



American Recycler

NewsVoice of Salvage, Waste and Recycling

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National e-recycling strategy supported

United States Environmental Protection Agency (EPA) administrator Lisa P. Jackson, general services administrator Martha N. Johnson, and White House council on environmental quality chair Nancy Sutley were joined by the CEOs of Dell Inc. and Sprint, and senior executives from Sony Electronics to release the Obama Administration's "National Strategy for Electronics Stewardship" – a strategy for the responsible electronic design, purchasing, management and recycling that will promote the burgeoning electronics recycling market and jobs of the future here at home.

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Recovering auto metals from the Joplin tornado



■ Focus Section Cover, Page B1

Auto auctions in the digital age

PHOTO COURTESY OF QCSA HOLDINGS

by MIKE BRESLIN

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There are few marketplaces with the adrenalin-pumped atmosphere as wholesale auto auctions – vehicles of every make, age and condition being eye-balled by anxious bidders looking for a bargain, either attending in person or watching online. People bid for various reasons – for resale, to repair and recondition, for export, to part out and for scrap value. The bidding is fast and furious, and informed buyers across the country settle baseline values for the used vehicle market.

Auctions are essential to recycling vehicles, not just used cars and light trucks, but all types of commercial vehicles and what are termed "toys" in the business – most anything on wheels from used boats on trailers to motorcycles, motorhomes, house trailers and the occasional lawn tractor.

There are two distinct types of auctions – rolling and salvage. At rolling auctions, most used vehicles drive through lanes, have clean titles and are sold for reuse. Rolling auctions also sell vehicles with branded titles – salvage, reconstructed, or theft recovery/stolen vehicles and these conditions are announced at time of sale. Due to the small number of branded vehicles at rolling auctions, not all vehicles are repairable and have clean titles.

At salvage auctions, most vehicles are undrivable, have state-issued salvage certificates and are largely sold for parts and recycling. There is a confusion of terms between the two auction types, however, rolling auctions also categorize vehicles as salvage, but they are repairable ones with clean titles. Conversely, a small percentage of salvage auction vehicles have clean titles.

Rolling auctions

Members of the National Auto Auction Association (NAAA) represent rolling auction companies. These 317 members comprise the largest association of brick-and-mortar auto auctions in North America, which represented \$81 billion of auction sales in 2010. 14.1 million vehicles entered the NAAA auctions during 2010 resulting in 8.4 million units sold. "We are the pulse of the wholesale



Salvage auction inventory is displayed for pre-inspection by potential bidders.

market and vehicle prices are set by the auto auction industry," said Frank Hackett, executive director of NAAA.

"Auction volumes are off, but they are off right along with the rest of the automotive industry," Hackett went on. "But our volumes have not been impacted as much as the used car business. Part of the problem with our vol-

ume is the shortage of cars. I think the Cash for Clunkers Program had some impact on our industry. It took cars off the road that people could afford to drive and impacted dealers that could have sold those cars. Maybe it was good for the salvage industry, but the program could have been better by not killing all of

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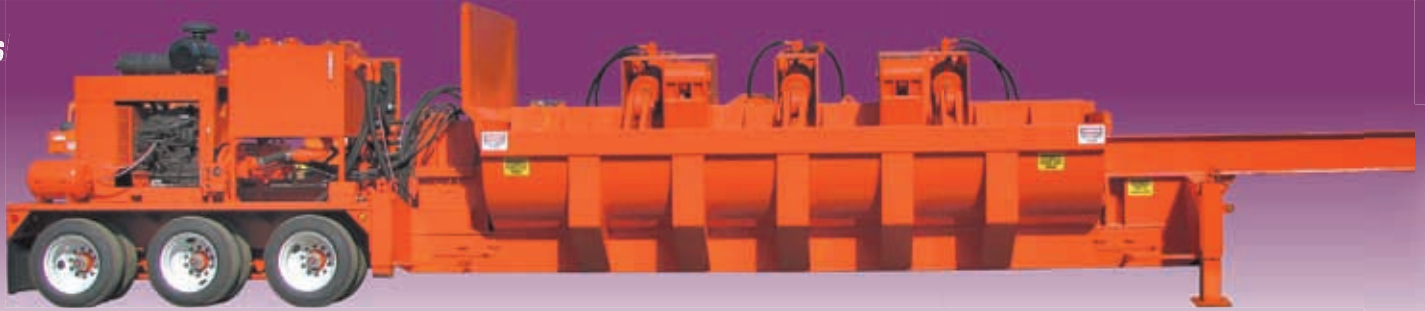
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Recycling proves to be financially beneficial to municipalities in Maine

Because the people of Cape Elizabeth, Portland, Scarborough, and South Portland participated in recycling, their municipalities avoided paying a total sum of \$1,039,632 in waste disposal costs over 12 months.

"Recycling makes a real difference to the bottom line," said City of Portland's director of Public Services Michael Bobinsky. He explained that, from July 1, 2010 through June 30, 2011, the residents and businesses of Portland separated 5,358 tons of recyclable material from their trash and "since every ton of trash costs the City \$88 for disposal, we avoided paying \$471,504." There is potential for even greater financial benefit if Portland's 35 percent recycling rate grows.

Similar, proportional benefits were experienced in the smaller communities of Cape Elizabeth, which had a recycling rate of 33 percent and avoided costs of \$111,056; Scarborough, with a recycling rate of 34 percent and avoided costs of \$240,504; and South Portland, with a recycling

rate of 28 percent and avoided costs of \$216,568.

All four municipalities are owners of ecomaine, the nonprofit entity that handles both their disposal and recycling. Ecomaine's general manager, Kevin Roche, noted that even a small increase in a community's recycling percentage can yield significant financial benefits. With just a 2 percent increase, for example, South Portland would have saved an additional \$4,331, Cape Elizabeth an additional \$2,221, Scarborough an additional \$4,810, and Portland an additional \$9,430. "That's why raising community awareness of recycling is so important," said Roche. "We want everyone to understand that recycling is an advantage for their communities ecologically and economically, and that with single-sort technology, it couldn't be easier to participate."

Statistics for each of ecomaine's 39 recycling communities are updated monthly and can be viewed at www.ecomaine.org.

Unifi opens Repreve Recycling

Unifi, Inc. celebrated the official opening of its Repreve Recycling Center. The \$8 million investment will allow the company to expand production capacities of its Repreve recycled fiber.

Repreve is a recycled polyester and nylon fiber that can be used in a wide range of applications, including apparel, automotive, seating and paneling fabrics.

The 50,000 square foot recycling center enables Unifi to recycle post-industrial and post-consumer polyester waste, and in the future, fabrics and garments. The goal of the facility is to expand production capacities and capabilities, improve fiber color and drive volume growth for improved economics.

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TFC Recycling unveils private CNG-powered collection truck

TFC Recycling, a waste solutions and recycling service in the Mid-Atlantic, unveiled its first truck powered by compressed natural gas (CNG).

During an open house at its Chesapeake headquarters, TFC displayed the new vehicle, which will have a lower carbon footprint because it burns 30 percent cleaner than diesel fuel and will also generate 15 percent less noise. TFC plans to purchase more CNG powered trucks.

"CNG is a domestic renewable energy source with substantial proven reserves in this country," said Michael Benedetto, president of TFC Recycling, which collects and processes materials in Virginia Beach, Norfolk, Chesapeake, Portsmouth, Suffolk and throughout Central Virginia and Northeastern North Carolina. "Maintenance costs are lower and unlike petroleum fuels, the price of CNG can be fixed. But beyond the business benefits, this renewable energy source is just better for the community because of its lower emissions. We can't wait to have a full fleet of CNG trucks someday."

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E-recycling

■Continued from Page 1

The announcement included the first voluntary commitments made by Dell, Sprint and Sony to EPA's industry partnership aimed at promoting environmentally sound management of used electronics. The Administration's strategy also commits the federal government to take specific actions that will encourage the more environmentally friendly design of electronic products, promote recycling of used or discarded electronics, and advance a domestic market for electronics recycling that will protect public health and create jobs.

Every year, Americans generate almost 2.5 million tons of used electronics, which are made from valuable resources such as precious metals and rare earth materials, as well as plastic and glass. From computers and cell phones, to portable communication and music devices – the United States is, and will continue to be, a global leader in designing and developing new and improved electronic technologies.

The responsible management of electronics provides an opportunity to create economic development and jobs by developing a strong domestic electronics recycling market while preventing pollution at home and abroad.

As outlined in the strategy report, the federal government will:

- Promote the development of more efficient and sustainable electronic products;

- Direct federal agencies to buy, use, reuse and recycle their electronics responsibly;

- Support recycling options and systems for American consumers; and

- Strengthen America's role in the international electronics stewardship arena.

Under the new strategy, the United States General Services Administration (GSA) will remove products that do not comply with comprehensive and energy efficiency or environmental performance standards – from its information technology purchase contracts used by federal agencies, and will ensure that all electronics used by the Federal government are reused or recycled properly.

In addition, EPA and GSA will promote development of new environmental performance standards for categories of electronic products not covered by current standards. Several federal agencies will work together to identify methods for tracking used electronics in Federal agencies to move toward reuse and recycling.

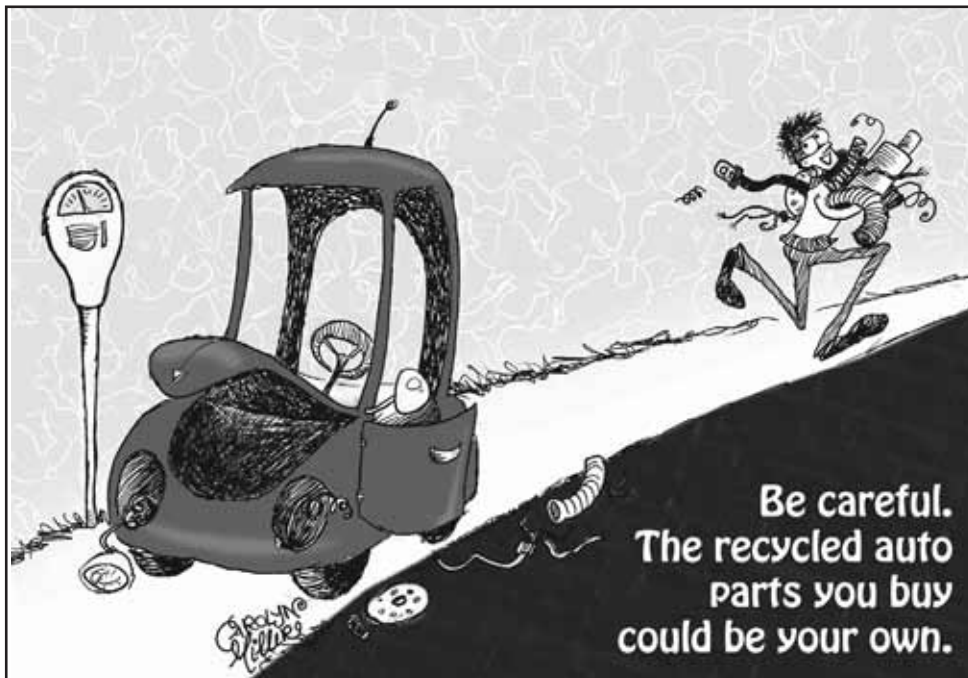
A key component of this strategy includes the use of certified recyclers and increasing safe and effective management and handling of used electronics in the United States and working with industry in a collaborative manner to achieve that goal. As a first step in this effort, EPA administrator Jackson in Austin, Texas signed a voluntary commitment with Dell Inc. CEO Michael Dell and Sprint CEO Dan Hesse to promote a United States-based electronics recycling market. Sony Electronics Inc. representatives were also present and also committed to improving the safe management of used electronics.

This collaboration with industry aims to encourage businesses and consumers to recycle their electronics with certified recyclers, and for electronic recyclers to become certified. There are two existing domestic third-party certification recycling entities, R2 and E-Stewards. The electronics recycling industry is increasingly embracing these certification programs. Certified recyclers are regularly audited by these certification entities to ensure that electronics are recycled in a manner that is safe for human health and the environment.

As the next steps in this collaborative effort, EPA will continue to work with industry to encourage other companies to voluntarily commit to help grow the domestic recycling market, create the green jobs of the future in the United States and educate consumers.

"A robust electronics recycling industry in America would create new opportunities to efficiently and profitably address a growing pollution threat," said EPA administrator Lisa P. Jackson.

