housekeeping company, as well as local waste vendors and internal green teams, to create an innovative waste management program entitled "Care to Recycle."

SBM ultimately brought six Johnson and Johnson sites into the program by the end of 2013. Many types of waste have been diverted from the trash. The average diversion rate of these 6 sites was approximately 41 percent by the end of the first year of the program.

LEADERSHIP: Jim Morris. Morris, a Basking Ridge resident, has been synonymous with recycling education and training in New Jersey for almost three decades. His real-world approach to quantifying and understanding the economic challenges of recycling helped train countless individuals, programs and organizations throughout the state and beyond.

Morris became the driving force behind the creation of a Recycling Coordi-

nator Certification Program for recycling professionals. With over 800 people trained and nearly 650 certified recycling professionals still active, the certification program is a testament to his commitment to continuously refine and improve recycling education.

COMMISSIONER'S AWARD: George Chen. Chen has served as the president of the New Jersey Paper Recycling Organization since 2002. This organization was established to encourage and promote recycling in New Jersey. In this capacity, Chen has facilitated numerous educational seminars over the years for those in or associated with the paper recycling industry.

Chen has also shared his expertise about domestic and international paper recycling markets with business leaders and government officials at meetings of the New Jersey WasteWise Business Network. He served as president of the Paper Stock Industries from 2008-2010 and has been the Paper Division director of the Institute of Scrap Recycling Industries since 2011. His efforts have helped to raise awareness about the environmental and economic importance of paper recycling in New Jersey and have contributed to the growth of New Jersey's recycling industry overall.

COMMISSIONER'S AWARD: Dr. Thomas Nosker. Nosker, an assistant research professor at Rutgers University's School of Engineering, has invented and developed recycled plastic composites and processes that promote plastics recycling. His work provides an end use application for recycled plastics.

In the late 1980s, Nosker was part of the Center for Plastics Recycling Research (CPRR) at Rutgers, which developed and patented the first recycling process for polyethylene terephthalate (PET) soda bottles, for which 26 licenses were issued. This same process was applicable to high density polyethylene (HDPE) milk bottles and led to recycled plastic lumber (RPL).

Nosker's research improved the stiffness and creep resistance of this original RPL to produce reinforced thermoplastic composite lumber (RTCL) suitable for load bearing applications. These patented materials are licensed and manufactured by companies in New Jersey and the United Kingdom to produce items such as railroad ties, marine pilings, I-beams, vehicular bridges, and railroad bridges.

2014 POETRY CONTEST WINNERS

Grade 4: William Dempsey, St. Catharine School, Spring Lake; Raleigh Leighton, Oak Knoll Elementary School, Williamstown; Sophia Abbassi, Samsel Upper Elementary School, Parlin; Hawkins Sutter, St. Paul School, Princeton.

Grade 5: Dylan Cawley, St. Joseph School, Mendham; Matthew Vizzinni, St. Joseph School, Mendham; Nicholas Parmi, Wood-Ridge Intermediate School, Wood-Ridge; Environmental Club, High Bridge Elementary School, High Bridge.

Grade 6: Meghan Haggert, South Harrison Elementary School, Harrisonville; Nancy Hannon, St. Peter School, Point Pleasant Beach; Max O'Shaughnessy, St. Catharine School, Spring Lake; Naomi Ruiz Otero, Bradley Beach Elementary School, Bradley Beach.

Athens Services opens MRF for business in California



City of Industry, California-based Athens Services opened a new 80,000 sq.ft. materials recovery facility (MRF) in Sun Valley that is designed to process more than 330,000 tons of mixed waste per year.

Construction of the facility began in October 2013 and the facility began accepting materials in October.

The Sun Valley MRF represents a \$50 million investment by Athens and features state-of-the-art equipment, including advanced optical sorting and diversion technologies, which allows the company to divert as much material as possible from area landfills. The facility, which will accept 1,500 tons of waste per day, was designed to meet Silver LEED® specifications (awaiting certification). The fully enclosed building will be powered with 200kw of rooftop solar. LEED features include lighting and cooling efficiency measures, bicycle racks and lockers, electric vehicle charging stations and low-VOC building materials.

The 70 tons-per-hour mixed waste materials recovery facility was designed, engineered, manufactured and installed by Eugene, Oregon-based Bulk Handling Systems (BHS). The system features equipment to separate commodities from the waste stream, including BHS disc-screen, Nihot air and NRT optical sorting technology.

Athens currently maintains the largest recycling infrastructure of any company operating in the Southern California market. With the addition of this new facility, Athens will have a recycling processing capacity of two million tons per year of municipal solid waste (MSW).

Currently Los Angeles diverts 76.4 percent of its waste, according to the Bureau of Sanitation's "Zero Waste" 2013 Progress Report. When the city first started tracking waste diversion in 1990, the rate was 20.6 percent. In 2013, the city passed an initiative to achieve zero waste by 2025.



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SCAHACC and Releim join forces to help HVAC contractors dispose of retired units

Releim LLC, a recycling services provider, and the South Carolina Association of Heating and Air Conditioning Contractors (SCAHACC) are working together to offer contractors across the state a convenient and environmentally-friendly solution to dispose of HVAC systems. By joining forces, Releim and SCAHACC eliminate the need for contractors to deconstruct their HVAC units

while giving them a fair price for the systems.

Under the agreement, SCAHACC members can direct a portion of the proceeds from units sold to Releim to the association for their annual dues. Releim pays South Carolina contractors for used HVAC systems and removes units at no expense. Upon request, Releim will also provide a "certificate of destruction."

Releim embraces the highest recycling standards, using technology to safely remove hazardous materials found in HVAC units, such as refrigerants and other harmful chemicals. Through its process, Releim recovers approximately 95 percent of an HVAC unit's components by weight and sells the commodities for reuse in other products.

Ebola waste

■Continued from Page 1

and should not be treated like normal regulated medical waste.

"In addition to performing on-site sterilization of Ebola waste before it is removed from the facility, liquid Ebola waste should be disinfected before it is put into a municipal sewer system. CDC notes that the virus can be effectively killed with autoclave sterilization and bleach solutions, stating: "Ebola-associated waste that has been appropriately inactivated or incinerated is no longer infectious."

"It is important to know that, as recent as 20 to 25 years ago, most hospitals had on-site technology (incineration) to quickly and effectively destroy any contagious waste, but that was discontinued as a result of EPA regulations to reduce toxic emissions," Henry continued. "Today, just 20 percent of hospitals have on-site technology (autoclaves). Most institutions outsource the treatment of medical waste, trucking it through communities to a central processing center. Nearly all of the top ranked medical institutions utilize on-site sterilization technology, which is readily available and affordable.

"At Emory Medical Center, one of the Ebola patients was producing up to 40 bags of contagious waste per day. If there was an outbreak, it would be unlikely that any truck transporter would have the capability, (i.e. Haz-Mat trucks, drivers, and DOT approved containers, etc.) to safely manage this deadly material. This situation would further be complicated by insurance and regulatory challenges as hospitals are legally liable for the disinfection of any waste they produce," Henry said.

Sol Fried, president of Cyntox Biohazards Solutions, a company based in New York City that provides nationwide disposal services of medical and biohazardous waste said the company, like most med-waste disposal companies, is not fully prepared to handle Ebola material.

"Our company is not yet certified to pick up Ebola waste products, meaning anything that has come in contact with an Ebola patient," Fried said. "The State of New Jersey has reached out to us for special training to be certified to pick up anything that has come in contact with Ebola. That is something we are in the

process of doing, which will be done over the next week or so. Our employee training should not take more than a day and will take place online.

"At the current level we are not interested in handling Ebola medical waste. I don't know if it's worth the money at this time. If it becomes an epidemic then it may interest us, but I don't see it becoming that. It seems more hysteria than a real need at this time. For small amounts it's not economically viable for us.

"Most of our customers are contracted over three and five year agreements where we are picking on a weekly or monthly basis and our profit margins are very small. You only get profits in year two or three. So for one pickup of Ebola waste we could be charging lots of money, so it really does not make sense.

"It looks like the state is going to make sure everyone's medical waste provider is permitted to pick up Ebola waste. That's something we may have to do because the state is requiring state facilities to contract out to an Ebola certified waste handling company.

"The liabilities for handling Ebola waste are huge as well. We'd have to contact our insurance company prior to going into such an industry and it's probably very expensive coverage," Fried speculated.

Training healthcare workers to properly handle Ebola related waste is another major challenge. Many hospitals and med-waste companies rely on Compliance Publishing.Com for the latest information and guidance on Ebola. Alan Rosenauer, publisher of Compliance Publishing Corporation indicated that Compliance has been helping companies in a variety of industries by developing and maintaining on-line searchable databases of compliance information that make compliance management easier.

"We don't train companies; rather we provide information and guidance documents which come from organizations like the CDC, DOT and WHO," Rosenauer explained. "At the Ebola Information Center on our website we provide the latest information to help medical waste companies, hospitals and clinics understand, handle, package and transport Ebola waste properly and safely. We also e-mail the information as well as post it on our website. In fact, we just published information and guidance for transporting bulk contaminated

Ebola med-waste which was sent to everyone in the industry.

"Normally we send the information to just our customers, but right now we're sending it to every medical waste transporter to make sure everyone is fully aware.

"Training can let someone know what the standards are. What the rules on conduct are, especially with Ebola. It's not that they are not prepared, most of them are, but they don't know exactly what they have to do to be compliant. Up until recently there was very little guidance on who needed to do what. What are the standards for packaging? What are the standards for transportation? Do you have to get a special permit to transport? Companies may still need a special permit, it's just that DOT has recently provided guidelines on transporting bulk Category A waste," Rosenauer concluded.

Much of the so called "Ebola Panic" has been created by the news media and let's hope that cooler heads prevail and this deadly disease is contained and an effective treatment is found. Now is the time for everyone in the healthcare and waste disposal industries and governments at all levels to work together and concentrate on strict procedures and protocols to prevent the spread of Ebola, including protecting our borders from carriers of this infectious disease.

Events Calendar

January 20th-23rd

Compost 2015 Organics on the Rise: 23rd Annual Conference & Tradeshow. Renaissance Hotel, Austin, Texas. 301-897-2715 • www.compostingcouncil.org

February 25th-26th

Association of Postconsumer Plastic Recyclers Membership Meeting. Hyatt Regency, Dallas, Texas. 202-316-3046 • www.plasticsrecycling.org

March 8th-12th

28th Annual Southeast Recycling Conference & Tradeshow. Hilton Sandestin Beach Golf Resort & Spa, Destin, Florida. 800-441-7949 • www.southeastrecycling.com

March 23rd-27th

NPE 2015 International Plastics Exposition. Orange County Convention Center, Orlando, Florida. 202-974-5235 • www.npe.org

March 18th

Platts Scrap Seminar and Steel Markets North American Conference. The Ritz Carlton, Chicago, Illinois. 781-430-2100 • www.platts.com



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Single-stream recycling facility opens in Pennsylvania

Lycoming County Resource Management Services (LCRMS) celebrated the grand opening of its \$5.3 million single-stream recycling facility and the launch of a new regional recycling program, "One For All."

According to Jason Yorks, county recycling coordinator, the new single-stream process will allow residents and businesses to combine all their recyclable materials into a single bin, eliminating the need for separation or multiple bins, and also allow a wider range of recyclable materials to be picked up together. Additional materials may be accepted that were not before, including Nos. 1 through 7 plastics, and aseptic gable-top containers such as juice and soup cartons.

The 60,000 sq.ft. facility, located adjacent to the Lycoming County Landfill in Montgomery, utilizes the latest technology to collect, separate and bale up to 20 tons of comingled recyclables per hour. Participating counties include Lycoming, Columbia, Montour, Northumberland, Union and Snyder. Officials believe that once the facility is running at full capacity, it will be able to service an even larger area.

Participating waste haulers will provide individual collection bins for homeowners, while Lycoming County's 27 recycling drop off sites will also continue to operate. Those haulers will now pick up unsorted recyclable materials from residents' homes, and be paid by the county for recyclable materials.



Local and state dignitaries were presenters at the recent dedication of the "All For One" single-stream recycling program. From L to R: Robert Bylone, recycling markets center executive director; Steve Tucker, director, Lycoming County Resource Management Services; Jason Yorks, LCRMS resource recovery manager; acting DEP secretary Dana Aunkst; and Lycoming county commissioner Jeff Wheeland.

PHOTO COURTESY OF LYCO GROUP

Gershow Recycling supports remediation of historic site

Over the past year, Gershow Recycling has been providing scrap metal containers to the Tesla Science Center (TSC) at Warendenlyffe as part of its efforts to assist the non-profit organization remediate the historic site that was owned by the famous scientist and inventor, Nikola Tesla. During that period, more than 23.5 tons of scrap metal has been removed. The funds paid by Gershow are helping the organization to continue its mission of converting the property and the buildings into a regional science center.

The 16 acre property consists of a group of buildings, including a former residence, laboratory, wastewater treatment plant and administration building. Plans for the site include an innovation center for startup companies to help launch their businesses, classrooms to host community



Pictured in front of one of the containers provided by Gershow Recycling are (left to right) Karl Sidenius, volunteer and Gene Genova, vice president, Tesla Science Center at Warendenlyffe and David Seiler, account executive, Gershow Recycling.

workshops in the scientific and medical fields and a visitor's center.

Tesla purchased the property at the turn of the 20th century. In 1901, he built a laboratory he called Warendenlyffe. The lab was designed by his friend, architect Stan-

ford White, who also designed for Tesla a huge tower to be used to transmit signals worldwide. Although the laboratory building still stands, the tower was taken down to pay off debts, as Tesla was dunned by creditors for nonpayment of services rendered and back taxes. The Boldt family, who was one of the owners of the Waldorf

Astoria Hotel, ordered the demolition of the tower.

In August 2012, The Tesla Science Center at Warendenlyffe joined Internet cartoonist Matt Inman of TheOatmeal.com to launch a web based fund raising campaign to help raise money to purchase the property. The campaign yielded \$1.37 million and, in May 2013, TSC was able to buy the property. One month later, the organization reached out to Gershow as part of the clean up effort.

"Gershow Recycling is proud to be part of the cleanup effort of one of Long Island's historical sites," said Kevin Gershowitz, president, Gershow Recycling. "We are looking forward to seeing this property become a thriving center for scientific education and innovation, which will help carry on the legacy of Nikola Tesla."

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Industry sees employment gains

The waste and recycling industry employment has increased by 8,100 since the beginning of 2014, bringing industry employment to a new high of 382,00 in September 2014, according to the Bureau of Labor Statistics.

The industry added 900 jobs in September making it the 8th consecutive

month of employment gains. Since the 5 year industry low in employment in January 2010, nearly 34,000 jobs have been created in the waste and recycling industry. August statistics were also adjusted downward to 381,800 making a revised increase of 100 jobs for that month.

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Procter & Gamble commits to use more recyclable packaging

Consumer goods giant Procter & Gamble has made a qualified commitment that 90 percent of its packaging will be recyclable by 2020. The commitment came the day before an October 14 vote on a shareholder proposal filed by As You Sow asking the company to phase out of unrecyclable packaging. The proposal won significant support – 25 percent of shares voted, representing more than \$35 billion of investments, according to a P&G filing with the Securities & Exchange Commission.

“It’s encouraging that P&G appeared to make a significant commitment to recyclable packaging at the same time shareholders were delivering a strong message to senior management to move in that direction,” said Conrad MacKerron, senior vice president of As You Sow.

In October the company issued several new sustainability goals, one of which commits to “ensuring that 90 percent of product packaging is recyclable – or that programs are in place to recycle it” by 2020. “The company appears to qualify its commitment by implying that it may instead work on improving local recycling programs,” said MacKerron. “The company should make an unqualified commitment to both actions rather than saying it will do one or the other. Often, these qualified commitments mean a company will pursue whichever option is least expensive.”

Earlier this year, Colgate-Palmolive made a stronger and less qualified commitment to recyclable packaging after engagement spurred by an As You Sow shareholder resolution. As consumers and shareholders increasingly advocate for packaging that is both recyclable and produced from recycled materials, companies are becoming aware that unrecyclable brand packaging presents a reputational risk.

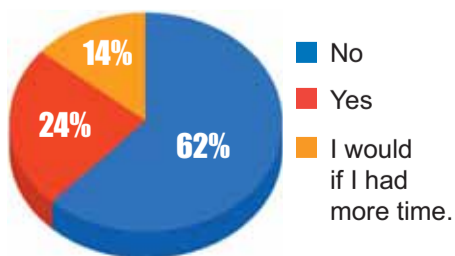
Crest toothpaste in laminate tubes and Tide detergent pods in laminate pouches are examples of popular P&G brand products that cannot be conventionally recycled. Unrecyclable packaging doesn’t just end up in landfills – according to a recent assessment of marine debris by the Global Environment Facility, it often gets swept into waterways, which contributes to the growing problem of plastic pollution of the world’s oceans and damages marine ecosystems. There is also emerging evidence that plastic particles in the marine environment can absorb and spread toxics through the marine food web, and possibly to humans.

YOU CAN TAKE IT WITH YOU

The advertisement features three photographs of Sierra demolition equipment. The top photo shows a green T550 SL machine. The middle photo shows a green T656 SLK machine with a pile of debris in front of it. The bottom photo shows a green T750 SL machine. The background is a technical drawing of a demolition plan with various lines and text, including 'EXISTING VENT OPENING TO BE BLOCKED IN' and 'DEMOLITION PLAN' written vertically.

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PAPER

Carton recycling efforts in California struggle

Despite substantial growth in residential collection opportunities in California, there is no evidence that actual recycling of beverage cartons in California has moved beyond the “negligible” level reported by the U.S. Environmental Protection Agency in 2012. The findings are contained in a report released by the environmental group Californians Against Waste.

California recycles more than 90 percent of its aluminum containers, more than 80 percent of glass and close to 70 percent of plastics. But, according to the report, “Boxed In: a Better Plan for Carton Recycling in California,” less than 3 percent of the 2 billion cartons in circulation each year in the Golden State get recycled.

The report was based on a statewide survey and interviews of local recycling coordinators, program operators and recycled material processors and brokers.

Despite a reported multi-year \$2 million initiative by carton manufacturers (Carton Council) to increase acceptance of cartons in curbside recycling programs, most operators of material recovery facilities (MRFs) in California remain skeptical that collected cartons are actually being recycled into new material.

According to Mark Murray, executive director of Californians Against Waste, “It does not appear that cartons have demonstrated the legal threshold necessary to be marketed and labeled as a ‘recyclable’ container in California.”

Among the findings of the report:

•47 percent of MRF operators surveyed reported landfilling collected car-

tons due to insufficient/uncertain collection volumes and markets.

•47 percent of MRF operators reported diverting cartons into mixed waste paper bales for export, with no knowledge as to whether the cartons ended up being recycled.

•Only 13 percent of surveyed MRF operators reported segregating cartons using industry specification, PSI grade 52.

Most of the facilities handling the waste have no capacity for recycling the cartons, which are made of poly-coated paperboard and require special processing. In fact, California has no in-state facilities with a hydropulper or other machine capable of converting cartons into new fiber.

“While the potential for Carton recycling remains a strong possibility in California, it has not yet become a reality,” said Murray. “Carton manufacturers have recognized the need for a financial investment to make recycling a reality in California, but the level of that investment to date has been far too small and narrowly focused for carton recycling to become successful.”

More than 2 billion beverage cartons are generated in California annually, the vast majority of which are landfilled. By comparison, aluminum and glass beverage containers are recycled at an 85 to 95 percent recycling rate, while even plastic beverage containers are recycled at a better than 65 percent rate.

“California has demonstrated that with the right incentives and infrastructure, most any container type can achieve a successful recycling level,” said Murray.

“Despite years of voluntary effort and feel good messaging, the recycling rate for beverage cartons remains far from successful. It’s time that these containers are brought into the state’s successful beverage container recycling program.”

California’s Beverage Container Recycling program (Bottle Bill) provides consumers and recyclers with a \$.05 cent or \$.10 cent recycling incentive. Built into the program are manufacturer incentives to design for recycling as well as support for development of end-use markets. Today, better than 80 percent of beverage containers covered by the program are returned for recycling. Most of these beverage container materials are processed and manufactured into new materials in the state.

To date, there are no California end-use markets for cartons, creating an economic and environmental opportunity loss. By comparison, there are 6 plastic processors in California, processing more than 70,000 tons per year, and providing more than 500 jobs. In fact, in-state processing of PET bottles went from virtually nothing 10 years ago to better than 50 percent today, thanks to a combination of state incentives and private investment of more than \$70 million.

CAW is calling for new incentives and infrastructure for carton recycling along the lines of the Bottle Bill, which proved highly effective. CAW’s report projects that with the right legislative framework, the rate of carton recycling could increase dramatically – to 25 to 33 percent within 3 years.

AF&PA August paper reports

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

Containerboard

Containerboard production was flat compared to July 2014 and 1.2 percent lower than August of last year. The containerboard operating rate for August rose to 96.2 percent from July’s 96.1 percent.

Kraft Paper

Total Kraft paper shipments were 120.1 thousand tons, 1.9 percent lower than last month. Overall, shipments for the first 8 months of 2014 were 3.5 percent lower than the same period last year. Total month-end inventories increased 6.3 percent compared to July.

Printing-Writing Paper Report

According to the report, total printing-writing paper shipments decreased 7 percent in August compared to August 2013, with total paper inventories remaining unchanged compared to July.

Paperboard Report

Total boxboard production increased 1.1 percent when compared to August 2013 and increased 0.8 percent from July. Unbleached Kraft Boxboard production increased over the same month last year but decreased compared to July. Total Solid Bleached Boxboard & Liner production increased when compared to August 2013 but decreased compared to last month. The production of Recycled Boxboard increased compared to August 2013 and increased compared to July.

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PLASTIC

Bottle recycling increases

Plastic bottle recycling grew 120 million pounds in 2013, edging up 4.3 percent, to top 2.9 billion pounds 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 climbed 0.4 percent to 30.9 percent for the year.

The annual National Post-Consumer Plastics Bottle Recycling Report marks the 24th consecutive year that Americans have increased the pounds of plastic bottles returned for recycling. The pounds of used bottles collected for recycling in the U.S. has grown each year since the industry survey began in 1990.

Trends in plastics recycling highlighted in the report include:

- Single-stream collection of household recyclables continues to grow, resulting in higher participation rates but also increased contamination.

- Use of plastic bottles in packaging applications is expanding but offset by continued lightweighting and increased use of concentrates with smaller, lighter bottles.

- Reclaimers are capturing greater value through enhanced sorting operations.

- Lack of access to away-from-home recycling continues to be a barrier to increased collection.

During 2013, the collection of high-density polyethylene (HDPE, #2) bottles – a category that includes milk jugs and bottles for household cleaners and detergents – rose to 1.05 billion pounds, a gain of over 26 million pounds from 2012. The recycling rate for HDPE bottles remained flat at 31.6 percent.

Domestic processing of post-consumer plastic bottles is up, according to the report. Exports of post-consumer plastic bottle bales fell from 28.4 percent to 20.4 percent, their lowest level in 5 years. Exports of HDPE, specifically, dropped 19 percent to 163 million pounds in 2013, while U.S. reclaimers

imported 74 million pounds of HDPE, up from 33 million pounds (or 124 percent) from 2012.

“The data are in, and they clearly show that U.S. reclaimers are able to compete internationally to provide the recycled plastics that our customers demand,” said Steve Alexander, executive director of APR. “America’s plastics recycling industry is growing, vibrant and poised to help brand owners, retailers and packagers meet their sustainability goals with high quality recycled plastics.”

This year’s survey also found that the collection of polypropylene (PP, #5) bottles rose nearly 32 percent in a single year to reach 62.0 million pounds. Domestic processing of postconsumer PP bottles jumped 35 percent to reach nearly 59 million pounds. PP bottles deliberately recycled as PP (instead of blended with HDPE) shot from 34.5 million pounds in 2012 to 44.2 million pounds in 2013.

Although PP caps, closures and non-bottle containers are widely collected for recycling in the United States, these data are presented in a separate report on recycling non-bottle rigid plastics, which will be released in the coming weeks (until then see “2012 Rigids Report”).

Together, polyethylene terephthalate (PET, #1) and HDPE bottles continue to make up over 96 percent of the U.S. market for plastic bottles, with PP comprising half of the remaining 4 percent.

Data on PET recycling referenced in the report were separately funded and published by APR and the National Association for PET Container Resources. A separate report, entitled 2013 Report on Post-Consumer PET Container Recycling Activity, is available on APR’s website.

The 24th Annual National Post-Consumer Plastics Bottle Recycling Report is based on a survey of reclaimers conducted by Moore Recycling Associates, Inc.

APR names new board members

Scott Saunders, general manager of KW Plastics Recycling Division in Troy, Alabama, was re-elected chairman of The Association of Postconsumer Plastic Recyclers (APR), a trade organization representing the plastics recycling industry.