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



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DTE Energy recycles 35,000 units

DTE Energy has a program to pick up and recycle old refrigerators and freezers. If a consumer buys a new refrigerator or freezer after July 26 at a participating Sears store, they can select a convenient time for a crew to deliver the new unit to their home, and haul away the old unit, free of charge. Replacing an old inefficient refrigerator or freezer can save customers as much as \$150 per year on energy costs.

The program, which is part of the Your Energy Savings initiative at DTE Energy, has recycled 35,000 older refrigerators and freezers since it began in 2009. All of the recycled collected appliances are taken apart at a recycling plant in Livonia, operated by JACO Environmental. Ninety-five percent of the materials in the refrigerators are recycled, and various hazardous materials properly handled.

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Auto auctions

■Continued from Page 1

those engines. There were many cars that the auctions could have handled – this reduced our volume.”

According to NAAA, the demand for used vehicles remained strong in 2010. Prices actually increased by 5.6 percent during 2010 to an average sales price of \$9,614, even though gross volume was down 1.9 percent compared to 2009.

Vehicles are consigned to NAAA auctions from several sources. Dealer-consigned vehicles represented the largest number of vehicles sold with a 44.4 percent share, followed by fleet lease at 43.7 percent and factory vehicles at 8.9 percent. Only 3.1 percent come from other sources.

All 317 NAAA members also hold online auctions. Of the \$81 billion 2010 sales, \$19 billion was attributed to 1.3 million vehicles sold via the internet. This is a significant change in the auction industry over the past few years. In 2003, electronic sales represented only about 1 percent of total industry sales, but by 2010 it rose to nearly 16 percent and this robust trend is likely to continue.

Over the past decade, computer technology has revolutionized the auction business and vehicle consignors, both for exchange of information within the industry and by using Internet portals to make remote and proxy bidding more convenient.

Atlanta-based AutoIMS, a subscription database tool, has emerged as a platform for commercial accounts, primarily banks. Credit unions, rental car and leas-

ing companies, fleet managers and OEM financing also exchange information, manage inventory, establish market prices, see digital images and obtain vehicle condition reports from the company. Bidders no longer have to reference paper documents, but can stand in auction lanes using smart phones or tablets, or bid from cyberspace with fingertip access to data on a unit coming up for bid.

“We do a lot of translation and communication of data behind the scenes,” says Joe Miller, director of customer service for AutoIMS. “While many of our consignors and auctions use our website on a daily basis and use the web based tool, much of the information they are exchanging we have set up and facilitated to run as an electronic data interchange without even using the website. We help our subscribers to set up the automation of information for their unique enterprise systems.”

AutoIMS features LivePricing, which integrates current vehicle pricing with condition reports and customizable, adjustment formulas. Considerations such as auction grade, equipment options, damage estimates, and condition reports with digital images are pooled to facilitate and backup floor prices. A user can review data on one screen and accept or adjust a recommended price, send floor prices directly to one, or multiple auctions. LivePricing also accumulates historical data to help identify trends, such as percentage of floor price to net price. “For example, a bank could go into AutoIMS and put in what they expect the prices to be at auction and the bank representatives at auctions on sale day would know what the bank wants for each vehicle,” said Paul

Lips, NAAA vice president and executive vice president of operations and finance for ADESA, a chain of 70 North American whole car auctions. AutoIMS is also used for managing vehicle remarketing portfolios by simplifying inventory management by providing a central platform to exchange vehicle data for auction houses and consignors of all types, such as repo agents.

Even though electronic auctions have made inroads over the past several years, Frank Hackett does not see the role of traditional auction houses changing. “You have to be a brick and mortar auction in order to belong to NAAA and 50 percent of a business must run through the lanes. During online bidding you cannot touch, feel or smell the vehicle. In the lanes, bidding allows you to view other cars in other lanes. There is energy, excitement and body language you can’t experience online.”

Unlike retail auctions like eBay with date certain bid deadlines, wholesale online auctions are held separately as well as simultaneously with lane auctions. Lane auctions are usually held on a weekly basis, some are held on weekends and some have more per week.

Vehicles unsold at real-time auctions are often posted on the Internet with “Buy Now” prices set to promote fast sales and unload inventory.

The auction industry continues a trend towards more full service facilities. Almost all NAAA members offer detailing, body and mechanical repair, paint shops, transportation services and dealer financing. The average NAAA auction operates an 8 lane facility on 76 acres and employs 137 people with an annual payroll of \$3.4 million.

Charlotte Pyle is vice president of two independently owned auction companies in West Virginia, Capital City

PHOTO COURTESY OF NATIONAL AUTO AUCTION ASSOCIATION



Auctioneers at work at an NAAA rolling auction.

Auto Auction and Mountain State Auto Auction. She is also NAAA president-elect. Pyle said that electronics come into play at her operations – “Insurance companies don’t necessarily deal with rolling auctions, they deal with salvage auctions. I would say 95 percent of our salvage vehicles are ones that dealers are going to take and fix. We sell for large rental car companies so when they have one that’s damaged or wrecked, we pick those up because we handle the account. In the old days, we used to drive bidders around the lot on a truck to view the salvage vehicles. Now with technology, we go out and take pictures and run them on a camera on the indoor lanes and online simultaneously.”

Pyle’s regular rolling auctions are held weekly at one location on Monday and at the other on Friday. Her auctions employ an internet platform called AuctionPipeline that displays photos of vehicles on monitors at the auction and for online bidders on the company website and on a number of other online portals. “At my auctions we sell salvage vehicles right before the regular rolling auction and that happens once per month. For us, sales are much better in the lanes. We sell on the Internet but have much higher achievements in the lanes. On Monday, for example, we sold 69 percent of the cars. Cars

See AUTO AUCTIONS, Page 10

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Southern Waste Systems honored with recycling award from Florida organization

Recycle Florida Today recently honored Southern Waste Systems with its 2011 Recycling and Waste Reduction Award in the category for Outstanding Institution/Business. Southern Waste Systems received the special recognition during the organization's statewide conference held this summer in Sarasota, Florida. Recycle Florida Today gives out approximately 12 awards each year to those that have demonstrated a true commitment to recycling and waste reduction.

Southern Waste Systems, through its affiliate Sun Recycling, is the largest privately owned recycler of construction and demolition material in Florida. Currently, they are diverting more than 3 million cubic yards of material from landfills each year and recycling at an 86 percent rate throughout their 5 material recovery facilities located in South Florida.

Through modifications to processes and ongoing research and

development, the West Palm Beach facility is experiencing a 93 percent recycling rate. With the materials it recycles representing up to 30 percent of Florida's entire waste stream, Southern Waste Systems plays a key role in reaching the state's goal of 75 percent recycling by the year 2020.

"As stated by the Department of Environmental Protection, the recycling

of this material at 75 percent alone would put the state's percentages over 40 percent immediately," said Southern Waste Systems CEO Charles Gusmano. "As we reach over the 90 percent mark, we know that we have a large and important impact on the overall goal and the numbers speak for themselves."



Patti Hamilton, VP Southern Waste Systems and Pam Shoemaker, Recycle Florida Today 2011 Conference Chair.

Infringement lawsuit settled

Advanced Steel Recovery, FASTek, and Sierra International Machinery have settled a patent infringement lawsuit brought by FASTek against Sierra International Machinery in the United States District Court for the Southern District of California arising from Sierra International Machinery's purchase and use of the Steco Scraper Container Loader.

As a part of the settlement, Sierra International Machinery acknowledges that the Steco Scraper Container Loader infringes FASTek and Advanced Steel Recovery's patents and that those patents are valid and enforceable. Sierra International Machinery further agrees to permanently cease using the Steco Scraper Container Loader.

Sierra International Machinery will immediately begin using FASTek's patented container loading system in its own scrap operations, and begin marketing FASTek's patented container loading system both domestically and internationally.

Frankel noted that FASTek continues to pursue its federal lawsuit against Blue Tee Corp. and Steco for patent infringement related to the same patents and fully expects to prevail in that action. Advanced Steel Recovery and FASTek are committed to continuing to aggressively protect and enforce their intellectual property rights.

Two women that are dog owners were arguing about which dog was smarter.

The first woman said, "My dog is so smart, every morning he waits for the paper boy to come around and then he grabs the newspaper and brings it to me."

The second woman smugly replied, "I know!"

"How do you know?"

"My dog told me," she answered.



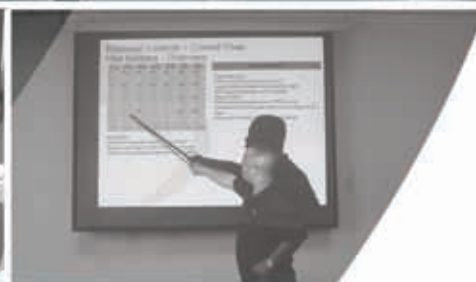
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Pennsylvania manufacturers can certify recycled content

The Pennsylvania Recycling Markets Center (RMC) launched an exclusive partnership with GreenCircle Certified LLC, a Schwenksville company that has developed a system to certify products with recycled content.

The voluntary certification of recycled content is expected to help Pennsylvania companies and products that use recycled materials to stand out and become more competitive in the marketplace.

"Pennsylvanians will soon begin seeing more of the 'GreenCircle Certified' mark. This mark will confirm and verify claims of recycled content in a wide variety of goods, from building materials to furnishings to general consumer goods," said Robert Bylone Jr., executive director and president of the RMC.

The RMC will work with GreenCircle and provide assistance to its clients, but GreenCircle will maintain the certification process as an independent program.

Tad Radzinski, co-founder of and certification officer for GreenCircle, pointed out that "as recycling and sustainability in general have grown in economic importance and gained widespread acceptance with the purchasing public, we've seen more and more companies making 'green claims' about their products and manufacturing operations. Our role is to validate the legitimate claims so they can be distinguished from those that are either inaccurate or misleading."

Radzinski served as a national expert in waste minimization for the Environmental Protection Agency (EPA) from

1997 to 2007. For his service to the EPA he received two national Notable Achievement Awards and a Superior Service Medal.

Bylone emphasized that the ultimate purpose of the partnership is to enhance the RMC's mission of building recycling markets in Pennsylvania — by driving an increase in the use of recycled raw materials and encouraging the manufacture and sale of more products with recycled content.

Radzinski said certification basically demonstrates that a claim made by a company has been evaluated and verified and that the company can consistently manufacture a product that matches its claim about recycled content.

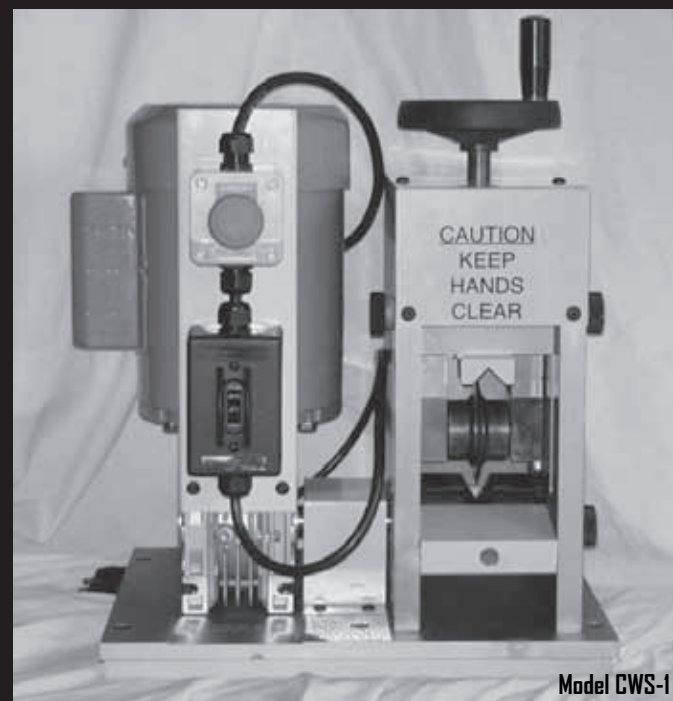
He said he expects manufacturers that make products with recycled content will be eager to benefit from third-party certification. Because third-party certification is inherently objective, he said, it can be "a valuable asset in establishing credibility and developing consumer confidence."

As part of the arrangement, Bylone added, the RMC will advise and work with companies that want to increase their use of recycled materials and qualify for certification. He said the RMC will also work with GreenCircle to promote Pennsylvania recycling industries beyond the commonwealth's borders.

According to the RMC, Pennsylvania has 2,265 operations involved in the collection and processing of recyclables, 484 manufacturers and demand-side users of recycled materials, and 1,054 operations involved in reuse and remanufacturing.