Newly elected were Jaime Camara of PETStar, Jon Stephens of Avangard Innovative, and Mike Westerfield of Dart Container Corporation. Ben McElrath of Marglen Industries was re-elected to the APR board.

Outgoing board members were Keith Bechard of Entropex, Gonzalo Mitre of Grupo Simplex and Tony Moucachen of Merlin Plastics.

The APR board of directors will hold its yearly planning meeting in January 2015.

Novolex makes acquisition

Novolex and Packaging Dynamics Corporation have entered into a definitive merger agreement whereby Novolex will acquire Packaging Dynamics. The \$1.9 billion revenue company will operate under the Novolex name and will be comprised of 35 manufacturing locations in North America, a plastic recycling facility and over 5,100 employees. The transaction is expected to close in the fourth quarter of 2014 after required regulatory approvals are received.

Packaging Dynamics, which is owned by funds managed by Kohlberg & Company, manufactures a broad portfolio of flexible, paper-based food packaging products including specialty bags, specialty sheets and wraps, interfolded tissue, pan liners and freezer/butcher paper products, as well as specialty laminated foil products. Packaging Dynamics’ operating business units are BagcraftPapercon, De Luxe, International Converter, General Packaging Products and Pac Paper.

Financing for the transaction will facilitate the purchase price and retire Packaging Dynamics’ existing senior secured notes. The debt facility is fully underwritten and will be jointly arranged by Deutsche Bank, GE Capital, Macquarie Capital and BMO Capital Markets. Deutsche Bank, BMO Capital Markets, DLA Piper and Nelson, Mullins, Riley & Scarborough acted as advisors to Wind Point. Harris Williams & Co. and Ropes & Gray LLP acted as advisors to Packaging Dynamics.

GLASS

Survey shows material use

The North American Insulation Manufacturers Association (NAIMA) announced the results of a recent survey of its members’ use of pre- and post-consumer recycled materials in insulation and acoustical products in 2013. The survey includes data from both U.S. and Canadian manufacturing facilities.

According to the survey, U.S. manufacturers used almost 1.7 billion pounds of recycled glass in the production of residential, commercial and industrial thermal and acoustical insulation. Manufacturers estimate they will use more than 1.7 billion pounds in 2014.

NAIMA Canada members together used nearly 300 million pounds of recycled glass in the production of residential, commercial, industrial and air handling thermal and acoustical insulation.

U.S. and Canadian facilities used more than 588 million pounds of recycled blast furnace slag in the production of thermal and acoustical insulation. Since the industry’s recycling program began in 1992, NAIMA members’ plants have diverted more than 46.3 billion pounds of recycled materials from the waste stream.

While recycled content is just one indicator of a product’s environmental impact, the survey results illustrate the significant impact that an industry can affect through the conscientious use of materials.

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ALTERNATIVE ENERGY

New Jersey adds solar farm

New Jersey's Public Service Electric and Gas Company (PSE&G) started construction on its largest solar project to date, an 11.18-megawatt-dc (MW-dc) solar farm atop the closed Kinsley Landfill. The Kinsley Solar Farm is the utility's third project to transform New Jersey's landfill space into clean, energy-producing solar farms, through its Solar 4 All™ program.

The solar farm will convert 35 acres of the 140 acre landfill site into a solar generation powerhouse. Through the installation of 36,841 solar panels, Kinsley will provide enough grid-connected electricity to power about 2,000 average size homes annually. Kinsley's Landfill, Inc. owns the Kinsley Landfill, which closed in 1987.

In the spring of 2015, when the Kinsley Solar Farm is in service, PSE&G will have returned more than 110 acres of landfill and brownfield

space across the state to good use by installing more than 106,000 solar panels, capable of generating more than 31 MW-dc of solar power, which is enough to power about 5,000 homes annually.

Since 2009, PSE&G has invested more than \$480 million in its Solar 4 All program, creating more than 1,600 jobs. PSE&G estimates that there will be approximately 100 people working on the Kinsley project, including electricians, engineers, heavy equipment operators, ironworkers, laborers and truck drivers.

In addition to the Kinsley project, the Parklands Solar Farm is also under construction as part of the Solar 4 All program's second phase, which the New Jersey Board of Public Utilities approved in May 2013. It focuses on developing 42MW-dc of grid-connected solar capacity on landfills and brownfields during the next several years.

Enerkem enters China market

Enerkem Inc., a waste-to-biofuels and chemicals producer, has signed a memorandum of understanding (MOU) with Shanghai Environmental Group Co. Ltd., a municipal solid waste management company and a subsidiary of Shanghai Chengtong Holding Co. Ltd., to develop a project partnership to jointly build municipal solid waste-to-biofuels and chemicals facilities in China.

"Mounting waste volumes are a challenge everywhere but an even more pressing issue in China. We are glad to begin

our global expansion in this country and to work with such a prestigious business partner to transform waste into clean transportation fuels," said Vincent Chornet, president and chief executive officer of Enerkem.

In this new project partnership, Enerkem will license its exclusive technology to convert local urban waste from China into biofuels and chemicals. The final business structure and sites are under discussions and will be announced at a later time.

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WASTE

Cost of waste collection increased in September

According to the National Waste & Recycling Association, the cost of waste collection increased by 0.3 percent in September on a seasonally adjusted basis, the fourth consecutive monthly increase.

Over the past 12 months, the cost of waste collection has increased 3.0 percent. Nationally, the costs for services for intermediate demand rose 1.5 percent in the past 12 months. The index reflects contract prices of waste collectors to any buyer – residential customers, commercial and government.

"The continuing rise in the cost of steel continues to affect the cost of heavy equipment purchased by the

industry," according to Bret Biggers, NW&RA director, statistics and standards. "On the operation side, haulers gained some reprieve from the four-year low in oil prices and the continued cost decrease in diesel fuel."

The cost of various trucks, including the manufacture of garbage and recycling trucks, increased between 1.6 and 2.8 percent over the 12 past months, depending upon their size.

However, fuel costs decreased over the past 12 months. Diesel fuel, used heavily in the collection vehicles, has decreased 7.7 percent from a year ago and is 13.8 percent from its previous high in October 2012.

EPA finalizes Pennsylvania landfill site cleanup plans

The U.S. Environmental Protection Agency (EPA) has finalized the cleanup plan to address the contaminated waste and soils portion in the Clearview Landfill which is part of the Lower Darby Creek Area (LDCA) Superfund Site in Pennsylvania.

The LDCA Superfund site is comprised of two landfills, the Clearview Landfill situated in both Delaware and Philadelphia Counties and the Folcroft Landfill in Folcroft Borough, Pennsylvania. Historic waste disposal activities at the Clearview Landfill have resulted in organic and inorganic contamination in soil, leachate and groundwater. It's anticipated that the design and implementation of this portion of the work will cost up to \$24 million.

The cleanup includes installing an evapotranspiration cover over approximately 50 acres. The cover is a thick layer of soil that is densely planted with trees and plants to minimize precipitation reaching the waste and prevent erosion. EPA has determined that this remedy will pro-

vide long-term protection to the community from contaminants, and greater environmental benefits than other cleanup options considered.

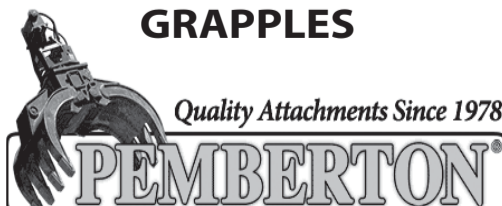
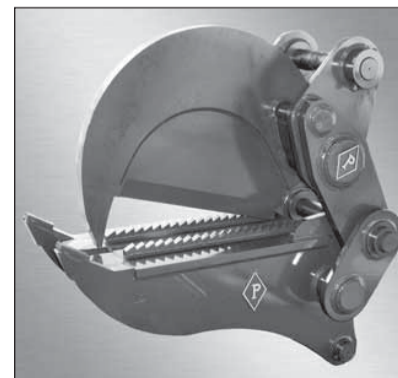
In addition, contaminated soils outside of the cover will be excavated and long term erosion controls will be put in place along the creek banks. Shallow groundwater contaminated by the Landfill, referred to as leachate, will be captured by an underground trench which will lead into wetlands especially built to absorb the water and serve to treat the contaminants.

The remedy also includes land and groundwater use restrictions and long-term maintenance and monitoring. An investigation of the groundwater contaminated by the Clearview Landfill and a separate investigation at the Folcroft Landfill are also currently underway.

Both landfills operated from the 1950s through the mid-1970s, and reportedly accepted a variety of materials. The Lower Darby Creek Area Superfund site was placed on the EPA's Superfund list in 2001.

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INTERNATIONAL

Novelis to close Ouro Preto aluminum smelter in Brazil

Novelis, an aluminum rolling and recycling company, will focus its operations in Brazil on its core business of aluminum rolling and recycling. As a result, it will cease operations at its Ouro Preto, Minas Gerais, primary aluminum smelter at the end of 2014.

“The decision to end operations at Ouro Preto is consistent with our global strategy to build our business around sustainability – transforming from a linear business model to a closed-loop business model focused on recycled content,” said Tadeu Nardocci, senior vice president, Novelis and president, Novelis South America. “In addition, the closure is driven by systemic issues affecting the entire primary aluminum industry in

Brazil impacting cost of operations and overall competitiveness.”

The company’s Ouro Preto facility opened in 1934 and was acquired by Novelis in 1950. The plant employs approximately 350 people and produces 18,000 metric tons of aluminum per year in the form of billets for sale to third-party extruders.

Brazil remains a key strategic market for Novelis. Last year, the company completed a \$340 million expansion of its rolling operations in Brazil, which increased its aluminum sheet production capacity to 600,000 metric tons per year. Novelis recently concluded a \$106 million expansion of its recycling center and installed a can coating line.

Major solar park inaugurated in Kingsey Falls, Quebec

Pierre Arcand, Minister of Energy and Natural Resources and Minister responsible for the Northern Plan, Mario Plourde, president and chief executive officer of Cascades, and Mathieu Chagnon, president of Rackam, inaugurated the Alain-Lemaire Solar Park, which will supply energy to Kingsey Falls.

Cascades and Rackam started work on the ground-level facility in June, installing a powerful concentrated solar power system with the aim of reducing the consumption of natural gas used to pro-

duce the hot water required for operations at the industrial complex. The project is a first in the pulp and paper industry.

Financing for the \$1,073,830 project came in part from a \$463,500 grant from the Ministère de l’Énergie et des Ressources naturelles du Québec. The funding came from the former Energy Innovation Assistance Program, now part of the Technoclimat Program. Gaz Métro was also involved in the project, contributing \$76,000 through its Innovation Program.

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METALS

Steel imports increase five percent in September

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the U.S. imported a total of 3,892,000 net tons (NT) of steel in September, including 2,946,000 NT of finished steel (up 5.2 percent and 5.2 percent, respectively, vs. August final data). Year-to-date (YTD) total and finished steel imports are 32,557,000 and 24,407,000 NT respectively, up 36 percent and 30 percent respectively, vs. 2013.

Key finished steel products with a significant import increase in September compared to August are wire rods (up 37 percent), cold rolled sheets (up 36 percent), hot rolled sheets (up 28 percent), cut

lengths plates (up 25 percent), tin plate (up 16 percent) and sheets and strip galvanized hot dipped (up 13 percent). Major products with significant YTD import increases vs. the same period last year include cold rolled sheets (up 82 percent), wire rods (up 82 percent), plates in coils (up 79 percent), cut lengths plates (up 63 percent), sheets and strip hot dipped galvanized (up 59 percent), sheets and strip all other metallic coatings (up 51 percent), heavy structural shapes (up 46 percent), hot rolled sheets (up 37 percent), mechanical tubing (up 33 percent) oil country goods (up 26 percent) and tin plate (up 18 percent).

U.S. IMPORTS OF FINISHED STEEL MILL PRODUCTS
BY COUNTRY OF ORIGIN (Thousands of Net Tons)

	SEPT 2014	AUG 2014	2014 Annual (est)	2013 Annual	% Change 2014 Annual vs. 2013
SOUTH KOREA	385	451	5,350	3,718	43.9%
CHINA	328	227	3,123	1,898	64.5%
JAPAN	173	165	2,038	1,898	7.4%
TURKEY	174	211	1,974	1,204	63.9%
RUSSIA	178	103	1,441	241	498.7%
GERMANY	119	119	1,204	1,112	8.3%
TAIWAN	102	130	1,163	762	52.7%
All Others	1,487	1,393	16,250	13,997	16.1%
TOTAL	2,946	2,799	32,543	24,829	31.1%

September steel shipments down 1.3 percent

The American Iron and Steel Institute (AISI) reported that for the month of September 2014, U.S. steel mills shipped 8,372,929 net tons, a 1.3 percent decrease from the 8,480,954 net tons shipped in the previous month, August

2014, and a 6.3 percent increase from the 7,879,747 net tons shipped in September 2013. Shipments year-to-date in 2014 are 74,123,773 net tons, a 3.1 percent increase vs. 2013 shipments of 71,898,807 net tons for 9 months.

A comparison of September shipments to the previous month of August shows the following changes: hot dipped galvanized sheets and strip, up 5.0 percent, hot rolled sheets, down 1.0 percent and cold rolled sheet, down 3.0 percent.

Mervis plans plant

Mervis Industries, a scrap metal and recycling company, plans to build a \$35 million plant in Hutchinson, Kansas to refurbish and recycle rail cars. Groundwork will likely begin in February 2015 with construction starting in the spring.

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- Proven Technology
- Hook-Up & Go




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- No Generator Needed
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- Ease of Installation




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METALS

Steel import market share at 31 percent in October

Based on the Commerce Department's most recent Steel Import Monitoring and Analysis (SIMA) data, the American Iron and Steel Institute (AISI) reported that steel import permit applications for the month of October total 4,382,000 net tons (NT). This was an 8 percent increase from the 4,043,000 permit tons recorded in September and a 12 percent increase from the September final imports total of 3,900,000 NT. Import permit tonnage for finished steel in October was 3,376,000, up 14 percent from September. For the first 10 months of 2014, total and finished steel imports were 36,947,000 NT and 27,792,000 NT, respectively, up 37 percent and 32 percent from the same period in 2013. The estimated finished steel import market share in October was 31 percent and is 28 percent year-to-date (YTD).

Finished steel imports with large increases in October permits vs. September included standard rails (up 234 percent), heavy structural shapes (up 52 percent), plates in coils (up 37 percent), sheets and

strip all other metallic coatings (up 32 percent) and line pipe (up 28 percent). Products with significant year-to-date (YTD) increases vs. the same period in 2013 include plates in coils (up 86 percent), wire rods (up 86 percent), cold rolled sheets (up 85 percent), cut lengths plates (up 71 percent), sheets and strip hot dipped galvanized (up 56 percent), heavy structural shapes (up 54 percent), sheets and strip all other metallic coatings (up 42 percent) and hot rolled sheets (up 42 percent).

In October, the largest finished steel import permit applications for offshore countries were for South Korea (532,000 NT, up 38 percent from September final), China (369,000 NT up 12 percent), Turkey (299,000 NT, up 72 percent), Japan (254,000, up 45 percent) and Russia (142,000 NT, down 21 percent). Through the first 10 months of 2014, the largest offshore suppliers were South Korea (4,545,000 NT, up 43 percent from the same period in 2013), China (2,711,000 NT, up 70 percent) and Japan (1,785,000, up 11 percent).

Metalico addresses stock dip

Metalico, Inc. stated that it is not aware of any events dictating recent declines in its stock price amid unusually heavy volume but speculated they may be the results of aggressive short selling and/or stockholders not completely understanding the company's recent debt restructuring.

The restructuring, asset sales and cost reductions should move Metalico appreciably toward its goal of reducing total

debt by 30 to 40 percent over the next few months.

NYSE MKT has informed the company that the Exchange is aware of the recent unusual trading activity in Metalico stock. The company is in compliance will all of its debt covenants and is not in default under any of its credit arrangements. Principal and interest payments on debt have been made on time and all suppliers are being paid on agreed terms.

■ For more METALS news, see the Focus Section.





Commodity		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
#1 Bushelings	per gross ton	\$220.00	\$225.00	\$260.00	\$300.00	\$340.00
#1 Bundles	per gross ton	220.00	225.00	240.00	300.00	339.00
Plate and Structural	per gross ton	215.00	230.00	260.00	310.00	343.00
#1 & 2 Mixed Steel	per gross ton	218.00	220.00	260.00	285.00	307.00
Shredder Bundles (tin)	per gross ton	180.00	175.00	180.00	205.00	250.00
Crushed Auto Bodies	per gross ton	180.00	175.00	180.00	205.00	250.00
Steel Turnings	per gross ton	150.00	140.00	135.00	195.00	199.00
#1 Copper	per pound	2.73	2.69	2.75	2.82	2.84
#2 Copper	per pound	2.59	2.60	2.60	2.64	2.76
Aluminum Cans	per pound	.72	.65	.75	.74	.79
Auto Radiators	per pound	1.80	1.70	1.80	1.85	1.87
Aluminum Core Radiators	per pound	.60	.60	.70	.70	.62
Heater Cores	per pound	1.35	1.25	1.30	1.48	1.63
Stainless Steel	per pound	.50	.50	.58	.54	.61

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.

RUBBER

Timberland and Omni United establish Timberland Tires

Timberland is collaborating with tire manufacturer and distributor Omni United to create a co-branded line of tires under the Timberland and Radar Tires brands. Timberland Tires will be the first tires ever purposely designed to be recycled into footwear outsoles after their journey on the road is complete.

Timberland and Omni United first conceived this partnership three years ago, when sustainability leaders from both brands came together to address a longstanding shared concern. The tire and footwear industries are two of the largest users of virgin rubber.

Timberland Tires represents a new model in tire innovation: a sustainable, tire-to-shoe lifecycle. The tires will be made in the U.S. and feature a rubber formulation that is appropriate for the recycling of the tires at the end of their useful life into Timberland® shoes, rather than alternatives such as being used for tire-derived fuel or ending up in landfills.

Omni United and Timberland have established a tire return/chain of custody process, to ensure the tires go directly to dedicated North American recycling facilities to be recycled. Key steps include:

- Tire retailers will set aside used Timberland Tires for recycling.
- Omni United is partnering with Liberty Tire Recycling and its network to sort and segregate the Timberland Tires at the companies' facilities.



•The used tires will be shipped to a North American tire recycling facility where they will be recycled into crumb rubber.

•The crumb rubber will be processed further into sheet rubber for shipment to Timberland outsole manufacturers.

•The rubber will be mixed into a Timberland-approved compound for outsoles that will ultimately be incorporated into Timberland boots and shoes.

Timberland Tires will be sold initially in the U.S. at leading national and regional tire retailers, as well as online through a state-of-the-art e-commerce platform.

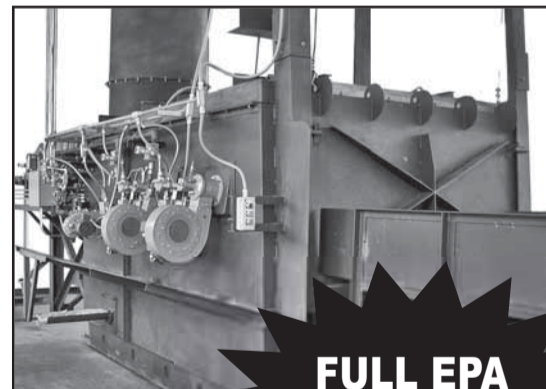
Would you buy these boots, simply because they are created from recycled materials and you're part of the industry?

View this article on AmericanRecycler.com and **vote** today!

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AUTOMOTIVE

KAR Auction reports \$300 million share repurchase program

KAR Auction Services, Inc. reported its financial results for the nine months ended September 30, 2014. The company reported revenue of \$1,758.5 million as compared with revenue of \$1,632.7 million for the 9 months ended September 30, 2013, an increase of 8 percent. Adjusted EBITDA for the 9 months ended September 30, 2014 increased 11 percent to \$450.3 million, as compared with Adjusted EBITDA of \$407.0 million for the 9 months ended September 30, 2013. Net income increased 40 percent to \$119.0 million, or \$0.84 per diluted share, as compared with net income of \$85.3 million, or \$0.61 per diluted share in the first

nine months of 2013. Adjusted net income per diluted share for the 9 months ended September 30, 2014 increased 30 percent to \$1.22 versus adjusted net income per diluted share of \$0.94 for the 9 months ended September 30, 2013.

The company also announced that its board of directors authorized the repurchase of up to \$300 million of shares of the company's common stock as well as a cash dividend of \$0.27 per share on the company's common stock. The dividend is payable on January 7, 2015, to stockholders of record as of the close of business on December 29, 2014.

SALVAGING Millions

by Ron Sturgeon
Autosalvageconsultant.com

Tools for success – an ongoing series

The first article of this series listed dozens of tactics you need to be more successful. In the rest of the series, I will take a closer look at each of them.

You should surround yourself with people who are smarter than you are. Being successful in business takes brains. No doubt that you are smarter than some of the people who work for you. However, if you are always the smartest on in the room, you need to do a better job hiring.

The person in the engine room of the ship knows the engine inside and out, but he reports to the captain. Do you really think the ship would run as well if the captain spent all of his time in the engine room? The captain needs to delegate and direct a team of people competent in their specialties.

In the consulting I do with small business owners, I find that finance is an area that owners often do not turn over to the right level person soon enough. For example, if your salvage operation is selling more than 1.5 to 2 million, you should upgrade from a bookkeeper to a comptroller-level finance person.

When I reached that level of sales, I made a change. It cost me \$20,000 more per year to get a comptroller who had financial skills that neither the bookkeeper nor I had. She showed me ways to lower costs, increase sales, and streamline my operations. I recovered the full increase in salary in two months.

Surround yourself with people who will do things that you won't. Sometimes, a longtime employee needs to be let go. Some owners can't do it, even when everyone involved would be better off for it. If you can't

fire, make sure you have someone working for you who can and will let a person go at your direction.

Surround yourself with people that will do things you can't. I am not a web designer, but I have a very good understanding of internet marketing. It would be foolish for me to spend time trying to do my own web development and design work. I hire it out because I know people who do it much better and much faster than I ever could. Don't be afraid to hire smart people to do what you can't.

Surround yourself with people that can do things that you shouldn't. I have started and grown many businesses. One of the reasons that I have done so well is because of what I didn't do. My greatest talents are in strategic planning, marketing, and managing with metrics. At the start of an enterprise, you may wear many hats, but the sooner you can give the less important tasks away and focus on your strengths, the quicker you will be able to make your business grow. Should you really be ordering the office supplies? Make sure you put your time to its highest and best use.

Yes, you will have to tolerate some mediocrity to grow. The first and second time a new person takes over a task, he or she may not do it as well as you do. Let them learn. Give them a little mentoring.

Hire smart people. Delegate the tasks you can't, won't or shouldn't do. How much could your business grow if you could work devote all of your time to doing what you can and should do? It could grow enough to replace your bookkeeper with a comptroller.

Remember, only you can make BUSINESS GREAT!

This article was provided by autosalvageconsultant.com, which was formed in 2001 by recyclers for recyclers, to help them improve their businesses.

Auto recycling contest raises awareness of recycling value

Entries must be submitted by January 15

JASON Learning and the Institute of Scrap Recycling Industries (ISRI) are inviting young filmmakers, artists, automobile enthusiasts and recycling advocates to participate in a contest that asks young people to build awareness around the different commodities that can be recycled from cars at the end of their lifespan.

The automobile plays an important role in our everyday lives. Many different commodities are needed to make all the parts that go into a car, and almost all of them are recyclable. In the Automobile Recycling Awareness Contest, students in grades 5-12 are challenged to research 1 or more of the commodities that go into making a car and find out what happens to each commodity through the automobile recycling process and beyond.

Students currently residing in the United States may enter the contest as individuals or in small teams of up to four students.

Entrants must create an original video or poster in the style of an infomercial or awareness campaign to illustrate the process and challenges that go along with recycling their chosen commodity or commodities into a reusable form.

Top video and posters will be used to help educate the public on the many

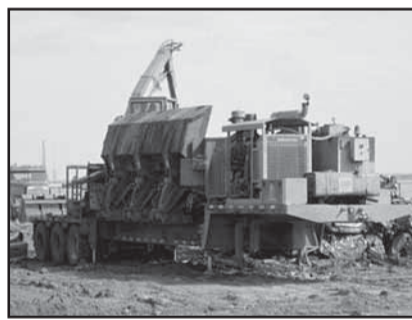
different commodities that make up automobiles, how those commodities can be recycled to develop other products, and the importance of designing automobiles for end-of-life recycling.

"Last year, more than 11.5 million cars in the U.S. were recycled into commodity grade materials including metals, glass, plastic, rubber and textiles," said Robin Wiener, president of ISRI. "By exploring automobile recycling in a fun and educational way, this contest gives young people the opportunity to learn about the life cycle and value of every commodity. At the same time, it will encourage many students to pursue careers in science, technology, engineering and math in fields such as the recycling industry."