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EPA announces top contenders in competition

The Environmental Protection Agency's (EPA) Energy Star program announced the top contenders at the midpoint of the 2011 National Building Competition: Battle of the Buildings. The list of top contenders identifies the leaders with the greatest percent reduction of energy use in each of the 12 building categories in the competition. EPA also provided an update on the progress of all participants as they continue to go head-to-head to save energy, reduce costs and protect Americans' health and their environment.

In the first 6 months of the competition alone, teams representing 245 buildings around the country have saved more than \$3.7 million on utility bills and reduced greenhouse gas emissions equal to the electricity used by 2,300 homes annually. Competitors measure and track their building's monthly energy consumption using EPA's Energy Star online energy tracking tool, Portfolio Manager. The building with the largest percentage reduction in energy use, adjusted for weather and the size of the building, will be recognized as the winner in November.

Competitors from 26 different types of commercial buildings across 33 states and the District of Columbia are utilizing social media applications to exchange ideas and strategies. Consumers can also go online to view details on the competitors in their region and find information about saving energy.

The top contenders in each building category at the midpoint of the competition are listed in this article at www.AmericanRecycler.com.

ELECTRONICS

BAN uncovers toxic e-waste exports by Chicago electronics recycler

Shipping container from Intercon Solutions tracked to China

The Basel Action Network (BAN), a toxic watchdog group, said that Chicago Heights, Illinois electronics recycler Intercon Solutions will be the first company denied the e-Stewards certification, which is available to electronics recyclers that can demonstrate that they operate in a truly responsible manner. BAN's denial was based on "compelling evidence" that Intercon Solutions had been engaged in exporting hazardous electronic waste to China.

Intercon Solutions has boasted in brochures and on its website that it does not export any used electronics entrusted to it for recycling. However, on two separate occasions, BAN investigators photographed and tracked containers of electronic waste leaving property leased by Intercon Solutions in Chicago Heights on its way to China.

BAN had alerted Hong Kong Environmental Protection Department. As

the same for any other cases, given the shipment contained hazardous waste, they subsequently required that the shipment be returned to the United States. Hong Kong law forbids the importation of hazardous waste electronics such as cathode ray tubes (CRTs and batteries). Further, the import by developing countries of such wastes from the United States is also illegal under the United Nations' Basel Convention.

"It is very sad that many e-Waste recycling companies continue to pose as 'responsible recyclers' while they continue to export toxic waste," said Basel Action Network's executive director, Jim Puckett. "In this case, we can take some satisfaction that our e-Stewards Certification screening methods and audit caught what BAN has every reason to believe is a violator."

The final decision by BAN to deny the certification took place only after an

on-site audit had been conducted and after direct discussions between BAN and Intercon Solutions failed to convince BAN that Intercon Solutions had not exported the toxic containers. Such export is a violation of the e-Stewards Standard for Responsible Recycling and Reuse of Electronic Equipment, and is likely also to violate the importation laws of Hong Kong, the US federal Resource Conservation and Recovery Act (RCRA), and Illinois State Law governing the conduct of registered electronics recyclers.

In addition to the e-Stewards Certification, BAN and the Electronics Take-Back Coalition strongly support the recently introduced Responsible Electronics Recycling Act, which prohibits the export of toxic electronic wastes to developing countries. The bill was introduced recently in the House and the Senate.

RCR&R receives certifications

Regional Computer Recycling & Recovery (RCR&R) in New York was awarded NAID AAA Certification for Hard Drive Destruction and Sanitization Operations, and has also earned the highest United States industry designation of R2/RIOS Certified Electronics Recycler® for quality, environment, health and safety

and data security throughout the electronics recycling process.

RCR&R earned the certifications following extensive internal audits conducted by an ANSI-ASQ National Accreditation Board third-party auditor and is the only New York-based electronics recycler to hold all three of these certifications.

A middle management executive had to get more exercise – doctor's orders – so he decided to try tennis. After a couple of weeks, his secretary asked how he's doing.

The manager answered, "When I'm on the court and I see the ball speeding toward me, my brain immediately says, 'To the corner! Back hand! To the net! Smash! Go back!'"

"Then my body says, 'Who? Me?! You must be kidding!'"



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AF&PA June paper reports

The American Forest & Paper Association released its June 2011 United States paper reports.

Containerboard production was flat when compared to May 2011, however, the month-over-month average daily production was up 3.3 percent. The containerboard operating rate for June 2011 was up slightly, 0.1 point over June 2010 to 96.9 percent but it gained 3.1 points over May's operating rate.

Additional key findings on containerboard production include:

- Linerboard production has a slight gain over last year.

- Medium also showed a slight increase over June 2010.

Total boxboard production decreased by 0.2 percent compared to June 2010, and was flat from last month.

Additional key findings on boxboard production include:

- Unbleached kraft folding production decreased over the same month last year, and decreased over last month.

- Solid bleached boxboard and liner production increased over June 2010.

- The production of recycled folding decreased compared to June 2010, and decreased when compared to last month.

The Recovered Paper Monthly Report showed total industry consumption of recovered paper at 2.57 million tons, 3 percent lower than June of last year, but 2 percent higher than last month. So far, the United States has consumed 3 percent less recovered paper in the first half of 2011 than during the same period last year. The United States exported 4 percent less recovered paper in May than in April.

Auto auctions

■Continued from Page 6

that are not sold at auction go on the Internet for two or three days. Sometimes they are rerun at our auctions to different returning dealers. We have a Monday sale and a Friday sale. So if I have a client that did not sell their 20 units on Monday, I can take those vehicles to my other auction within same week and hopefully get a chance at a whole new buyer base. Our business has been great. The volumes are lower but the selling percentages and prices are higher."

Salvage auctions

"There's a big difference between wholesale rolling auctions and salvage auctions," said Jerry Sullivan, executive vice president of QCSA Holdings, Inc. "If you look at the two industries side by side it's ironic. All along, the salvage auction business has been a lot more sophisticated than rolling auctions from a technology standpoint. The people who drove our business were from the insurance claims industry. They were very technologically savvy, out with systems, digital images and selling over the Internet a lot quicker and early on."

QCSA Holdings is one of the nation's largest independent salvage auction companies. It works with insurance companies, automotive institutions and charities to remarket total-loss, recovered theft, damaged, disabled, inoperable and low end clean-title vehicles to an audience of global buyers.

With facilities in most every market in the United States, QCSA has two targeted brands, Crashed Toys and Salvage Direct, both heavily Internet dependent. Each brand offers specialized processing and sales along distinct inventory lines. Crashed Toys remarkets watercraft,

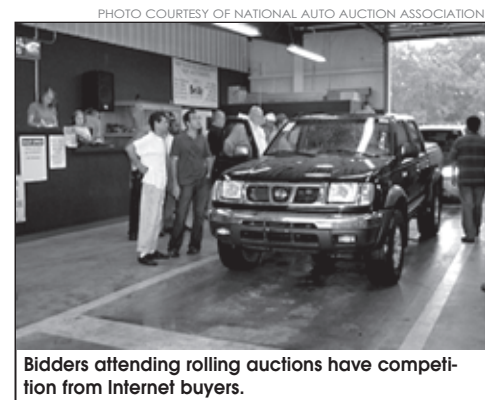
power sports, motorcycles, exotic and recreational vehicles while Salvage Direct remarkets cars, trucks, SUVs, commercial vehicles and provides catastrophic loss services.

"The Internet is the driving force of everything we do and the majority of what we sell is online. Even our live sales are also 100 percent online auctions," said Sullivan. QCSA currently serves more than 100,000 buyers in over 100 countries with 2 web-based sales platforms that reach over 800,000 visitors each month with nearly 7 million pages featuring 11,000 auction lots per month. They post 12 to 16 photographs of each vehicle on their websites, along with detailed descriptions.

"We are both online and live. We have a typical auction format with an auctioneer and a live audience, plus an online audience, but it takes place on an auction bus while we drive through lanes of vehicles that can't move because they are either total losses or unsafe to drive. Only 2 or 3 of our facilities offer live auctions – our other 40 or so locations just sell on the Internet. Some of these are live Internet auctions and others are static where bidding closes at a certain time," Sullivan explained.

Most of QCSA's vehicles are sold to dismantlers who remove salable parts and then turn them over for scrap. "We are one of the primary sources of vehicles for recyclers. Approximately 46 percent of our vehicles go for dismantling and the balance go for export, rebuilding and resale. Anytime there is a recession people will fix rather than replace. There are fewer used cars out there which means that the used car dealer is more willing to buy a car that is lightly damaged, put it in his body shop, fix it up and put it on his retail lot. If there were a ton of undamaged cars in the

aftermarket he would not bother. I always encourage everybody in the recycling industry to work with salvage auction companies that work with them. The more cooperative your auction is with your needs as a recycler, the better value you are going to get for your buck," Sullivan concluded.



Bidders attending rolling auctions have competition from Internet buyers.

Here's how Joe Miller at AutoIMS sees the future of electronic data in the auction industry, "The last 15 years has seen an incredible amount of progress with information being exchanged between systems to reduce labor costs and improve data accuracy. Accuracy is the key to the future. As information becomes more reliable, a greater number of vehicles are being sold online to complement the physical auction lanes. More images, better arbitration policies, and certification programs give comfort to dealers who buy cars online. Physical auctions still play a key role in this new reality as they offer a location to marshal vehicles, provide reconditioning and repairs, detailing, title services, and high-quality inspections to facilitate sales. Remote buyers and sellers see these services as a guarantee, and physical auctions will continue to thrive and even direct the ongoing digitization of remarketing data."

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Butte College in California became the first college in the United States to go 'grid positive,' meaning that it will generate more electricity from its solar arrays than it consumes and will deliver power back to the electric grid.

Butte College, located near Sacramento and resting on a 928 acre wildlife refuge, will see significant cost savings from its solar arrays. The college estimates that it will save between \$50 million and \$75 million over 15 years, even

after accounting for project costs and interest, by eliminating its electricity bill, getting paid for excess electricity production, and avoiding future electricity rate increases.

Butte College now operates a total of 25,000 solar panels that will generate over 6.5 million kilowatt hours of electricity per year – enough to power over 941 average-sized homes, or the equivalent of removing 615 passenger cars from the roadways.

Dominion Virginia Power seeks approval to convert coal stations to biomass

Dominion Virginia Power, a subsidiary of Dominion, asked the Virginia State Corporation Commission for approval to convert three Virginia electricity-generating power stations from using coal to biomass, a renewable energy source.

The conversions of the power stations in Altavista, Hopewell and Southampton County would increase Dominion's renewable generation capacity by more than 150 megawatts, enough to power 37,500 homes. The proposal has strong customer benefits and is part of the company's commitment to have 15 percent of its electricity come from renewable sources by 2025.

The switch to biomass – in this case, using primarily waste wood left over from regional timber operations – would reduce nitrogen oxides, sulfur dioxide, mercury and particulate emissions and meet stringent emissions standards established by the Virginia Department of Environmental Quality and the Environmental Protection Agency.

The cost of converting the stations would be about \$165 million, or \$55 million per station. The company is

requesting an initial annual rate increase of 14 cents to the monthly bill of a typical 1,000 kilowatt-hour per month residential customer, effective April 1, 2012. Rate adjustment clauses allow utilities to collect financing costs over time as projects begin, lessening the larger rate impact that could occur when power stations go into service. The conversions would be complete by the end of 2013.

The power stations, which would generate about 51 megawatts each, are nearly identical. The incremental statewide economic benefit of converting the stations is estimated to be more than \$120 million annually when compared to continued operations on coal, including the creation of more than 300 jobs in the forestry and trucking industries. The conversions would also create approximately 160 jobs during the construction period.

The stations have been primarily peaking power units, operating 25 percent of the time. If the conversions are approved, they would be more economic to operate and, therefore, would be expected to generate electricity about 90 percent of the time.

A student called into school pretending to be his father so he could get out of school that day. "My son has the flu and can't make it to school today," he said. "Who is speaking, please?" asked the secretary. The student retorted, "This is my father!"

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WASTE

Getting officials to say “yes” to landfills – a guide to land use politics

by **JESSE MCKINGHT**

mcknight@iscg.biz

The rampant politicization of how development proposals are approved or denied in the United States poses enormous risk for those who hope to build controversial projects like a landfill or waste treatment plant.

Land use permitting is now a political process. For the most-unwanted local projects – especially a landfill, opposed by 76 percent of Americans when proposed for their hometown – it is a battleground pitting developers against highly motivated and organized citizens.

Politically savvy opponents know how to direct intense constituent pressure on local officials. They pack public hearings, generate phone calls to city councilors and town board members, and make it clear that they will vote for candidates who oppose new development. Politicians rarely will vote against the wishes of these angry voters.