Winners will be selected by March 15, 2015. Prizes for the finalists include being featured on the JASON and ISRI websites, a year of JASON online access, a contest t-shirt, and, for two grand prize winners, a trip for the entrants and a parent or guardian to ISRI's Annual Convention and Exposition in Vancouver, British Columbia, April 21 to 25, 2015.

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

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150 HP with 2,445 hours, orange peel grapple, air compressor. \$275,000.



2009 E-Z Baler
1,200 hours. Serviced and well-maintained. Located in Kentucky. \$105,000.



2011 Al-jon 580 Baler/Logger
5,200 hours. Located in Central Florida. \$310,000.



2010 E-Z Crusher Elec. Stationary
248 hours. Fully automated. Like new. Located in Northern Iowa. \$90,000.

1999 Overbuilt Car Crusher | \$80,000 Remote, high speed, hyd. landing gear, air compressor. Only 2,360 hours.

1994 E-Z Crusher Elec. Stationary | \$35,000 No automation. Located in Northern IA.

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AUTOMOTIVE

Hyundai and Kia to pay record \$100 million penalty

The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Justice disclosed a settlement with automakers Hyundai and Kia that will resolve alleged Clean Air Act violations based on their sale of close to 1.2 million vehicles that will emit 4.75 million metric tons of greenhouse gases in excess of what the automakers certified to EPA.

The automakers will pay a \$100 million civil penalty, the largest in Clean Air Act history, to resolve violations concerning the testing and certification of vehicles sold in America and spend approximately \$50 million on measures to prevent any future violations. Hyundai and Kia will also forfeit 4.75 million greenhouse gas emission credits, which are estimated to be worth over \$200 million. Automakers earn greenhouse gas emissions credits for building vehicles with lower emissions than required by law.

The complaint was filed jointly by the U.S. in the U.S. District Court for the District of Columbia. It alleges that the car companies sold close to 1.2 million cars and SUVs from model years 2012 and 2013 with design specifications that did not conform to the specifications the companies certified to EPA. These allegations concern the Hyundai Accent, Elantra, Veloster and Santa Fe vehicles and the Kia Rio and Soul vehicles.

Additionally, Hyundai and Kia gave consumers inaccurate information about the real-world fuel economy perform-

ance of many of these vehicles. Hyundai and Kia overstated the fuel economy by one to six miles per gallon, depending on the vehicle. Similarly, they understated the emissions of greenhouse gases by their fleets by approximately 4.75 million metric tons.

In order to reduce the likelihood of future vehicle greenhouse gas emission miscalculations, Hyundai and Kia have agreed to reorganize their emissions certification group, revise test protocols, improve management of test data and enhance employee training. In the meantime, Hyundai and Kia must audit their fleets for model years 2015 and 2016 to ensure that vehicles sold to the public conform to the data provided to EPA.

In November 2012, Hyundai and Kia responded to EPA's findings by correcting the fuel economy ratings for many of their 2011, 2012 and 2013 model year vehicles and establishing a reimbursement program to compensate owners for increased fuel costs due to overstated fuel economy.

This case involves five different entities: Hyundai Motor Company, Hyundai Motor America, Kia Motors Corporation, Kia Motors America, and Hyundai America Technical Center, Inc.

The California Air Resources Board joined the United States as a co-plaintiff in this settlement and will receive \$6,343,400 of the \$100 million civil penalty.

RAM 1500 EcoDiesel wins 2015 Green Truck of the Year

Green Car Journal has awarded its 2015 Green Truck of the Year honor to the RAM 1500 EcoDiesel, a pickup that offers the only advanced, fuel-efficient diesel engine in the light-duty truck segment. Presented at the San Antonio Auto & Truck Show, the Green Truck of the Year™ program recognizes important environmental achievements in the immensely popular pickup truck field.

"The Green Truck of the Year award takes into account the unique requirements of pickup buyers who want improved efficiency and reduced environmental impact, yet also demand high levels of functionality, power and traditional performance," said Ron Cogan, editor and publisher of Green Car Journal.

The RAM 1500 EcoDiesel focuses on efficiencies with active aerodynamics including grill shutters that close for less drag at highway speeds. Other efficiency measures like an eight-speed automatic transmission and an air suspension system that lowers the truck at higher speeds are also used to optimize fuel economy and achieve lower greenhouse gas emissions.

Finalists for the award also included three completely revised pickups – the Ford F-150, Chevrolet Colorado, and GMC Canyon – plus the efficient gasoline RAM 1500 HFE. Each brought its own brand of efficiency and improved environmental performance to bear. All finalists are further distinguished by earning Green Car Journal's 2015 Green Car Product of Excellence.

U.S. fuel economy reaches record

New vehicles achieved an all-time-high fuel economy in 2013, the Environmental Protection Agency (EPA) said. Model year 2013 vehicles achieved an average of 24.1 miles per gallon (mpg) – a 0.5 mpg increase over the previous year and an increase of nearly 5 mpg since 2004. Fuel economy has now increased in eight of the last nine years. The average carbon dioxide emissions are also at a record low of 369 grams per mile in model year 2013.

EPA's annual "Light-Duty Automotive Technology, Carbon Dioxide Emissions, and Fuel Economy Trends: 1975

through 2014" report tracks average fuel economy of new cars and SUVs in the U.S. The report also ranks automakers' achievements in model year 2013.

Some additional top-line findings from the report:

- The recent fuel economy improvement is a result of automakers' rapid adoption of more efficient technologies.

- Mazda vehicles averaged the highest fuel economy and lowest greenhouse gas emissions.

- Nissan achieved the greatest improvement in average fuel economy and greenhouse gas reductions.

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BUSINESS BRIEFS

BACE appoints Paul Domanico director of sales

■ BACE, a manufacturer of balers and compactors for the recycling and waste-disposal industries, has appointed Paul Domanico to the position, director of sales, Northeast and Midwest. Domanico will be responsible for sales and marketing in this region, as well as for developing business with national accounts, haulers, recyclers and international customers.

Domanico brings more than 25 years of experience in sales, marketing, and distribution in the technology and manufacturing industries throughout North America and has been recognized for his outstanding achievements. Prior to joining BACE, he was in charge of franchise development for Pat's Music Philadelphia, serving as president and general manager, and establishing the Pat's label in multiple locations across the country. He began his professional career at K-Metal Fabrication, serving as Northeast regional sales manager and calling on prospects and customers in New England and the Mid-Atlantic states.

Advanced Disposal completes acquisition

■ Advanced Disposal, an integrated environmental services company, has completed the acquisition of certain assets of Weaver's Sanitation Services, Inc. The acquisition includes residential and commercial customers in Somerset County, Pennsylvania and containers.

Former customers will be serviced by Advanced Disposal immediately.

Stericycle posts increased revenues for third quarter

■ Stericycle, Inc., reported financial results for the third quarter of 2014.

Revenues for the 9 months ending September 30, 2014 were \$1,878.7 million, up \$303.7 million or 19.3 percent from \$1,574.9 million in the same period last year. Acquisitions contributed approximately \$208.5 million to the current year's growth in revenues.

Revenues increased 20.3 percent compared with the prior period when adjusted for unfavorable foreign exchange impact of \$16.5 million. GAAP gross profit was \$809.4 million, up 13.8 percent from \$711.3 million in the same period last year.

Gross profit as a percent of revenues was 43.1 percent compared with 45.2 percent in 2013. Non-GAAP gross profit was \$812.0 million, up 14.1 percent from \$711.8 million in the same period last year. Non-GAAP gross profit as a percent of revenues was 43.2 percent compared with 45.2 percent in the 2013. GAAP earnings per diluted share increased 6.1 percent to \$2.83 from \$2.67 in the same period last year. Non-GAAP earnings per diluted share, when adjusted for various items identified in the second of the following tables, increased 14.0 percent to \$3.15 from \$2.77.

My friend reviewed her young son's fill-in-the-blank homework.

One line: "At Christmas, we exchange gifts with _____."

His response: "Receipts."

B-C Equipment appointed distributor for Terex Fuchs

■ B-C Equipment Sales, Inc. is now the authorized distributor of Terex Fuchs material handlers in South Texas, which includes the San Antonio, Corpus Christi and Brownsville markets, for Terex Construction Americas. With three locations covering the region, B-C Equipment now provides its customers local sales and service support for the Terex Fuchs equipment line.

James Walsh Elected to EREF board of directors

■ The board of directors of the Environmental Research and Education Foundation (EREF) has elected James Walsh, president and chief executive officer, SCS Engineers to the board.

Walsh, president and chief executive officer of SCS Engineers, has worked at the forefront of sustainable solid waste management, sanitary landfills and landfill gas (LFG) for more than 35 years. He also served as project manager and primary author of the U.S. EPA landfill manual.

Synagro names new chief human resource officer

■ Mary Lynn Smedinghoff has joined Synagro Technologies as vice president and chief human resources officer. She will be responsible for developing the strategic direction and formulation of all company human resource policies, procedures, systems and initiatives.

Smedinghoff has significant experience in organizational development, talent management, compensation, benefits, payroll, labor relations, manufacturing, environmental services, publishing and consumer related industries.

Most recently, she was based in Chicago serving as executive vice president, chief human resources officer with Veolia Environnement. Prior to Veolia, she held human resource positions with the Millard Group, Rand McNally, NutraSweet and Frito-Lay.

Go To Parts adds business development manager

■ Go To Parts – Wastequip's newest aftermarket parts division that offers genuine OEM aftermarket parts for waste, recycling and construction equipment – recently added a new position at its corporate headquarters. Dean Rank has joined the Go To Parts team as its first new business development manager.

Rank brings over nine years of experience in the waste and recycling industry, most recently serving as hauler account manager at PTR Baler and Compactor. Prior to PTR, Rank served as vice president of national accounts for New Market Waste Solutions, a national company also based in Charlotte.

In his new role, Rank will be responsible for business development and account management with dealers and end-users.

NDA appoints Caulfield as executive director

■ The National Demolition Association (NDA) has named Cheryl Caulfield as executive director. Caulfield will work directly with NDA leaders and volunteers to help guide and execute on the organization's strategic initiatives, programs and policies. Caulfield is replacing NDA executive director Michael R. Taylor who is retiring from the association after 25 years of service.

Caulfield has more than 20 years of association experience, including a mix of advocacy, member education, membership development, financial management and meetings management experience. She spent a number of years working for building and real estate associations, including several years at the National Association of Home Builders (NAHB), where she was both a senior vice president for government affairs and, before that, vice president for the NAHB Builder 20 Clubs.

Caulfield has also served as president/chief executive officer of the American Bearing Manufacturers Association (ABMA). Working with both global and domestic manufacturing chief executive officers, she was responsible for the daily management of ABMA and implemented the organization's strategic initiatives and global anti-counterfeiting programs, education, ANSI standards development and industry relations.

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MAURER GONDOLA TRAILERS

BUILT TO LAST!



"We're a small yard doing a couple thousand tons in a busy month. When Maurer Trailers showed us one of their gondola trailers with 8' side walls, we didn't think we could afford one. We used to buy used flat beds and our guys would build 5' & 6' gondola trailers for us on nights and weekends. After a few months, the side walls would cave or bow and they looked pretty bad. When we learned about Maurer's quality materials and how much more loose scrap we could haul, we bought a Maurer gondola. After running Maurer's trailer for over a year, our numbers indicate that every 4th load is free trucking and the gondola still looks great. We'll buy a second one soon."

Dan Garvin
President
Colorado Iron & Metal, Inc.



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BUSINESS BRIEFS

Atlas Copco adds sales support for rental centers

■ Atlas Copco has added 18 sales personnel to provide local expertise and support to its rental customer base. In addition to creating a local point of contact, the new sales staff helps rental centers find the right equipment to maximize fleet utilization and acts as a resource for customers by helping to arrange comprehensive financing, and providing maintenance tips and product training.

The new staff additions are part of an overall strategy to build local relationships and support with rental customers and the markets they serve. The sales support team now consists of 25 people dedicated to support the rental channel.

Waste Pro completes recapitalization

■ Waste Pro USA, Inc. a large privately owned solid waste services company, has completed a \$579 million recapitalization of the Longwood, Florida based company.

The new credit facility for the firm is all debt, which included an asset base loan revolving line of credit led by Wells Fargo Capital Finance.

Waste Pro, valued at more than \$1 billion, had 2013 revenues of \$510 million in its 8 state Southeastern U.S. footprint.

The transaction also completes and fulfills the terms of Waste Pro's 5 year \$100 million investment by Atlanta-based Roark Capital Partners.

I used to have a handle on life, but it broke.

Liebherr names dealer for San Antonio and Austin

■ Nueces Power Equipment has accepted dealer sales and service responsibility for the full line of Liebherr earthmoving and material handling equipment for the San Antonio and Austin Texas markets.

Headquartered in Corpus Christi, Nueces Power Equipment has been serving the construction and heavy equipment industry for more than two decades. The company was founded in 1989 and has expanded its operations since then. Nueces Power Equipment operates seven locations across South Texas.

Liebherr's regional business manager, Robert Klima, will be working closely with all seven Nueces locations to help them successfully introduce the Liebherr line to their extensive customer base.

Republic Services to open complex in Las Vegas

■ Republic Services broke ground on a new, highly-advanced recycling complex in November 2014.

The Southern Nevada Recycling complex is expected to double recycling capacity throughout North Las Vegas, Las Vegas, Henderson and Clark County.

The 110,000 sq.ft. complex is scheduled to begin operations in the summer of 2015 and when complete, will be the largest residential recycling complex in the nation.

SMDI appoints Thimons to lead Steel Recycling Institute

■ The Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute (AISI), disclosed that Mark A. Thimons will succeed Gregory Crawford as vice president of the Steel Recycling Institute (SRI). Crawford announced his upcoming retirement earlier this year.

Thimons joined SMDI in November, 2010 as director of construction sustainability and has over 25 years of experience in steel construction products and steel product sustainability.

As part of this transition, SRI will focus its efforts in two core areas — recycling programs and life cycle research. The recycling focus will include national and regional recycling initiatives, outreach and growth, while SRI's life cycle research will include life cycle assessment (LCA) studies, as well as other sustainability-related initiatives relevant to the North American steel industry.

Bunting Magnetics supports YMCA project

■ Bunting Magnetics Co. has disclosed that the company will donate \$100,000 toward a new regional YMCA complex planned for construction in Newton, Kansas, where Bunting Magnetics is based.

The Bunting donation will aid the local area in meeting the \$5 million in private funds necessary to move the project ahead.

Sims names Bill Schmiedel president of BIR Ferrous

■ Sims Metal Management has elected Bill Schmiedel, president of Global Trade, to the position of president of the Bureau of International Recycling (BIR) Ferrous Division. In addition to his position as president of BIR Ferrous, Schmiedel will serve on the Advisory Council of BIR.

Schmiedel has been a vocal advocate for the ferrous metals recycling industry throughout his 40 year career, and his appointments are an important recognition of his significant contributions to the industry. In his current role of president of Global Trade for Sims Metal Management, Schmiedel is responsible for all ferrous export sales of deep sea and container shipments worldwide, representing circa 10 million tons traded annually across 6 continents.

Sims also elected Autumn Gallelo as a general delegate to the BIR Ferrous board. Gallelo is an accomplished executive account manager, with a career spanning 13 years at Sims Metal Management. Gallelo will be the first female to hold a position of such distinction, marking a significant milestone for the industry.

Cammerrer exits Appliance Recycling Centers

■ Appliance Recycling Centers of America, Inc. disclosed that Jeffrey Cammerrer, the company's chief financial officer (CFO), left the company on November 21, 2014, but will continue to assist the company through the first quarter of 2015.



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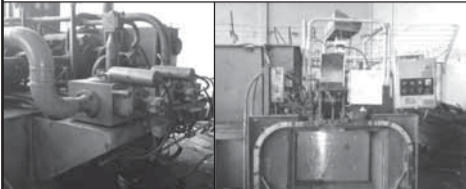


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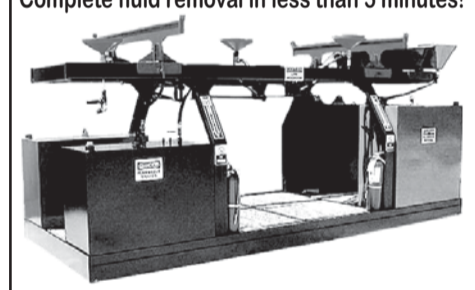


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Does the crusher have fenders on the front of the machine?	YES	Yes / No	Yes / No
Are the guide frames tied at the top?	YES	Yes / No	Yes / No
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Do you have wear guides on the main cylinder pistons and glands?	YES	Yes / No	Yes / No

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Does the remote have individual up and down cylinder control buttons?	YES	Yes / No	Yes / No
Do you use rocker switches to limit the up stroke of the cylinders?	YES	Yes / No	Yes / No

OPTIONS

High Speed	YES	Yes / No	Yes / No
Maximum oil flow from your cylinders?	250 gpm	___ gpm	___ gpm
What is the maximum port size of the cylinders?	2.5"	___"	___"
Can I get an auxiliary fuel pump to fill my loader?	YES	Yes / No	Yes / No

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Do the safety locks engage from the ground, without climbing on the machine or into the chamber?	YES	Yes / No	Yes / No
If one side of the lid is raised and the other side is down, will it damage the crusher?	NO	Yes / No	Yes / No
Does your waste oil recovery tank have sludge traps and large clean-out access panels?	YES	Yes / No	Yes / No
Do you have lockable cabinets for the:			
Engine controls	YES	Yes / No	Yes / No
Remote control	YES	Yes / No	Yes / No
Valves	YES	Yes / No	Yes / No
Auxiliary fuel port	YES	Yes / No	Yes / No

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“Made In USA” claims tricky for recycled materials

by MARK HENRICKS

mhenricks@americanrecycler.com

Manufacturers of products made with recycled materials can't claim offerings were “Made In USA” unless they can show that the materials originated domestically, according to the Federal Trade Commission (FTC). Responding to a question from a group of jewelers' associations, the FTC said consumers expected “Made In USA” labels to mean all or virtually all of a product originated in the USA, and manufacturers needed to be able to substantiate that fact.

The Jewelers Vigilance Committee, which includes the Manufacturing Jewelers and Suppliers of America, Jewelers of America and other groups, requested an opinion from the FTC on the matter because its members wanted to be able to market products as “Made In USA.” A large majority of jewelry, especially gold jewelry, contains recycled material, however, and that makes the claim problematic in the FTC's view.

Some gold used to make jewelry may have been recycled many times, making it impossible to determine where it was originally mined, according to Rich Youmans, spokesman for the Attleboro, Massachusetts based Manufacturing Jewelers and Suppliers of America. As much as 90 percent of gold jewelry contains recycled material, and some of

it may have been mined centuries ago. “We're all wearing a little bit of Cleopatra's gold,” Youmans said.

Gold can be recycled indefinitely without degrading the quality, and the metal's high intrinsic value means little of it is not eventually recycled. “If it was mined, no matter how long ago, chances are very likely that it's still out there today,” said Suzan Flamm, senior counsel with the New York City-based Jewelers Vigilance Committee. “People don't just throw away gold.”

Given the long and complex history of gold, the FTC's requirement to substantiate that material was originally mined in the U.S. is not possible for most gold jewelry manufactured here, the jewelers say. And it is likely that the FTC would take a similar view of other products made with recycled materials, said Julia Solomon Ensor, an attorney in the enforcement division of the FTC.

For instance, a folding lawn chair might be made of steel, aluminum or other recycled materials. “If, in that circumstance, the marketer said the lawn chair was made in the USA and wasn't able to back up the claim and demonstrate that their product was made or virtually all made in the U.S., that would be a problematic claim,” Ensor said.

The FTC bases its position on polls of consumers that show most regard the “Made In USA” label as meaning that a product is entirely or nearly entirely



The Federal Trade Commission building in Washington, DC. The FTC has held that the “Made In USA” label may only be used if virtually all of the product originated in the U.S.

PHOTO BY CVANDYKE | DREAMSTIME

made in the U.S. This includes materials used in its manufacture.

If a manufacturer or marketer makes a “Made In USA” claim that it can't substantiate, by showing all or nearly all the ingredients were sourced

domestically, it is exposed to legal action by the FTC. “We have brought enforcement actions in the ‘Made In USA’ space,” Ensor said. “I don't know that they have specifically focused on

See “MADE IN USA,” Page 7

SGH to acquire large independent aluminum recycler

Signature Group Holdings, Inc. (SGH) has entered into a definitive stock purchase agreement to acquire the Global Recycling and Specification Alloys (GRSA) business of privately-held Aleris Corporation for \$525 million. The board of directors of Signature unanimously approved the proposed transaction. The transaction is subject to customary closing conditions, including regulatory approvals and clearance under the Hart-Scott Rodino Antitrust Improvements Act.

This marks the entry of Signature into the resurgent aluminum market in North America and Europe. GRSA, the

largest independent aluminum recycler in the world, is positioned to take advantage of improving fundamentals reshaping global aluminum markets. Sectors such as automotive, aerospace, packaging, building and construction are all experiencing increased aluminum consumption. The automotive sector, in particular, is consuming more aluminum as government mandates require reduced carbon emissions and compel auto manufacturers to increase fuel efficiency.

Signature expects to name Terry Hogan, currently senior vice president and leader of Aleris' Recycling and Specification Alloys business in

North America, as president of the GRSA business effective upon closing the acquisition. Russell Barr, vice president and leader of Aleris' recycling business in Europe is expected to serve as executive vice president, Europe.

Global recycled aluminum consumption is projected to grow 6.7 percent per year over the next decade, compared to primary alu-

minum consumption at 4.5 percent, according to Freedonia Group.

For the 12 month period ended June 30, 2014, Aleris reported that GRSA's earnings before interest, taxes, depreciation and amortization, on an adjusted, stand-alone basis (adjusted EBITDA) were \$74.9 million. Also reported by Aleris, GRSA's adjusted EBITDA during the quarter ended September 30, 2014 is expected to be \$4.6 million to \$7.6 million higher than the adjusted EBITDA in the quarter ended September 30, 2013. GRSA's third quarter 2014 results are estimates and subject to

See ACQUISITION, Page 6



Happy Holidays

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A Letter from the Editor

Readers,

I've spoken previously about our country's need to take action to deal with the influx of undocumented immigrants into our country. Recently, President Obama unilaterally took action on the immigration problem by issuing an executive order granting amnesty from deportation to immigrants who meet certain criteria. Some estimate that this could shield as many as 5 million illegal immigrants from deportation.

That's not really what I had in mind when I wrote that we needed to do something about immigration as a nation.

Not only are the President's actions an overreach of his political powers, but they don't do anything to actually fix our deeply flawed immigration system. He's done nothing to stem the influx of immigrants by shoring up our borders, nor has he done anything to ease the incredible backlog of cases crawling through our immigration courts. In fact, his order looks to be nothing more than a blatant attempt to appease the Democratic base in the aftermath of the absolute drubbing that the Democrats suffered in the November elections.

Furthermore, he's issued a pretty clear message to the Republican-controlled legislature that he's not interested in bipartisanship moving forward. If he was worried that his final years in office would be stymied by Republican push-back, he's practically guaranteed such a result now.

But there may be a silver lining. President Obama has thrown down the gauntlet, so to speak, and challenged the incoming GOP-majority to do it better. Perhaps his executive order is the goad that will prod our lethargic, foot-dragging legislators to stir their stumps and finally begin work on comprehensive immigration reform that will address the very real barriers to becoming an American citizen through legal means.

Regardless of your citizenship, nationality, ethnicity, religion, gender, age or political affiliation, I wish each and every one of our readers and their families a joyous holiday season. I look forward to addressing you all again next year.



Dave Fournier
Focus Section Editor
david@americanrecycler.com

Op-Ed: It's time to act on battery exports

by ROBERT FINN

President and CEO of RSR Corporation

We've all been there. It's a weekday morning and you are late to work. You rush to the car, put the key in the ignition, turn and...nothing. You have a dead battery. After cursing at the windshield, you opt to have the car towed to a garage where you trade in the old battery for a new one. You are charged a recycling fee in the exchange, giving you a momentary feeling of satisfaction that at least you just helped prevent pollution by removing hazardous lead waste from the environment. But is that feeling really justified? Unfortunately, the answer is probably "no."

In all probability, your dead car battery will become part of an alarming statistic that could have dire consequences for the environment of our nation's southern neighbor and developing nations across the world. Why? Because despite having some of the strongest air lead emissions controls in North America, an increasing number of spent lead acid batteries from the United States are being exported to Mexico to be recycled under significantly weaker pollution controls and worker safety standards that put Mexican communities and workers at severe risk of lead-related health problems, especially among the young.

In just the past decade, America has seen a stunning increase in the volume of spent lead acid batteries exported for recycling. According to U.S. Environmental Protection Agency (EPA) and Census Department data, from 2002 to 2013 the rate of U.S. exports of spent lead acid batteries increased by up to an astounding, and quite incomprehensible, 19,902 percent. Close to 20 percent of American spent lead acid car batteries are now exported abroad. That figure doesn't include the export market for lead acid batteries used in battery backup systems or other uses. Last year alone, U.S. companies exported close to a billion pounds of these batteries overseas, with the majority (somewhere between

77 and 92 percent) going to facilities in Mexico.