So, what can you do to overcome this negative mindset?

One thing not to do is walk right into city hall confident that public officials eager for new jobs and tax revenue will smooth the way. And don't assume your project can be built “as of right” because it fully complies with zoning regulations, because you'll be sadly disappointed.

Applicants must go into the process ready to run a campaign, anticipating that citizen opponents will begin organizing to protect their turf as soon as they learn about the proposal.

The first step should be a comprehensive community and political due diligence investigation. Understand the political climate in and around your project before you go public. Identify the likely opponents and potential supporters. What are the political views on land use of the politicians who must approve the project? What is the history of the site? Have controversial developments been proposed for the location, or nearby, in the past?

Outreach to key stakeholders must be timed and targeted. Leverage the public support of all people and organizations in the community who stand to benefit in any way from your project. Elected officials and neighbors must be told about a project before they read it in the press, and before it begins to surface in rumors.

Realizing that the process is political, you must identify, recruit, organize and deliver real citizens to express their support to the local government officials. You need to find and organize supporters, and then motivate them to speak up at public hearings, sign petitions, call officials, write letters to the editor, and demonstrate sufficient public support so board members can vote in favor of your permits without fear that they are defying monolithic public opposition. They need political “cover” if they are going to defy the angry demands of NIMBYs (Not In My Back Yard).

It's not easy, because most people who support your project have no personal stake in getting off the sofa to demonstrate their backing. You must be resourceful and

creative to maximize and leverage every expression of support, no matter how passive that first indication of support. It is a campaign.

The Advocacy Pyramid

Winning community support may seem difficult, but reach out and you find a wide range of people – from those who are unaware, all the way up to those who are committed to support you. We call this an Advocacy Pyramid – everyone is somewhere along a Value and Quantity scale. The higher up the pyramid, the more valuable they are to your campaign; the wider the category, the more people are in that pool. Moving people up the scale from unaware to vocal support is how you get to “Yes.”

Where are the NIMBYs? Not in this pyramid. Trying to convert opponents is a waste of time and resources. You can't ignore them, but your campaign is much better served focusing on people you can convert.

Our land use campaigns have two goals: move the unawares up to vocal advocates, and turn them out. Some unaware or undecided people do not care enough to pick a side. Those who are receptive need your help – give them information and persuade them.

Model Outcome

In this example – based on an actual project our firm handled – our client wants to expand an existing landfill. They have been a good corporate citizen for 25 years, and the expansion will add substantial dollars to the local tax base.

Opponents raised common concerns: odor and noise, truck traffic, property values, project need, aesthetics, groundwater pollution. The next landfill is 30 miles away, and the county's largest employer is the landfill's biggest user.

With this campaign, we spent little energy per person on the bottom of the pyramid (use mass communications, low-context communications) and more energy for people higher up – face-to-face conversations, high-context communications.

This brings us to the “Virtuous Cycle” – the more information given to them, the more they can effect change, and this is how people can be persuaded to become more openly supportive.

Control the debate and drive the message. We flooded the target community with our message, pumping traffic into the lower half of the pyramid. We also ran an initial voter ID program to identify as many possible and actual supporters as we could.

Vocal advocates should be engaged regularly; leveraging this group and guiding them to support and motivate, encouraging and empowering supporters, and further spread the message. At the action step – a city council hearing or a vote – they help carry the message.

In this case, we focused scarce resources to move people up the pyramid, leveraged support to demonstrate what you can bring to the community, and persuaded elected officials to say “Yes” to the project.

Jesse McKnight is executive vice president for The Saint Consulting Group, a political land use consulting firm.

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METALS

May steel shipments up 1.7 percent

The American Iron and Steel Institute (AISI) reported that for the month of May 2011, United States steel mills shipped 7,380,064 net tons, a 1.7 percent increase from the 7,258,534 net tons shipped in the previous month, April 2011, and a 0.5 percent increase from the 7,345,455 net tons shipped in May 2010.

Shipments year-to-date in 2011 are 37,140,749 a 6.3 percent increase versus 2010 shipments of 34,940,934 for 5 months.

A month-to-month comparison of shipments shows the following changes: cold rolled sheet, up 4 percent, hot dipped galvanized sheet and strip, up 4 percent and hot rolled sheet, down 0.1 percent.

The only true wisdom is in knowing you know nothing.
A wise man does not need advice and a fool won't take it.

Steel imports increase 5 percent

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the United States imported a total of 2,670,000 net tons (NT) of steel in June, including 2,110,000 NT of finished steel (down 10 percent and up 5 percent, respectively, from May final data). Finished steel import market share in June was an estimated 24 percent and is 22 percent year-to date (YTD).

In commenting on the June 2011 preliminary steel finished imports data, Thomas J. Gibson, AISI president and CEO, stated that, "An import market share of 24 percent in the context of significant underutilized domestic steel capacity is substantial. There has also been a trend of rising finished steel imports from offshore – especially Asia – in recent months. These developments underscore the need for the United States government to vigorously enforce our laws against injurious dumped and subsidized imports."

Key finished steel products with significant import increases in June 2011 compared to May include cut length plates (up 19 percent), line pipe (up 18 percent),

U.S. IMPORTS OF FINISHED STEEL MILL PRODUCTS BY COUNTRY OF ORIGIN (Thousands of Net Tons)					
	JUN 2011	MAY 2011	2011 Annual (est)	2010 Annual	% Change 2011 Annual vs. 2010
SOUTH KOREA	301	235	2,975	2,041	45.8%
JAPAN	123	149	1,512	1,325	14.1%
CHINA	161	128	1,122	858	30.8%
GERMANY	62	87	969	879	10.2%
TURKEY	90	90	904	582	55.3%
INDIA	47	72	733	713	2.8%
TAIWAN	75	48	697	536	30.0%
All Others	1,251	1,202	13,202	11,923	10.7%
TOTAL	2,110	2,011	22,114	18,857	17.3%

heavy structural shapes (up 17 percent) and cold rolled sheets (up 17 percent). Major products with significant YTD import increases vs. the same period last year include reinforcing bar (up 55 percent), oil country goods (up 41 percent) and hot rolled bars (up 33 percent).

In June, the largest volumes of finished steel imports from offshore were

from South Korea (301,000 NT, up 28 percent), China (161,000 NT, up 26 percent), Japan (123,000 NT, down 17 percent), Turkey (90,000 NT, no change) and Taiwan (75,000 NT, up 56 percent). For the first 6 months of 2011, the largest offshore suppliers were South Korea (1,488,000 NT, up 67 percent) and Japan (756,000 NT, up 22 percent).

Army project recycles more than six million pounds of steel

The U.S. Army Chemical Materials Agency (CMA) recently completed a project that resulted in recycling more than 6.5 million pounds of steel.

In September 2003, CMA began operating the Pine Bluff Ton Container Decontamination Facility at Pine Bluff Arsenal, Arkansas to decontaminate 4,307 ton containers (TC) stored at the arsenal. Although empty, the 1,600 lb. steel containers once held hazardous materials and required decontamination to eliminate residual chemical agent prior to recycling.

Initial efforts to decontaminate the TCs involved rinsing them; however, the

residual chemical agent proved difficult to remove, so a new approach was needed.

When faced with producing an additional 660,000 gallons of hazardous liquid waste to rinse the containers, CMA personnel designed a magnetic induction heating process to decontaminate up to 10 containers simultaneously. Not only did this generate significantly less waste, but it also thoroughly decontaminated the TCs so they could be processed through a commercial recycling plant.

The 6.5 million pounds of steel recycled – enough to build 26 Statues of Liberty – supports the Army's commitment to

protect the environment, as well as CMA's history of commitment to ridding the Nation of chemical weapons.

The process used an electrically energized copper coil, wrapped around the container, to generate a magnetic field that was absorbed by the iron in the container. This raised the temperature of the TC to

more than 1,000 degrees Fahrenheit, where it was held for 60 minutes. Heating to 1,000 degrees destroys all chemical agents. The decontamination process also featured a carefully designed pollution abatement system to capture any residual material vented from the TCs.



Commodity		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
#1 Bushelings	per gross ton	\$373.00	\$369.00	\$390.00	\$452.00	\$485.00
#1 Bundles	per gross ton	363.00	367.00	384.00	438.00	458.00
Plate and Structural	per gross ton	423.00	397.00	480.00	415.00	437.00
#1 & 2 Mixed Steel	per gross ton	418.00	375.00	400.00	385.00	403.00
Shredder Bundles (tin)	per gross ton	353.00	319.00	320.00	338.00	315.00
Crushed Auto Bodies	per gross ton	353.00	320.00	320.00	338.00	315.00
Steel Turnings	per pound	259.00	201.00	212.00	248.00	290.00
#1 Copper	per pound	3.50	3.64	3.80	3.46	3.76
#2 Copper	per pound	3.39	3.48	3.69	3.25	3.58
Aluminum Cans	per pound	.89	.75	.82	.73	.78
Auto Radiators	per pound	1.97	2.10	2.12	2.09	2.29
Aluminum Core Radiators	per pound	.62	.80	.70	.71	.90
Heater Cores	per pound	1.45	1.82	1.65	1.59	1.97
Stainless Steel	per pound	.70	.76	.82	.79	.85

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.

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INTERNATIONAL

Umicore to build production line for auto catalysts in China

Umicore will increase its production capacity for automotive catalysts in Suzhou, China. The investment will support multiple catalytic systems and further the site's ability to serve heavy duty diesel platforms based on secured new awards. The investment also entails the supporting infrastructure for further expansion and is due to be commissioned mid 2012.

The continuous expansion in Suzhou goes hand-in-hand with the car market

developments in China and the intensification of emission legislation.

The construction of the new production line runs in parallel with the technology development center currently being built in Suzhou, which is also due to be commissioned mid 2012. This center will serve the system development and emission testing needs for light and heavy duty vehicle drivetrains, and for multiple engine types, including hybrid electric vehicles.

Salvaging Millions

by Ron Sturgeon
Autosalvageconsultant.com

Covering the bases from the bottom up

This is the fourth in a continuing series, co-authored by Ron Sturgeon and Greg Morse, founder and president of Worthington National Bank

Ron: One thing that I like to do is called bottom-up planning. These days, it's really easy to create a spreadsheet and create a top line where advertising costs are 5 percent, labor is 20 percent and so forth.

But what about the metrics? Like with the ice cream shop: how many scoops of ice cream are they going to sell? Once they've figured that out, they need to extrapolate that into how many cups and cones they'll need to buy, how many freezers they'll need, how many employees they'll need to scoop all that ice cream. And if they're going to sell 10,000 scoops a day, how many tables will they need, and how big will their lobby need to be to hold all those people, and how big a parking lot it would take to accommodate all those cars.

I would say that 98 percent of the business plans I see haven't been looked at that way.

Greg: That's a problem we see a lot. I know of a couple of brothers from a foreign country who wanted to open a restaurant in a small town. When they opened a checking account at a local bank, the banker told them that in order to be successful, they needed to be able to make a great chicken fried steak. When they left the bank, the brothers asked each other, "What's a chicken fried steak?"

Ron: And it's not just new businesses. Once I was in a bank and overheard a conversation in the next booth. The guy sold parts and provided services for 1964 through 1966 Ford Mustangs, and he'd been doing this for several years. He'd been blindsided because all of a sudden his business had slowed down.

All I could think was, "How stupid is that?!" There are a finite number of 1966-1968 Mustangs, and how

many people are out there to fix them? He hadn't thought to expand into servicing modern Mustangs, or adding some other car. So now he was in the bank trying to get a loan to get out of this bad situation he was in.

Greg: One of the problems we see a lot is that people are managing for the quarter, not for the quarter century.

Ron: I am amazed at the bankers who've told me stories about a customer who comes in and says, "I need some money but I'm not really sure how much. How much do you think I'm going to need?" That banker is absolutely not interested in giving them any advice — and probably won't lend them any money!

Greg: Another thing we don't want to see is three years' worth of monthly historical financials. When someone brings us a business proposal with thousands of numbers in it, we get lost. Bring us annual or, at the most, quarterly statements. I don't usually need to see monthly statements.

Ron: What else do bankers want to see? You want to see some skin in the game, right? What does that mean in terms of down payments and equity and those kinds of things?

Greg: Never go in and ask a bank for 100 percent financing on anything. I want the customer to have some skin in the game; maybe put down 20 percent on whatever it is he or she needs.

Let's say someone comes to the bank and wants to finance a new bulldozer. The day it's driven off the lot, it's not worth the \$100,000 it cost, it's worth \$80,000. As a banker, I'm already down to having something that is only worth what I just financed. And if the customer has some skin in the game, I know they're going to lose some money if they have that bulldozer taken away.