The impact of this exodus is two-fold. From an industry standpoint, domestic recyclers are seeing a constant erosion of their feedstock from the growth of exports, resulting in excess capacity that endangers American jobs and the survival of the domestic recycling industry. From a broader viewpoint, the explosion in exports to Mexico imperils the environment and the health and safety of Mexican workers due to the country's poor track record of oversight and regulation over its secondary lead smelters.

As proponents of sustainable recycling, RSR Corporation (RSR) believes the practice of shipping scrap lead acid batteries to developing countries for recycling cannot be defended by any moral or ethical standard. Companies simply should not be sending hundreds of millions of pounds of scrap batteries to countries that do not have the technical nor regulatory capabilities to handle them in a safe and responsible manner.

Additionally, the federal government should not encourage trade policies that turn a blind eye to some industry actors that believe it is okay to use Mexico as their hazardous waste dump. The risk to the environment, workers and people living in the surrounding communities is simply too great and America's obligation as a leader in the region too important to let this problem go unnoticed.

Thankfully, the view on this issue is gaining traction within the international community. The concern over the export of lead acid batteries to poorly regulated Mexican smelters captured the attention of the North American Free Trade Agreement (NAFTA) chartered Commission for Environmental Cooperation (CEC). Last year, the organization released a comprehensive report that should stand as a watershed moment for the battery export issue. The CEC documented the disparity between Mexican smelters and their NAFTA counterparts on stack emissions, employee blood lead levels and regulatory compliance.

In turn, the CEC urged Mexico to take immediate action to improve its regulatory oversight to reach parity with the U.S. Mexico recently answered by publishing a set of revised regulations to address these issues but they are so weak they aren't worth the paper on which they are printed. In fact, their new revised regulations are 36 years out of step with the U.S. and meet airborne lead emissions standards that we established in 1978 as part of the Clean Air Act. The unfortunate truth is that Mexican smelters still pump out into the air 140 times more lead than their American counterparts.

With proper education and focused advocacy, EPA could be convinced to place spent lead acid batteries on the prohibition list for export to developing countries. This will take time, and as we wait, thousands of batteries will continue to cross the border to threaten the environment. The automotive indus-

try should also follow the example set forth by IBM, AT&T and Sprint by taking a stronger stance on the export issue as well. By issuing standards and best practices governing the handling and recycling of spent lead acid batteries in its products, the auto industry could have a major positive impact on the problem.

Mexico's inability or unwillingness to improve upon its smelting industry, and our government's relatively slow pace to act on the issue means that industry must address exports at their source. America has the infrastructure, capacity and talent to recycle lead acid batteries and electronic waste here at home under some of the strongest environmental rules in the world. Domestic recyclers must stand together to call on our industry to end the export trade until Mexico takes meaningful action to strengthen its oversight over secondary lead smelting.

The lead acid battery should be a recycling success story. Between 2009 and 2013, over 99 percent of the lead these batteries contain has been reclaimed and recycled. The same can be said of the plastic battery housing and even the acid that helps regulate the battery's charge. Each component can be recycled and reused. Unfortunately, the rise in exports is putting this recycling success story in jeopardy.

It's not enough just to talk about the problem. We all have a moral obligation to operate our industries safely and consume resources in a sustainable matter. As president and CEO of RSR, I fully support tightening emissions standards and halting the battery export practice. RSR has invested tens of millions of dollars to develop cutting edge pollution control technologies that significantly reduce airborne lead emissions. These techniques should be standard industry-wide, whether in the U.S. or in Mexico.

The next time you find yourself inconvenienced by a dead car battery, take a moment to ask where it will be sent for recycling. The answer has bigger implications for the health of our environment than you might think.

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Novelis plans conversion to evercan aluminum by 2017

Novelis, an aluminum rolling and recycling company, has committed to convert all of its beverage can body sheet production to its evercan™ sheet, the world's first certified high-recycled content aluminum for beverage cans, by the end of 2017. This means that all can body sheet produced by Novelis will be certified 90 percent recycled content, compared to the global industry average of 50 percent.

Available worldwide, evercan sheet is produced in Novelis facilities in North America, Europe, South America and Asia. Novelis' evercan can body sheet is priced at the same levels as standard beverage can sheet and there is no difference in quality, technical characteristics or run-speed at customer plants between evercan and standard sheet.

To encourage broad adoption across the market, Novelis will assist other aluminum manufacturers by sharing knowledge of the process to certify high-recycled content beverage sheet using the methodology of Scientific Certification Services (SCS), a recognized leader in environmental auditing that certifies evercan's high-recycled content.

SCS has also recently certified high-recycled content can end sheet production in North America in addition to can body sheet. Can end sheet is used to form the tops of cans. The evercan end sheet will be available globally next year.



Cans made with Novelis' evercan aluminum sheet make their way through the Red Hare brewery in Marietta, Georgia.

PHOTO COURTESY OF NOVELIS

According to a survey by Forum for the Future, 62 percent of consumers say they would feel negatively toward brands that do not use sustainable packaging, and 90 percent are prepared to boycott brands they consider to be acting irresponsibly. The survey also found consumers say

changes in operations (e.g., sourcing material more responsibly and reducing the environmental impact of factories) should be the top priority for companies when it comes to sustainability efforts.

Since 2011, Novelis has announced capital investments of close to \$500 mil-

lion that will double the company's global recycling capacity to 2.1 million metric tons by 2015. Recycling aluminum saves 95 percent of the energy and emissions associated with the production of primary metal.

U.S. aluminum recycling rate remains above 65 percent

Aluminum beverage cans are once again the most recycled beverage packaging type in the U.S. with an industry recycling rate of 66.7 percent in 2013, according to new data released by the Aluminum Association, Can Manufacturers Institute and Institute of Scrap Recycling Industries. This marks the third consecutive year the rate has held above 65 percent. Since it takes just 8 percent of the energy to produce recycled aluminum versus new aluminum, energy saved from this effort is enough to fuel more than 1 million cars on the road for a full year.

The infinite recyclability of aluminum and the high value of the material means that the aluminum can is routinely recycled directly back into itself. This process happens over and over again without degradation in product quality.

While the rate of industry can recycling has risen significantly over the past decade, much of the growth in recent years has come from the addition of imported used aluminum cans entering the U.S. recycling stream. Because of aluminum's high inherent value and the closed loop recycling process of can-making, U.S. recyclers often import used cans from Canada, Mexico, Saudi Arabia and other countries. While the number of imported cans decreased slightly from 2012, the number of cans recycled by U.S. consumers increased slightly, offsetting the decline.

In 2013, \$812 million worth of aluminum cans were not recycled. These

landfilled cans, which could otherwise have been recycled and made into new cans, present an enormous opportunity to save energy and create jobs.

ASR 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 877-777-0043.

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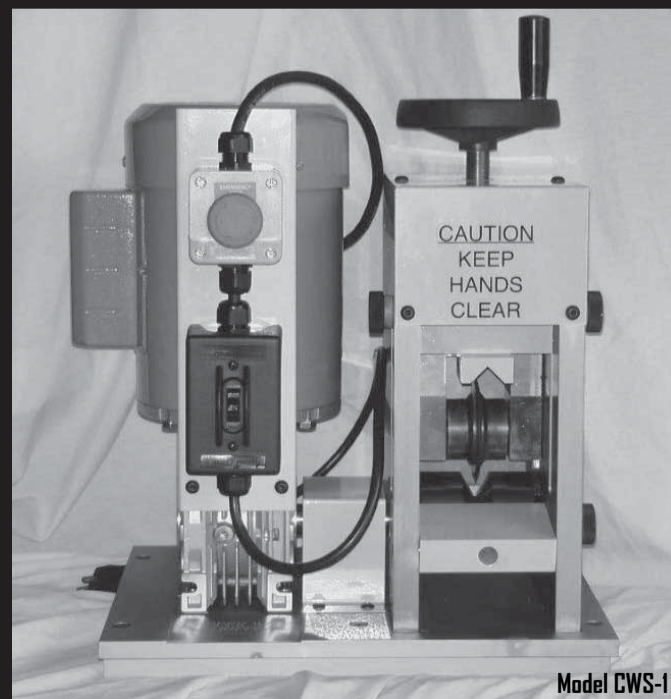
American Recycler is not responsible for non-inclusion of manufacturers and their equipment. Manufacturers are to contact American Recycler to ensure their company is listed in the Equipment Spotlight.

Three priests walk up to a bar entrance. When they try to open the door, a very drunk man stepped out. He exclaimed to them that he was Jesus Christ. All of the priests disagreed, and he said, "But I can prove it!"

So he walked back into the bar with the priests and the bartender said, "Jesus Christ, you're back again?"

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EQUIPMENT SPOTLIGHT

■ Metal Shredders

by **MARY M. COX**

maryc@americanrecycler.com

Shredders used in the multi-billion dollar metal recycling industry process materials like iron, steel, aluminum, copper and nickel. Those commodities are then sold to foundries, mills and manufacturers around the world.



Franklin Miller

The Taskmaster® Models TM3000 manufactured by Franklin Miller can perform in a variety of shredding applications which demand high power, large throat openings and extra-heavy duty construction. These units employ up to 75 hp motors and planetary gear drives to generate massive force to the cutters.

“They’ve proven their unique versatility and dependability in a wide variety of applications worldwide,” stated James Heyden, sales manager. The heavy construction of the TM3000 features 5.5” heat-treated, alloy steel hexagonal shafting, 2” cam cutters, heavy steel plate and channel body construction. The machine can not only reduce metal items such as steel drums, but can also reduce other materials as well, including: pallets, wood, documents en masse, electronic components, hard drives, hazardous waste, solid propellants, plastic sprues and purgings, tires and other manufactured items. The units are available in throat openings from 30” x 54” up to 28” x 72”.

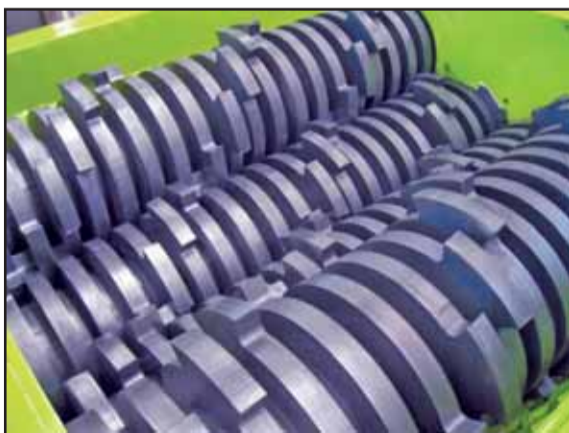
Granutech offers a wide variety of shredders including single shaft, dual shaft, and quad shaft shredders as well as medium speed grinders – suited for nonferrous recycling applications. Greg Wright, business development manager, explained, “With multiple sizes of shredders

in each category, we can meet the needs of small, medium and large processors. Our latest innovation – the Hybrid Drive System – provides maximum efficiency and production in our shredders via constant horsepower abilities. The system automatically adjusts speed and torque in accordance with the load being shredded.

“With this system we provide the ruggedness of a hydraulic system with the footprint of an electric drive shredder. This is especially useful in nonferrous recycling applications when the load seen in the shredder can vary so much at any given time. The hybrid will turn the shafts fast when the load is light but will slow down and increase torque when the load is heavy. The system continuously self-adjusts through the entire torque/speed range, yielding maximum production. Usual processing volume is in the range of 1 ton per hour up to 30 tons per hour.”

Wright noted that many times, customers require a specific shred size that is neither too large nor too small – optimum for their particular smelter – but which also provides efficient separation of materials within the shredder. “It can be a big challenge to identify the right balance of shredding so that a product is small enough to allow for separation, but not so small that losses occur in the furnace. Our Saturn shredders are known for producing small enough product, but with reduced fines. This provides an ideal balance of usable output.”

Wright believes the nonferrous markets are growing as technology allows stronger and lighter materials to be used where steel traditionally has



Granutech-Saturn Systems

been used instead. “Just look at the aluminum bodied 2015 Ford F-150. I believe you will see much more of this in the future from other automakers as well,” he said.

SSI Shredding Systems offers shredding technology that includes small, 50 hp systems to large 800 hp shredders. “Formulating a good understanding of the customer’s needs – what needs shredding and reviewing the application with an experienced supplier – that is the path to success,” Dave Wilson, industrial sales, advised. Almost all models of each SSI shredder type are used in metal recycling; the two shaft Dual-Shear®, the four shaft Quad®, the single shaft Uni-Shear® and the PRI-MAX® primary reducer.