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.

EPROs recycled product competition selection begins

Now in its third year, European Association of Plastics Recycling and Recovery Organizations (EPRO) Best Recycled Product Competition looks to further raise the awareness, profile and use of products made from recycled plastics packaging.

With the growing calls from the industry, consumers and environment to capture more plastics packaging for collection and recycling the opportunity has never been greater for those designing and manufacturing products made from recycled plastic to step forward and showcase their products.

EPRO invites producers of products made from recycled plastics packaging to enter, with the aim of promoting the cycle of plastics, as well as increase the request for recyclables.

The competition provides both the industry and consumers with the opportunity to see the results of that work. This year the competition aims to make the entries more visible by using social networks and a broader media. It is hoped that more consumers will also see how the industry demonstrates their work in the area of corporate social responsibility, and to understand the scope of their environmentally friendly actions.

Consumers across Europe want to continue their good habits and to broaden their "green" attitude and actions towards purchasing recycled

products. Following such responses, EPRO is now calling for recycled products made in Europe.

Hundreds of thousands of tons of recycled plastics are annually being used as material for new products.

EPRO's Best Recycled Product Competition focuses on some key criteria: The entries need to contain a substantial amount of recycled plastics from used packaging, be available to purchase and of course, have been made in Europe, including Turkey.

There are already a broad range of recycled products on the market, but this competition will bring the knowledge of them to the average consumer who weekly spends time sorting used packaging. These products are evidence that recycling really is worth the effort.

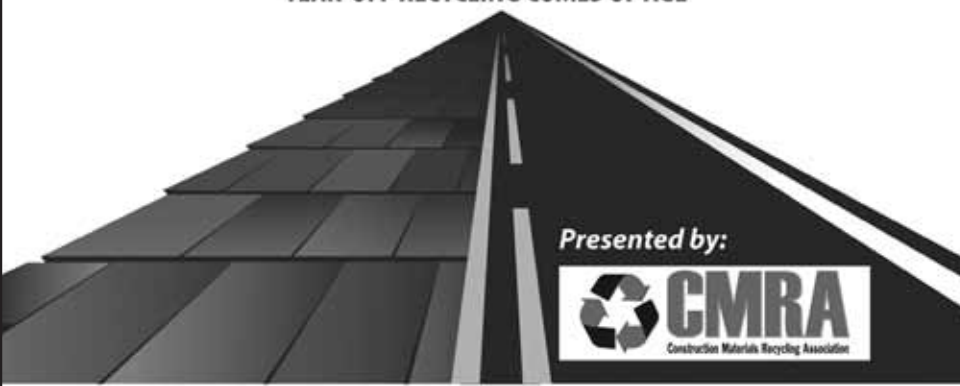
A panel consisting of representatives of PlasticsEurope, EUPR and EUPC and of course EPRO members from all over Europe will assess the entries and proclaim a winner. Winners will be announced in October 2011 at the Identiplast 2011 in Madrid, the central theme of the 2011 Congress is "Identifying drivers to avoid wasting plastics in landfills".

A direct link to the full details of how to enter this year's competition and the previous winners can be found in this article on www.americanrecycler.com.


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For 2011, the premier conference in the recycling of roofing materials is moving to the Lone Star State. Texas is rapidly becoming one of the hottest areas in North America for the use of recycled shingles and other roofing materials. The 5th Asphalt Shingle Recycling Forum will have the premier program on the subject for those entering the market and others looking for the latest technical information on the use of recycled shingles. This is the industry's meeting place, a chance to share and learn from others across North America about the rapidly expanding shingle recycling industry.

Learn more and register online @ ShingleRecycling.org

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PLASTICS

New plastics specifications set to standardize industry

The Institute of Scrap Recycling Industries, Inc. (ISRI) released new specifications to modernize, standardize and streamline plastics buying and selling.

The new specifications were approved by ISRI's board of directors. ISRI's plastic scrap specifications will give buyers and sellers that handle plastic scrap a set of common terms and definitions they can use when they establish their business relationships. This common vernacular can help both parties avoid misunderstandings and ensure the terms they agree upon are mutually beneficial.

"As plastics have been increasingly recycled, ISRI's plastic scrap specifications needed to be updated," said ISRI president Robin Wiener. "We have seen a clear need for common ground when it comes to specifications for recycled plastics. One of our priorities here at ISRI is to ensure the free and fair trade of commodities in a way that can be understood in our global economy."

"Historically, the recyclable plastics commodities market has been plagued with confusion surrounding the acceptable specifications of even the most commonly traded grades [of plastic]. This has resulted in increased market transaction costs and risk for all parties," said Jonathan L. Cohen, president of Generated Materials Recovery and chair of ISRI's Plastic Recycling Council. It is our expectation that similar to the long established ISRI specs for metals and fiber, the plastics specifications will become widely used throughout the global marketplace."

The newly approved specifications are below:

Definitions

•**Baled:** Loose material that is compressed and bound together.

•**Densified:** Material that is compressed through mechanical means. Typically applies to foam (purged) and film (turned into "popcorn"). Densified material is typically sent on for additional processing.

•**Durable goods:** Electrical and electronic equipment, appliances, automobiles (called "transportation equipment" in ISO 15270), construction products (included in ISO 15270) and industrial equipment (included in ISO 15270)

•**Flake:** A generic term that refers to size and shape. Typically consists of plastic bottles or plastic film typically ground into a chip.

•**Mixed Load Plastic:** Shredded plastic that contains various types of resins and requires mechanical sorting to reach final specification. Typically baled and not granulated. Types and grades included in the bale to be agreed to by buyer and seller.

•**Purge:** Plastic that has been melted and has hardened. This material has no set shape or form.

•**Reground:** A generic term that refers to hard rigid plastic typically ground into a chip. Typically consists of material that is the same grade, color and type. It can be used in extrusion or molding processes.

•**Shred:** Size reduced material. The typical upper size can be between 3" to 12", although in some cases the upper size can be as small as 1". Size range and characteristics should be agreed to between buyer and seller.

•**Shredded Plastic:** Generic term. Material that contains a high plastic content. Typically contains 90 percent plastic content.

•**Shredder residue:** The remaining mixture after the majority of metals have been recovered from durable goods "shred." The mixture can contain plastics, rubber, wood, glass, rocks, dirt, paper, film, textiles, wires and other metals missed during the metal recovery process. The predominant single material is often plastic, which can vary from about 15 percent to about 90 percent depending on the type of durable goods and the steps taken in the metal separation process. Size range and characteristics should be agreed to between buyer and seller.

Plastics recycling innovators honored for plastic products

The American Chemistry Council announced the inaugural winners of its new Innovation in Plastics Recycling awards. Three companies – Axion International, Inc., Nepco Industrial Company Ltd., and Trex Company, were selected to receive awards. Altogether, these three companies employ 700 Americans and process about 325 million pounds of post-consumer recycled plastics annually. The winners, all of which have successful business models, are being recognized for developing high-performing, popular products using post-consumer recycled plastics.

•The New Jersey-based Axion International, Inc. has received accolades for developing extremely strong and durable building products, including railroad ties made from 100 percent recycled plastics, primarily polyethylene. Axion's products have been selected for use in numerous military and infrastructure projects.

"Collecting plastics from the waste stream isn't difficult. The trick is developing demand for the tens of millions of pounds that are being collected and encouraging municipalities, businesses, and individuals to recycle even more," said Jim Kerstein, founder and chief technology officer for Axion International, Inc.

•Nepco Industrial Company Ltd. makes high-end moldings for picture frames from recycled expanded polystyrene at its 36,000 square foot facility in Chino, California. Nepco processes

4.2 million pounds of post-consumer polystyrene per year.

"NEPCO prides itself on being an innovator in both recycling technology and recycled products, such as high-end picture frames. For example, our machinery can reduce the volume of expanded polystyrene by a factor of 80 to 1, making it easier for businesses and communities to manage this valuable material, while helping to protect the environment," said Tommy Kim, director of operations for NEPCO.

•Every year at its manufacturing facilities in Winchester, Virginia, and Fernley, Nevada, Trex Company transforms 300 million pounds of post-consumer polyethylene – primarily used plastics bags and wraps – into durable, high-end fencing and decking products. Trex estimates that it recycles 1.3 billion plastic grocery bags annually.

"The tremendous volumes of post-consumer plastics these companies rely on to manufacture products show that post-use plastics are valuable materials – too valuable to waste – and should be recycled," said Steve Russell, vice president of plastics for the American Chemistry Council.

"In addition to railroad ties, picture frames and decking, recycled plastics are used to make a diverse range of products from women's fashions to rugged outerwear, and from carpeting, car parts, and furniture, to new bottles, bags and containers," Russell added.

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BUSINESS BRIEFS

Electronics recycler names new executive team

■ In an effort to take its electronics waste solutions services national by 2012, All Green Electronics Recycling announced the appointment of a new executive management team, including new controller, director of sales and marketing, director of IT asset management, director of transportation, and business development manager. Each of these executives will report directly to All Green Electronics Recycling CEO Arman Sadeghi.

The appointments of industry veterans Linda Kennedy as controller, Craig Faczan as director of sales and marketing, Randy Lewis as director of IT asset management, Kevin Crofton as director of transportation, and Craig Diamond as business development manager were recently announced.

ALL Family of Companies adds branch in Louisiana

■ The ALL Erection & Crane Rental Corp. announced the opening of ALL Crane Rental of Louisiana, the newest branch of the ALL Family of Companies. Located centrally between Baton Rouge and New Orleans in Geismar, Louisiana, the company's 31st yard will fulfill the strong demand for heavy lift equipment in the Gulf region.

The new full-service yard in Louisiana will serve the region around Baton Rouge and New Orleans, including Gulfport, Louisiana and Biloxi and Jackson, Mississippi. The general manager and other key appointments are pending.

Tubelite expands into South Carolina and Texas

■ As part of a planned market expansion, Tubelite Inc. has opened two offices in South Carolina and Texas and added six experienced personnel to its team.

Both locations are fully operational to support clients' needs for storefront, curtainwall, entrance and daylight control systems. These offices also extend support for the markets Tubelite already serves through increased sales representation in Virginia, the Carolinas and Georgia, as well as South Texas.

Atlas Copco acquires Spanish manufacturer

■ Atlas Copco SAE has acquired Grupo Electrógenos GESAN S.A. of Spain, a manufacturer of diesel and petrol generators sold through a global distributor network. The deal strengthens Atlas Copco's product portfolio, especially for customers in emerging markets.

Gesan employs about 160 people and is based in Zaragoza, Spain, where it has a production and assembly facility. Its generators are used for primary power supply and for standby purposes. The distributor network reaches more than 85 countries, with Europe, Africa and Russia as the most important markets.

Atlas Copco will keep the Gesan brand in line with its brand portfolio strategy. The group also sells generators under the Atlas Copco and Chicago Pneumatic brands. Atlas Copco's generator business operates within the portable energy division (formerly portable air).

Hirschmann makes employee changes

■ Hirschmann Automation and Control (PAT) Chambersburg, Pennsylvania has promoted Tim Martin to inside sales representative for the Mobile Machine Control Solutions (MCS) Division. In his new position, Martin is responsible for managing the system and part sales for Hirschmann's house accounts. Martin has been employed by Hirschmann since 2007 as a customer service representative for the MCS Division.

Rick Bowlby joins Hirschmann as applications engineer for the MCS Division. Bowlby will be responsible for and hardware support and software development. Bowlby brings 15 years of experience as an electrical engineer for contracting companies with the Department of Defense.

Hirschmann recently hired Lucille Runyon as customer service representative. Runyon's responsibilities include processing orders and providing customer support for the MCS Division. Previously, Runyon was employed at Ingersoll Rand/Volvo for almost 24 years.

US Shredder hires new project manager

■ The US Shredder and Castings Group has added Joel Nix as a project manager to support its shredder and castings program.

In his new role, Nix will not only be involved in sales but also assist the company in project management and castings support. Nix will be located at the company's Trussville, Alabama office.

Call2Recycle partners with Media General

■ Media General has joined forces with Call2Recycle, a free rechargeable battery and cell phone collection program.

By joining Call2Recycle, Media General is making recycling rechargeable batteries simple and convenient for all associates. Collection boxes will be placed throughout the Southeast in more than 45 Media General locations. Rechargeable batteries are a long-lasting, eco-friendly power source for many electronic devices, including laptop computers, cell phones, portable scanners and printers, power tools and PDAs.

Safety-Kleen appoints new chief marketing officer

■ Safety-Kleen Systems, Inc., has appointed Curtis C. Knapp as chief marketing officer and senior vice president. As the company's first chief marketing officer, Knapp will be responsible for all aspects of Safety-Kleen's marketing, corporate image and brand initiatives.

Knapp will lead development of the company's overall marketing and branding strategy, ensuring that Safety-Kleen's products and services are aligned with the company's strategic plans and with its customers' needs in the oil re-refining, parts cleaning and environmental solutions markets.

Knapp joined Safety-Kleen in December 2008 as vice president of channel marketing, responsible for development of new products and distribution channels.

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BUSINESS BRIEFS

Appliance Recycling Centers adds to board

■ Appliance Recycling Centers of America, Inc. has appointed Stanley Goldberg and Steven Lowenthal to newly created positions on ARCA's board of directors, expanding the board from five to seven directors. Goldberg currently serves as CEO of Vanguard Graphics International while Lowenthal is Co-CEO and shareholder of Spectrum Commercial Services Company.

Goldberg and Lowenthal will initially serve until the next election of directors, which will be held at the company's annual meeting of shareholders in May 2012. They join current directors Duane S. Carlson, Glynnis A. Jones, Dean R. Pickerell, Morgan J. Wolf and Edward R. (Jack) Cameron, ARCA's president and CEO, to compose the seven-member board. In addition to being independent members of the board of directors, Goldberg will serve on the compensation and benefits committee and Lowenthal will serve on the audit committee.

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Peel Scrap Metal opens new Oakville location

■ Peel Scrap Metal Recycling Ltd. has opened a new facility in Oakville, Ontario.

Consistent with its approach in Mississauga, the new Oakville facility will be streamlined and efficient with the material sorting and processing being done inside the warehouse. It will not scrap automobiles or trucks.

Peel Scrap Metal Recycling Ltd. is family owned and processes ferrous and nonferrous metals.

Events Calendar

September 19th-21st

Arkansas Recycling Coalition Conference & Expo. Best Western Inn of the Ozarks & Convention Center, Eureka Springs, Arkansas. 866-290-1429 • www.recycleark.org

September 21st

Upper Peninsula Recycling Coalition Meeting. Bay College West Campus, Iron Mountain, Michigan. 906-786-9212 • www.uprecycles.com

September 21st-23rd

16th International Congress for Battery Recycling (ICBR 2011). Grand Hotel Excelsior, Venice, Italy. +41 62 785 10 00 • www.icm.ch

September 26th-28th

Biomaterials Symposium. Brown Palace Hotel & Spa, Denver, Colorado. 207-807-5749 • www.biopolymersummit.com

October 11th-14th

Automotive Recyclers Association Convention and Trade Show. Westin Charlotte and Charlotte Convention Center, Charlotte, North Carolina. 571-208-0428 • www.a-r-a.org

October 25th-26th

NERC Fall Conference 2011. Hotel Northampton, Northampton, Massachusetts. 802-254-3636 • www.nerc.org

October 27th-28th

5th Shingle Recycling Forum. Doubletree Hotel near the Galleria, Dallas, Texas. 303-779-7910 • www.shinglerecycling.org

October 31st - November 3rd

Landfill Symposium and Fall Training Center. Orlando, Florida. 800-467-9262 • www.swana.org

November 1st-3rd

Global Clean Energy Congress & Exhibition. Stampede Park, Calgary AB Canada www.globalcleanenergycongress.com

November 1st-3rd

Global Tire Expo: Green Session. The Cosmopolitan, Las Vegas, Nevada. 800-876-8372 • www.tireindustry.org

November 3rd-4th

5th National Conference on Rubber Modified Asphalt. Sheraton Austin Hotel, Austin, Texas. 202-682-4805 • www.stref.org

November 6th-8th

2011 Educational Conference on Litter Control and Solid Waste Management. Glade Springs Resort, West Virginia. 304-292-3801 • www.awvswa.com

November 9th-10th

Canadian Waste & Recycling Expo. Palais de congres de Montreal, Montreal, QC, Canada. 700-984-8016 • www.cwre.com

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Vermeer Corporation has redesigned the HG6000 horizontal grinder with new design enhancements and a Tier 4i/Stage IIIB engine to meet wood-waste processors' needs for productivity and government emission regulations. The machine incorporates features – such as a dual-screen system which allows screens to be mixed and matched to attain the desired end product, a box beam-style anvil with replaceable wear surfaces and reversible cutter blocks – that will help enhance productivity. It also features a new Tier 4i/Stage IIIB engine that produces 755 hp while meeting tier regulations.

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BUSINESS BRIEFS

Hewitt appointed sales rep for Atlas Copco

■ Atlas Copco has appointed Tom Hewitt to the position of sales representative – capital equipment for the Rocky Mountain Region. In his new position, he is based out of the Atlas Copco store in Denver. In his new role, Hewitt will report directly to Keith Engelman, store manager at the Rocky Mountain location.

Hewitt has been serving as capital equipment manager for Atlas Copco since 2008. He started as a service analyst for the aftermarket service group in 2007.

Upstate Shredding - Ben Weitsman names new VP

■ Joel Root, former commercial manager for Sims Metal Management, has been named vice president of Upstate Shredding - Ben Weitsman, headquartered in Owego, New York.

As vice president of the company, Root will make decisions impacting 11 corporate facilities, including 2 mega-shredders. He will replace current vice president Steve Green, who is being promoted to the position of president of the company.

He began his scrap metal career in 1987 as a buyer for Wooster Iron and Metal in Wooster, Ohio. He moved to New Jersey in 1992 to work as a buyer in Jersey City for Prolerized Schiabo Neu. He continued with that company through all mergers, eventually rising to the position of commercial manager for Sims Metal Management.

Wastequip names sales vice president

■ Wastequip has promoted Shawn King to vice president of sales.

King previously served as vice president of marketing for Wastequip and was named vice president of sales, assuming leadership of the Wastequip outside sales team. During her career, King has held various marketing, sales and product management leadership positions for manufacturers within the building products, industrial/automotive, chemicals and textile industries. King holds a master of business administration degree from the University of North Carolina at Wilmington and was recently named one of Charlotte's 50 Most Influential Women by the Mecklenburg Times.

Bunting Magnetics names new chief financial officer

■ Bunting Magnetics Co. announced the addition of Jana L. Davis as the company's new chief financial officer. Davis will be responsible for all the financial operations for both Bunting Magnetics and its' wholly owned subsidiary Magnet Applications Group Ltd.

Davis has over 19 years of experience in business and financial management in the aerospace, printing, media and manufacturing industries. She is a Certified Public Accountant and a Certified Management Accountant. Previously, Davis was the CFO for McCormick-Armstrong, a printing company, located in Wichita, Kansas.

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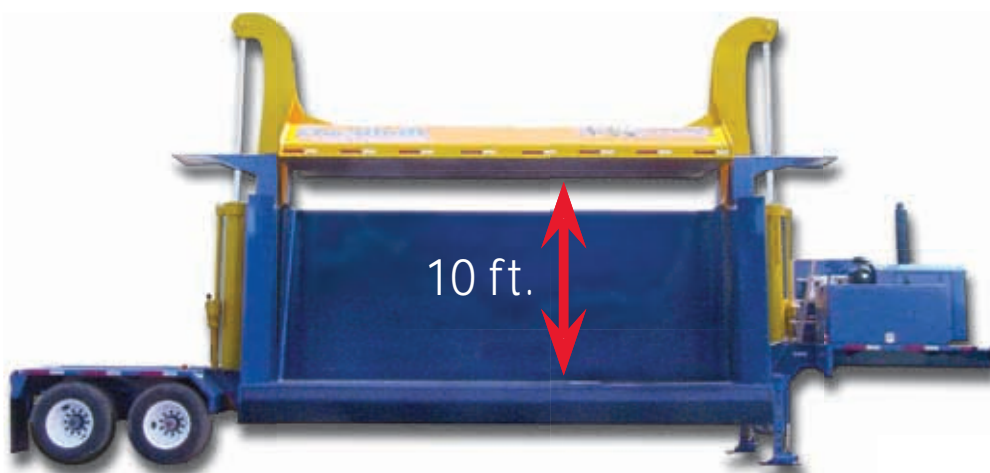
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Recovering auto metals from the Joplin tornado

by MIKE BRESLIN

mbreslin@americanrecycler.com

Nobody expected nor wanted the death and destruction created by the tornado that blasted through Joplin, Missouri this spring, but, as always, life and business goes on. In this major clean up effort there was and continues to be frenzied activity to recover metals.

"There are tons of people out there with pickup trucks, trailers, cars, vans – you name it – anything they can haul stuff in. The city opened up the right-of-way all around town, all of the easements. Any type of metal that is out on the city-owned property, people are allowed to pick it up and haul it in." That's how Jack Todd, owner of Acme Metals & Recycling described the scene in Joplin six weeks after the May 22 tornado passed through.

Based in Joplin, but luckily missed by the tornado, Acme is primarily involved in industrial recycling of all grades of ferrous and nonferrous scrap metal. Acme also provides demolition, plant dismantling and container services to recover metals. In cooperation with Commodity Resources of New England, Inc., Acme recycles thousands of tons of scrap metal and waste paper each year.

"When you take a third of the town right through the heart of the residential area, the hospital and the retail district – it looks like a giant grinder has taken everything down to the ground. Everything was sandblasted from the small debris – trees, cars, houses and the peo-



According to FEMA, the Joplin, Missouri tornado of May 22, 2011 totaled approximately 18,000 vehicles.

ple too. That was actually the cause of many fatalities, people losing their skin. You can literally see six miles from one side of the town to the other – monstrous destruction. There are hundreds of FEMA debris trucks working everyday to clean it up, but it's going to take a long time. They are perhaps one-third done," Todd reported.

Todd told us that his phone has not stopped ringing for weeks, yet his busi-

ness is not open to the public since he does contract hauling and services industrial accounts. "Everyone in the area is looking for dumpsters, prices for metals and which metals can and cannot be recycled. I have to turn business away because I've run out of containers. I had 40 30-yard dumpsters, but very few extras. Everyone's had to step up and change the way they do business over the past few weeks."

"There are constantly lines four and five blocks long to get into scrap yards around here," Todd continued. "They are swamped. People from the scrap yards are out directing traffic for those wanting to get into the yards, showing them where to put ferrous and nonferrous metals. The piles of metals at yards went from 50 to 60 tons, probably 50 feet wide and suddenly grew to

See TORNADO CARS, Page 7

President Obama announces 54.5 mpg efficiency standard

President Obama has announced a historic agreement with 13 major automakers to pursue the next phase in the administration's national vehicle program – increasing fuel economy to 54.5 miles per gallon for cars and light-duty trucks by model year 2025. The President was joined by Ford, GM, Chrysler, BMW, Honda, Hyundai, Jaguar/Land Rover, Kia, Mazda, Mitsubishi, Nissan, Toyota and Volvo – which together account for over 90 per-

cent of all vehicles sold in the United States – as well as the United Auto Workers (UAW), and the State of California, who were integral to developing this agreement.

"This agreement on fuel standards represents the single most important step we've ever taken as a nation to reduce our dependence on foreign oil," said President Obama. "Most of the companies here were part of an agreement we reached two years ago to raise the fuel

efficiency of their cars over the next five years. We've set an aggressive target and the companies are stepping up to the plate. By 2025, the average fuel economy of their vehicles will nearly double to almost 55 miles per gallon."

Building on the Obama administration's agreement for model years 2012-2016 vehicles, which will raise fuel efficiency to 35.5 mpg and begin saving families money at the pump this year, the next round of standards will require

performance equivalent to 54.5 mpg or 163 grams/mile of CO2 for cars and light-duty trucks by model year 2025. Achieving the goals of this historic agreement will rely on innovative technologies and manufacturing that will spur economic growth and create high-quality domestic jobs in cutting edge industries across America.

These programs, combined with the model year 2011 light truck standard,

See EFFICIENCY, Page 2

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A Letter from the Editor

Readers,

Whether or not you believe that the United States' recent credit downgrade by Standard & Poor was warranted, it nevertheless affected both businesses and consumers alike. North American-based companies slowed production, and anxious consumers continued to repair old appliances and vehicles while deferring large purchases for later (not that consumption has picked up in recent months anyway, but the downgrade certainly didn't help bolster consumer confidence).

Heightened consumer anxiety has increased the rate at which scrap supplies are dwindling, and competition for sufficient material to keep the numerous North American shredders fed and running continues to be fierce. In an effort to cope, shredders are buying up competitors in an attempt to protect turf and safeguard scrap streams.