Wilson said, “Despite the viral popularity of SSI’s YouTube video



SSI Shredding Systems, Inc.

titled ‘Hippie Bug,’ which depicts a Volkswagen Beetle being shredded in an SSI shredder, we do not actually manufacture shredders to process heavy ferrous metal. We do not make a car shredder. A shredder is not necessarily the answer to every metal recycling operation, but there are many applications where a shredder can aid in the recycling of metal.”

Wilson explained that shredding applications can involve aluminum extrusion, baled siding, wheels, steel drums, steel battery cases, incinerated metal, turnings, computers, ACSR, stamping scrap, copper slitter scrap, copper wire, radiators, white goods and computers. “Shredding downsizes the material and often liberates contaminants. The degree of shredding that is required and the type of shredder that would be most effective, all depends on the application involved.

See SPOTLIGHT, Page 5

Manufacturer List

- American Pulverizer**
James Holder
314-781-6100
www.americanpulverizer.com
- Badger Shredding**
Bob Lamer
920-863-1626
www.badgershredding.com
- Franklin Miller**
James Heyden
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- Granutech-Saturn Systems**
Greg Wright
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- Riverside Engineering, Inc.**
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Mark Thimons to head up Steel Recycling Institute

The Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute (AISI), disclosed that Mark Thimons will succeed Gregory Crawford as vice president of the Steel Recycling Institute (SRI). Crawford announced his upcoming retirement earlier this year.

Thimons joined SMDI in November, 2010 as director of construction sustainability and has over 25 years of experience in steel construction products and steel product sustainability.

As part of this transition, SRI will focus its efforts in two core areas – recycling programs and life cycle research. The recycling focus will include national and regional recycling initiatives, outreach and growth, while SRI's life cycle research will include life cycle assessment studies, as well as other sustainability-related initiatives relevant to the North American steel industry.

AISI plays a role in the development and application of new steels and steelmaking technologies.

Spotlight

Continued from Page 4

"In some cases, a single shredder is all that is required. An example of that would be one of our recent installations. An SSI Dual-Shear 75 horsepower system was needed in a manufacturing plant for reducing a bulky volume of steel stamping scrap. What started out as oversized bulky parts, or a stamping, was shredded to a uniform 2" strip for improved material handling and recycling downstream.

"If the goal is to separate materials after shredding, then often a small, more uniform particle size is better. To achieve a smaller particle size than a primary shredder produces, double shredding with a secondary shredder is an option. Sometimes a single screen-based shredder such as a Quad or Uni-Shear is more suitable."

Wilson said that aluminum shredding is a common application for double, slow speed shredding and that materials such as baled UBC, siding, or extrusion are processed on a primary shredder like the Dual-Shear or PRIMAX. Material is then shredded further on a second, Dual-Shear with a cutter tailored to produce a smaller size.

"The advantages of slow speed technology are many. Maintenance and noise are low. Dust and fines produced are minimal, and equipment on-line reliability is high. Properly designed equipment has excellent shock protection systems. These systems are especially useful when non-shreddables like heavy ferrous are encountered. Satisfactory liberation of material at a reasonable investment can sometimes be a challenge. One shredder is often not enough. A system of multiple shredders and conveyors is often required and the investment can be significant," Wilson cautioned.

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A Closer Look

by Donna Currie

Recla Metals

Matthew Alvarez • 888-621-0807

Matthew Alvarez got his start at Recla Metals about four years ago when he was looking for a change from the city life of Denver to something a little more laid back and small-town, which is exactly what Recla's location had to offer.



—The Recla Metals Yard

"It's a great change of pace," he said.

Not only is he settled into a smaller town, he's also enjoying different geography, as well as easier access to the ski towns of Telluride and Crested Butte.

Alvarez said that every day at Recla is different, and every day he has the opportunity to help people while at the same time helping the environment. "I like helping people," he said. "I'm a people person."

Since the company is small – only 40 employees, "you get to wear a lot of hats," and when hunting season starts, there might be a dozen people who take time off, so everyone has to pitch in and help out with a variety of jobs. But although it's relatively small, Recla is the largest privately-owned company in the local area.

Alvarez described Recla as a "full-service recycler" that buys ferrous scrap, white goods, nonferrous, cars, cans and just about any sort of metal the community has. They don't have an auto shredder, so they bale and package autos for delivery to local shredders.

Customers range from local residents to auto shops to manufacturing plants to coal mines. Alvarez noted that three of the largest coal mines are in Colorado, and they generate a significant amount of scrap from beams to conveyors to "remnants of different projects they've been working on."

Besides buying scrap, Recla also sells new steel, particularly to the local municipalities. To make more efficient use of their eight trucks, they deliver steel and pick up scrap in the same trucks.

In the years that Alvarez has been involved in the business, he's seen it grow from having 28 employees to the current 40, and 2 new locations have opened.

Looking forward, they're planning on moving from a leased location near Durango Colorado to a 10-acre facility that they own within the city limits. Alvarez said that "it's quite a process" to get the facility opened, but he feels that it will be worth it. Right now the city doesn't have a recycler, and while people like the idea of recycling, they're less likely to do so when they have to drive out of town to drop off their material.

He said that many people think that recycling is "a dirty industrial business," and they're reluctant to have a recycling business in town. "It has a stigma," he said. Some people see the piles of scrap and think they're sitting there forever. "The material is moving every month," he said, "It's not the same material as last month."

Alvarez said that introducing a recycling business to new areas is always a challenge and people often respond, "You can recycle THAT?" when they find out how many common things can be recycled. "You have to get the word out," he said.

He described his business as "done right; done responsibly" and said that once the new location is open and available to the public, the community will embrace them, just like the other communities they're in.

Recla makes it a point to get involved with communities they service, including donating new steel for sports fields and getting involved with the county fair's livestock auction.

Besides selling the more common new steel products, the company has one very unique offering – Rusty Corrugated Metal. That product started as an accident, when they received some uncoated roofing material. Stored outdoors, it rusted, and a customer saw it and loved the look, and since then they've been selling it to many local customers.

While Alvarez was proud of the company's accomplishments, he said that the key to success is how they treat the customers, and that "we're willing to take the extra step to get the job done." Because, after all, "We're in business because of them."

EPA settles with Kern Steel to ensure safe handling of waste

The U.S. Environmental Protection Agency (EPA) fined Kern Steel Fabrication, Inc. \$57,100 for improper management of hazardous waste generated at its facility in Bakersfield, California.

During a 2012 investigation, EPA found that the facility failed to properly label about 30 of its containers holding hazardous wastes such as waste paint, fluorescent light lamps, used oil and batteries. EPA also found that many of the containers were not properly closed. Proper containerization of hazardous waste is required to minimize the possibility of a fire or sudden release of hazardous materials.

The facility also failed to characterize some of the waste generated onsite as hazardous or not hazardous and did not have an adequate contingency plan designed to protect human health or the environment in the event of any fires, explosions or any unplanned release of hazards into the environment.

Finally, the EPA found that the facility did not submit a timely biennial report for 2011 and 2013. These reports are required for facilities that generate a

minimum of 2,200 lbs. of hazardous waste per month.

The facility, located in a commercial-industrial area of Bakersfield, about three blocks from residential neighborhoods, is a structural steel fabricator that constructs aircraft ground support maintenance platforms, work stands and docking stations, among other products.

The settlement is part of the EPA Region 9's efforts to work together with federal, state and local partners to reduce pollution from facilities that manage, store or handle large volumes of hazardous waste. The agency's goal is to reduce the risk to human health and the environment for the four million residents living in the San Joaquin Valley by ensuring wastes from these types of facilities are properly managed.

The Resource Conservation and Recovery Act (RCRA) authorizes EPA to oversee the generation, transportation, treatment, storage and disposal of hazardous waste. Under RCRA, hazardous waste must be stored, handled and disposed of using measures that safeguard public health and the environment.

Acquisition

■Continued from Page 1

changes based on Aleris management's final review of financial results during the period.

Approximately 65 percent of GRSA's business is conducted in North America, with 35 percent in Europe. GRSA operates a total of 24 facilities across 6 countries.

Under the terms of the stock purchase agreement, Signature will acquire GRSA for a purchase price of \$525 million, comprised of \$495 million in cash and \$30 million in preferred stock in Signature. The purchase price represents a multiple of approximately 6.5 times GRSA's Adjusted EBITDA as described above using the midpoint of the estimated improvements in third quarter results.

Signature expects to finance the acquisition with a combination of cash

on hand, and the net proceeds from debt and equity financings. This includes the issuance of approximately \$300 million of senior secured bonds in a private placement to qualified institutional buyers and certain non-U.S. persons, as well as a registered offering of Signature's common stock, and a registered stapled rights offering of additional shares of its common stock to Signature stockholders at a date to be determined.

A portion of the rights offering will be backstopped by Zell Credit Opportunities Fund, L.P., an affiliate of Equity Group Investments, a private investment firm founded by Sam Zell. In connection with the transaction, Goldman Sachs will lead a committed bridge financing with Deutsche Bank. General Electric Capital Corporation will provide a \$175 million asset-based lending facility to finance the growth of the company.

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PepsiCo helps veterans through recycling initiative

There are many ways to say thank you for the sacrifice and service of veterans and their families on Veterans Day. This year, PepsiCo added an unlikely way to this list – by recycling. Through PepsiCo Recycling, recycled beverage containers translate into business training opportunities for veterans around the nation. This November, PepsiCo was officially recognized as the first 3-star partner of Syracuse, New York-based Institute for Veterans and Military Families for its long-standing support of the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program. As one of the early supporters of EBV, PepsiCo has linked its beverage recycling program to helping veterans become entrepreneurs.

Since 2010, PepsiCo has donated \$1.5 million to EBV and will allocate an additional \$500,000 over the next 3 years. More than 4.4 million pounds of bottles and cans have been collected through PepsiCo Recycling programs during that time.

“Every bottle and can recycled makes a difference, not only for the environment but also helping veterans seek new career opportunities and launch and grow their own businesses,”



PepsiCo CFO Hugh Johnston presents a check to Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) representatives at the Nov. 1 Syracuse vs. North Carolina State University football game. (From left: Division Command Sergeant Major David Martel, EBV graduate John Higgins, executive director and founder of IVMF Mike Haynie, PepsiCo Recycling program director Meagan Smith, PepsiCo CFO Hugh Johnston and Syracuse University Chancellor and president Kent Syverud).

PHOTO COURTESY OF PEPSICO

said Meagan Smith, program director for PepsiCo Recycling.

When people recycle beverage bottles and cans with PepsiCo, they are

helping further the EBV's mission to provide training in entrepreneurship and small business management to post-9/11 veterans with disabilities resulting from

military service. Since PepsiCo partnered with EBV, more than 925 veterans have received training and support.

“Made in USA”

■Continued from Page 1

metals, and I'm not aware of a 'Made in USA' case that revolved around the recycled claim.”

If the claim was made mistakenly and the marketer doesn't seem to be trying to deceive, the FTC might only contact the marketer and inform them of the error. If, however, the claim were made with intent to deceive, the FTC could bring an enforcement action.

One option could be a qualified claim. For instance, rather than saying “Made In USA,” the label could claim “Assembled in the USA using Domestic and Imported Materials,” assuming the marketer could substantiate that qualified claim. The marketer might be able to make an alternative claim that conveys that the product is made from metals recycled in the U.S., without conveying that the product is entirely or virtually entirely made in the U.S.

Ensor suggests manufacturers and marketers check with the FTC before deciding to use “Made In USA” claims. She said the FTC will work with businesses to try to devise claims that won't deceive consumers.

“We understand this is an area that's very important to a lot of people,” Ensor said. “We try to strike a balance between promoting our mission to prevent consumer deception and also to make sure folks making products here in the USA can make truthful claims.”

The jewelers originally asked the FTC to accept the premise that metals recycled in the U.S. can be said to have

I didn't want to believe that my husband was stealing from the Department of Transportation, but when I got home, all of the signs were there.

begun a new life cycle and be described as originating in this country, no matter where it was originally mined. The FTC said its opinion is not final, and that it would reconsider the matter if surveys showed a change in consumer sentiment about the meaning of “Made In USA.”

Meanwhile, any business that manufactures or markets a product contain-

ing recycled materials and carrying a “Made In USA” label may need to be able to prove to the FTC that the recycled materials all originated in the USA. The jewelers, however, still want a more relaxed interpretation of “Made In USA” that would allow them to claim domestic origins for products manufactured using recycled materials

that can't be traced back to their original source.

“It did not seem fair based on the reality of the situation,” said Youmans. “That's what we're trying to make the FTC understand.”

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