The scrap shortage has caused other phenomena as well. With prices on the rise, scrap theft has once again become a regular news piece, with the occasional story of the copper thief who gets fried for his efforts. Government oversight of scrap yards to deter theft has added additional layers of regulatory compliance requirements and further increased the cost of being in the scrap business.

Prices for autos at auctions and for metal brought in from the curb-side have risen significantly as competing operations vie to keep scrap supplies – and thereby profits – coming in the door. The downside, of course, is that as scrap supplies dwindle and demand continues unabated, the margins to be made on shred are becoming slimmer.

One of the exceptions to this trend has been Joplin, Missouri and the surrounding area. There, a horrific natural disaster created a scrap bonanza as it devastated resident's lives and automobiles alike. This month, author Mike Breslin examines how the community is recovering from the disaster, and how the sudden surplus of automotive scrap has affected the local businesses that handle it.

Enjoy this month's edition of the American Recycler. We'll return in October and turn our Focus on everything new in electronics recycling. In the meanwhile, feel free to connect with us on Facebook for more news, updates and specials.

Until next month,



Dave Fournier
Focus Section Editor
david@americanrecycler.com

ANSI releases report on standards needed to support electric vehicles in the States

The American National Standards Institute (ANSI), coordinator of the United States voluntary standardization system, has submitted to the Department of Energy (DOE) a report outlining priority areas where standards and conformance activities are needed to facilitate the safe, effective, and large-scale deployment of electric drive vehicles (EDV) in the United States.

The report details findings from the ANSI Workshop, Standards and Codes for Electric Drive Vehicles, which ANSI convened on behalf of DOE and the Idaho National Laboratory. Nearly 120 stakeholders and another 30 webinar attendees examined the standards, codes, conformance programs and education initiatives needed to drive the widespread deployment of EDVs in support of President Barack

Obama's goal to have one million electric vehicles on American roads by 2015.

According to the ANSI Workshop Report: Standards and Codes for Electric Drive Vehicles, the issues of safety and consumer confidence – and the conformance and training programs needed to support them – are key priorities for the widespread acceptance of EDVs and the continued growth of the market.

The overarching conclusion of the April workshop was a call for better coordination and harmonization of standardization efforts, and for a public-private partnership to move this work forward quickly and effectively. Participants agreed that a standardization roadmap for North America would help to establish priorities for the work that needs to be done. A matrix of the

various coordinating bodies and standards activities would also help stakeholders to navigate the various activities taking place and facilitate global harmonization.

To offer a neutral forum where public and private sector stakeholders can work cooperatively toward solutions that will help build the market for EDVs, ANSI formed the Electric Vehicles Standards Panel (EVSP) in March 2011. The goal of the EVSP is to produce a strategic roadmap by year's end that will define the standards and conformity assessment programs that are needed to support this major shift in the national automotive landscape.

The full workshop report, as well as the speaker presentations and webinar recordings of the workshop, are available at www.ansi.org/edv.

Efficiency

■Continued from Page 1

represent the first meaningful update to fuel efficiency standards in three decades and span model years 2011 to 2025. Together, they will save American families \$1.7 trillion dollars in fuel costs, and by 2025 result in an average fuel savings of over \$8,000 per vehicle. Additionally, these programs will dramatically cut oil consumed, saving a total of 12 billion barrels of oil, and by 2025, reduce oil consumption by 2.2 million barrels per day – as much as half of the oil imported from OPEC every day.

The Environmental Protection Agency (EPA) and the Department of

Transportation (DOT) have worked closely with auto manufacturers, the state of California, environmental groups, and other stakeholders for several months to ensure these standards are achievable, cost-effective and preserve consumer choice. The program would increase the stringency of standards for passenger cars by an average of five percent each year. The stringency of standards for pick-ups and other light-duty trucks would increase an average of 3.5 percent annually for the first five model years and an average of five percent annually for the last four model years of the program, to account for the unique challenges associated with this class of vehicles.

EPA and NHTSA are developing a joint proposed rulemaking, which will include full details on the proposed program and supporting analyses, including the costs and benefits of the proposal and its effects on the economy, auto

manufacturers, and consumers. After the proposed rules are published in the Federal Register, there will be an opportunity for public comment and public hearings. The agencies plan to issue a Notice of Proposed Rulemaking by the end of September 2011. California plans on adopting its proposed rule in the same time frame as the federal proposal.

Given the long time frame at issue in setting standards for model years 2022-2025 light-duty vehicles, EPA and NHTSA intend to propose a comprehensive mid-term evaluation. Consistent with the agencies' commitment to maintaining a single national framework for vehicle GHG and fuel economy regulation, the agencies will conduct the mid-term evaluation in close coordination with California.

In achieving the level of standards described above for the 2017-2025 program, the agencies expect automakers' use of advanced technologies to be an important element of transforming the vehicle fleet. The agencies are considering a number of incentive programs to encourage early adoption and introduction into the marketplace of advanced technologies that represent "game changing" performance improvements, including:

- Incentives for electric vehicles, plug-in hybrid electric vehicles, and fuel cells vehicles;

- Incentives for advanced technology packages for large pickups, such as hybridization and other performance-based strategies;

- Credits for technologies with potential to achieve real-world CO2 reductions and fuel economy improvements that are not captured by the standards test procedures.

In addition, EPA plans to propose provisions for:

- Credits for improvements in air conditioning systems, both for efficiency improvements and for use of alternative, lower global warming potential refrigerant;

- Treatment of compressed natural gas (CNG);

- Continued credit banking and trading, including a one-time carry-forward of unused model year 2010-2016 credits through model year 2021.



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Ten Honda manufacturing facilities achieve zero waste to landfill status

Honda has announced that 10 of 14 Honda manufacturing plants in North America are now operating with zero waste to landfill, while the remaining 4 plants are functioning with “virtually zero” waste-to-landfill.

Honda Manufacturing of Alabama became the first zero waste-to-landfill auto plant in North America at the outset of production in 2001, setting off a trend within the company. Honda Manufacturing of Indiana also started production as a zero waste-to-landfill plant in 2008.

Waste sent to landfills has been dramatically reduced at Honda auto plants throughout North America – from 62.8 pounds of industrial waste to landfills for every automobile produced in the fiscal year (FY) ended March 31, 2001, to an estimated 1.8 pounds per automobile in the current fiscal year 2012. Among all of its 14 plants in North America, Honda now sends less than one-half of 1 percent of all operating waste to landfills. Remaining waste product is either recycled or used for energy recovery.

Since the establishment of zero waste-to-landfill production in its Alabama plant in 2001, Honda has undertaken a major initiative at plants throughout the region to eliminate landfill waste. To understand what comprised each plant’s landfill waste, Honda associates went “dumpster diving,” looking at the composition of the waste material resulting from all of its production activities.

On the basis of these findings and subsequent investigations, Honda associates at all 14 plants in North America have identified and implemented hundreds of waste-reduction and waste-recycling initiatives. These initiatives run the gamut, from the reduction of offal (metal scrap) in stamping processes, to improved parts packaging for ease of recycling, to the minimization of paper and plastic waste from cafeterias. As a result of these efforts over the past 10 years, the company has prevented an estimated 4.4 billion pounds of waste material from being sent to landfills, which is equivalent to the amount of household waste produced by 2.8 million Americans, roughly the population of Chicago, in a single year.

Many of the waste-reduction and recycling activities were undertaken through Honda’s associate involvement programs, including its “NH Circle” quality circles, where teams of associates throughout the company engage in an annual competition to improve Honda’s value to its customers and society, with a strong focus on efficiency, cost and waste reduction.

Examples of Honda associates’ waste reduction initiatives include:

- Engine plants in Ohio, Alabama and Canada are reusing virtually all leftover sand from aluminum and ferrous metal casting operations. In FY2010, the 3 plants recycled a total of 9,400 tons of sand, which is used as mulch and landscaping material, and in concrete products.

- No steel scrap from North American manufacturing operations has been going to landfills. In one example of Honda’s effort to reduce steel scrap, in FY2009, the Marysville Auto Plant initiated a program to reduce the amount of offal by reducing the size of steel sheets used to stamp new body parts. The program, which significantly reduces the environmental impact of transporting and recycling the steel, is now being adopted by other Honda factories in North America including the Canada, Indiana and East Liberty, Ohio, auto plants, and is being considered by other Honda plants around the world.

- In FY2008, Honda Power Equipment in Swepsonville, North Carolina, initiated a closed-loop system for recycling aluminum scrap from the machining trimming process, melting the scrap into ingots that are recycled into die-cast operations.

- The East Liberty, Ohio, auto plant built a recycling bin for bolts, other unused fasteners and parts packaging, enabling the factory to recycle more than 22 tons of steel each year.

- Within the past year, all four Honda plants in Ohio completed their initiative to eliminate more than 500 metric tons of cafeteria waste produced annually. The plants joined with other Honda plants in North America in transitioning to washable dishware and to disposing of solid waste through composting, recycling and energy recovery.

- The Timmonsville, South Carolina, powersports plant recycles hard plastic foam, sheet plastic foam and other recyclable plastics from incoming parts shipments, diverting more than 130 tons of plastic from landfills each year.

- The Marysville and East Liberty, Ohio, plants also recently began washing and reusing thousands of plastic caps each day that are used to protect parts during shipping.

The only two remaining landfill waste streams in all of Honda’s North American production activities are: (1) paper, plastic and food waste from associate break rooms and cafeterias at Honda’s Mexico automobile and motorcycle plants, where there exists no more environmentally responsible means of disposal; and (2) a byproduct of the paint pretreatment process for aluminum body panels at both the East Liberty and Marysville, Ohio, auto plants, which, due to EPA regulations, is non-recyclable. Honda is working with the EPA to identify an alternative means of disposal.

FTC affirms use of recycled parts in repairs

In a letter to Automotive Recyclers Association (ARA) chief executive officer Michael Wilson, the Federal Trade Commission (FTC), affirmed the use of recycled automotive parts in warranty repairs. In the letter, the FTC said, “Warrantors may not claim that a warranty is void simply because a consumer has used an authorized or recycled part.”

“Tying warranties to the use of new, authorized replacement parts is illegal under the Magnuson-Moss Act,” said Wilson. “Several months ago we asked the FTC to review position statements by several automobile manufacturers that implied that recycled parts are lesser quality parts than new OEM parts and that their use could void a manufacturer warranty,” said Wilson.

ARA raised concerns with the FTC that the position statements of the automobile manufacturers might mislead consumers into thinking that using recycled parts in a repair could void their warranty. As a result, the FTC announced the update of a consumer alert entitled: Auto Warranties, Routine Maintenance, and Repairs: Is Using the Dealer a Must? The revised alert specifically notes that the mere use of recycled parts does not void a warranty and that it is illegal for warrantors to void a warranty or deny coverage simply because a recycled part was used.

For a link to the alert, view this article on www.AmericanRecycler.com.

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Q: What is the difference between a cat and a comma?

A: One has the paws before the claws, and the other has the clause before the pause.

EQUIPMENT SPOTLIGHT

Rollbacks

by MARY M. COX

maryc@americanrecycler.com

The rollback truck, or carrier, is a useful tool for auto recyclers when automobiles and auto wrecks need to be hauled into or out of the yard. The original model, the Ernest Holmes flatbed rollback, was built and tested in the early 1900s but it was Chevron that built the first slide-back carrier in 1969. Although used primarily by auto recyclers from that time on, the product has become the most popular piece of equipment for the towing industry as well.



Dynamic Towing Equipment & Mfg.

Dynamic Towing Equipment & Manufacturing offers a three-year warranty on their T-180 product, a versatile car carrier which can be used as a conventional rollback or as a recovery vehicle. "The T-180 is unique to the towing industry as we are the only tow truck manufacturer that has this type of technology. The T-180 rotator has the ability to swing 90 degrees in either direction. Our customers choose the carrier because of its unique ability to retrieve and unload vehicles in hard-to-reach situations," stated Shelly Schultz, business development manager.

Schultz added that the unit is also ideal for moving and setting PODS, vehicles in parking lots or other jobs where working space is limited. "We manufacture all of our equipment in the United States and we are the first and only manufacturer to bring this technology to the American market. As a result, we've received an influx of inquiries and expect a 30 percent market increase in the next 2 years. To see the T-180 in action, view the videos available at our Facebook page," Shultz said.

Thomas Tracy is the factory representative at Kilar Fabrication. He said

that his company takes pride in manufacturing carriers with the highest quality components, using state-of-the-art manufacturing processes. "Our products meet the specific needs of each customer. Standard carrier packages can also be modified according to customer requirements. All products are engineered to withstand the most challenging work – anything from mild to wild!"

In particular, Kilar's 10 Series Aluminum Carrier and their 10 Series Steel Carrier are very popular. Both carriers share a number of standard features such as a 10,000 lb. deck and a 8,000 lb. winch, but the aluminum carrier floor is extruded with 2 front/4 rear keyhole slots, and the steel floor is smooth with 4 front/6 rear keyhole slots.

"Instead of a wrecker, it seems more and more customers are using a slide-back bed for day-to-day jobs. This trend may have evolved because the slide-back works best for accommodating SUVs, all-wheel-drive and hybrid vehicles. The addition of a side puller or knuckle boom makes a rollback truck much more versatile for recovery type work," Tracy said.

Tracy has noticed other trends as well. "Our clients definitely face a bigger challenge lately, in obtaining financing. As a result, we have assisted more customers than ever before with repairing old equipment and building new beds for older trucks. As a small, family-owned and operated business, Kilar has a lot of flexibility in offering both manufacturing and fabrication of repair parts – whether steel or aluminum. We also can provide in-house hydraulic cylinder fabrication and repair," he stated.



Kilar

According to Randy Olson, Miller Industries vice president of marketing, "Miller Industries is the world leader in towing and recovery equipment. We

manufacture well-known products in the industry, including Century, Chevron, Vulcan, Champion, Holmes, Challenger and Eagle. We also offer a complete line of recovery units with boom capacities ranging from 4 to 75 tons and carriers with deck lengths from 17.5 to 30' in length with capacities up to 40,000 lbs.

"In the auto recycling market, our most popular product is a 21' carrier with an independent hydraulic wheel lift which allows the operator to transport 2 vehicles. Our other popular model is a 4-car carrier that has a 28' deck along with an over-the-cab rack. All of our carriers are available in steel or aluminum."

Olson also said that Miller Industries brands have a long history in the carrier industry and that, "one of the most dramatic changes in the industry has been the patent-pending technology of Miller's LCG carrier. The LCG (lower center of gravity) carrier has a deck height that is 5 to 6" lower than a more conventional carrier. The benefits include the ability to haul taller loads, greater stability when driving the loaded unit and a lower load angle," Miller said.

He explained that with a lower deck height, the operator can easily secure his load while standing on the ground. "Regulations require a secure load with a four-point tie down. The configuration of this product is a great feature because it makes it easier for an operator to comply with those regulations. For easy unloading of damaged vehicles, the LCG also has a dump angle of 20 degrees. Most 2-car carriers are mounted on a chassis with a 26,000 lb. GVW – a big advantage over older carrier models that may be mounted on 10,000 to 15,000 lb. GVW carrier. Also, we've noticed that clients require their trucks to operate longer than ever, so it is important to buy a quality piece of equipment that holds up to the tough demands of the work. In addition to providing products that meet that need, we offer a nationwide distribution network that provides parts and service after the sale," stated Olson.



Miller Industries Towing Equip. Inc.

Manufacturer List

Danco Products

Holly Newlin

800-453-2626

www.dancoproducts.com

Dual-Tech, Inc.

Jo Ann Roberts

865-767-3456

www.dual-techinc.com

Dynamic Towing Equipment & Mfg.

Shelly Schultz

800-831-9299

www.dynamictow.com

Godwin Manufacturing Co., Inc.

Dale Fann

800-892-0181

www.godwinmfg.com

Jerr-Dan

Tracy O'Dowd

240-420-8785

www.JerrDan.com

Kilar

Thomas Tracy

330-534-8961

www.kilar.cc

Miller Industries Towing Equip. Inc.

Randy Olson

800-292-0330

www.millerind.com

United Recovery Industries

Bill Benfer

252-264-2300

www.unitedrecoveryind.com

Weld Built

Harry Brown

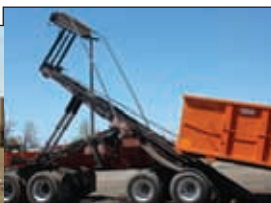
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Cleaner vehicles help create jobs and economic growth

More than 155,000 American workers already are making components for clean, fuel-efficient vehicles, and that number could grow significantly as the United States continues to embrace new generations of fuel efficient cars and trucks, according to a new study.

"The reality is that cleaner vehicles have already led to more jobs." — Peter Lehner

The report, jointly produced by the Natural Resources Defense Council, the National Wildlife Federation and the UAW, came just two days before President Obama was scheduled to visit an advanced battery facility in Holland, Michigan, to tout how the new 54.5 mpg fuel standard for cars and light trucks will lead to innovative technologies that will enable automakers to achieve even greater mileage for their products and save consumers money.

The report, "Supplying Ingenuity: U.S. Suppliers of Clean, Fuel-Efficient Vehicle Technologies," underscored the strong link between fuel-efficient vehicles and economic vitality.

"The reality is that cleaner vehicles have already led to more jobs," said Peter Lehner, executive director of the Natural Resources Defense Council. "Our report shows how strong fuel efficiency standards have employed people nationwide, so stronger standards will

certainly mean even more job growth in the future."

According to the report, 43 states and the District of Columbia now are home to the 300-plus manufacturers that develop and supply key components for advanced internal combustion engines and vehicles, hybrid power-trains and plug-in electric vehicles.

"This report shows that most states have facilities that produce clean-vehicle technologies," said UAW vice president Cindy Estrada, who directs the union's Competitive Shop/Independents, Parts and Suppliers Department. "The employment benefits flowing from increases to vehicle fuel efficiency will be widespread."

The report lists the top 15 states employing the highest number of autoworkers in clean, efficient technologies: Michigan, Ohio, Indiana, North Carolina, Kentucky, Pennsylvania, Texas, Alabama, California, South Carolina, Tennessee, New York, Illinois, Virginia and Arizona.

"This report demonstrates how strong fuel efficiency standards for cars and trucks sustain local jobs. They also safeguard wildlife, and protect America's public health," said Jim Lyon, the National Wildlife Federation's senior vice president for conservation programs.

A copy of the report, including an interactive map, can be found at www.nrdc.org/transportation/autosuppliers.

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A Closer Look

by Donna Currie

Central Foreign Auto Parts

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"I had no interest in being in this business at all," said Ben Silver, CEO of Central Foreign Auto Parts. But he didn't mean it quite the way it sounds. Central was his father's business, and when he was growing up, he was much more interested in athletics than in cars.

Going into college, Silver knew he wanted to study business. "I knew I had a head for it," he said. He left college with a degree in management and marketing. Then he headed straight to Central.

Silver's father had fallen ill and passed away in 2005. It was up to Silver and his brother, Jeff, to keep the family business running. "My brother and I were thrown into the situation," Silver said. "The first couple years, it was just training and learning." He credited the employees who worked there with helping to keep the business running during the transition.

"My brother was already involved in the business," Silver said, and Jeff is now the production manager, "running the back of the house," Silver said. Jeff manages the hands-on part of the operation.

"I run the front of the house," Silver said. "I'm passionate about business." While a lot of people in the auto recycling industry are building race cars or have other auto-related hobbies, Silver said it's not a distraction for him. When he goes to an auction, he's buying cars that are best for resale rather than looking for cars for his own hobby. "I don't consider myself a car guy."

Silver joined the business just 6 years ago – a short time compared to the 34 years the company has been in business. There are 15 employees and the company is at its third location due to expansions, "and we're getting close to outgrowing it," Silver said.

Unlike many recycling facilities that hover at the edge of cities, Central is really central – almost in downtown Denver. "It cuts our delivery time down," Silver said, which is a good thing since the company offers free delivery to a large geographical area.

Central is a high-tech auto recycler, with inventory and yard management systems that can locate any part in seconds. It also networks with other companies across the nation, which makes it easier for the end user to use one local source to find parts that might be scattered across the country.

"We're progressive," Silver said. When he came to the company, the inventory system was being run on a DOS-based computer system but Silver upgraded it to "the biggest, baddest program out there" to manage the inventory.

He has also streamlined the dismantling process, so the engine and transmission are removed completely, and other high-demand items are also removed and put into stock. The rest of the car is put on stands where it might sit for 8-12 months before all the parts are sold.

This new process means that when a customer calls for a part, it's likely that it has already been removed from the car and is inventoried and ready to sell. "It made every single other part of the business more productive," Silver said.

Customers these days are about 75 percent wholesale and 25 percent retail – with the retail portion growing. Not long ago, retail sales accounted for just 15 percent.

To help accommodate the increase in business, a building addition and 2 new dismantling bays have increased the capacity by 50 percent. To improve production, employees are now paid on an incentive basis.

But growth wasn't always a good thing. "When I first started here, I felt comfortable with trying to grow sales. I got a little ahead of myself," Silver said. "I learned a lot about how a company functions. You can't push one part of the business."

While Silver enjoys running the business, he said the biggest challenge for the company is legislative. Unlike some companies, he's not dealing with too much regulation, but too little. He explained that there's no barrier to anyone bidding on salvaged cars in Colorado, so people come in from out of state or even out of the country to buy cars.

Even more distressing to him is that many cars are sold on good titles rather than salvage titles, which makes them more attractive to buyers who want to rebuild the cars and sell them as though they were never declared "totaled" by an insurance company. Some people buy cars just for the paperwork, transferring the VIN number from one car to another – which can make a stolen vehicle easy to sell.

Silver isn't content to grumble about legislation, though. He belongs to a group that is hoping to work on legislation "to correct what we feel is a consumer hazard. We believe that vehicles that were declared a total loss should be on a salvage title. They can be rebuilt, but the consumer should know."

Silver said he drives a rebuilt car, but he knows what was wrong with it, and he knows who rebuilt it. But with current regulation, consumers could be driving cars that were seriously damaged and rebuilt. "A lot of people would want to know that," he said. And if he gets his way, eventually people will know.

Ford recycles soybeans in engine seals and gaskets

Ford and supplier Recycled Polymeric Materials (RPM) have found a way to put discarded tires to good use. By combining recycled tires with bio-renewable content, they are delivering environmentally friendly seals and gaskets for Ford Motor Company vehicles.

The gaskets and seals are derived from 25 percent post-consumer particulate from recycled tires and 17 percent bio-renewable content from soy.

In total, more than 2.2 million pounds of rubber from recycled tires has been made into RPM seals and gaskets and more than 210,000 used tires have been recycled. Additionally, 150,000 pounds of soy have been used to create the materials.

The seals also offer weight savings, with more than 1,675 tons of weight removed from Ford vehicles on the road.

"When it comes to finding a way to use more renewable and recyclable content in our vehicles, Ford and our suppliers are looking at every part of a vehicle," said Dr. Cynthia Flanigan, technical leader, Research and Innovation. "As long as an application makes sense and upholds strict quality standards, we'll look to get these sustainable materials inside our vehicles."

The sustainable gaskets were first introduced to Ford in 2008 and have now expanded to include 11 vehicles.

Removal effort proceeds at Maine junkyard

On August 1, the Environmental Protection Agency (EPA) began an effort to remove hazardous materials from the Lucas Enterprises site, in Vassalboro, Maine. The removal project is expected to take approximately four to six weeks.

The Lucas Enterprises facility is currently a 3.5 acre inactive automotive junkyard. An EPA site investigation of the property revealed that the surface soils on the premises are contaminated with lead and volatile organic compound (VOCs). Due to the proximity of

this facility to 17 neighboring residences, EPA will remove the contaminated soil and return clean fill to the areas that are disturbed. The hazardous soil collected will be disposed of at an offsite facility certified to handle contaminated material.

In addition, the Maine Department of Environmental Protection will be hiring a contractor to remove tires from the property, and will test nearby drinking water wells to confirm that the water is safe for consumption.

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Tornado cars

■Continued from Page 1

piles 200 to 300 yards long, 6 stories tall and 100 yards wide in a matter of 2 to 3 weeks. There were a lot of vehicles being scrapped at first and there still are. There were 18,000 cars totaled out in Joplin that day according to FEMA."

Claudia Jeffries, a manager at Freeman Auto Salvage in Joplin has not seen too many wrecked vehicles. "What we have gotten in have been only the ones with liability insurance only. The ones with full coverage get taken by the insurance company and distributed to the different salvage pools in the surrounding area. We've received about 110 cars so far."

Business has picked up tremendously at Steve's Frame and Auto Body according to owner Steve Chenault. "We were fortunate that our facilities were not hit by the tornado. We had three of our employees who lost their homes totally and others who suffered damage."

Steve's has been in business since 1981, employs 22 people and operates a 23,000 sq. ft. full service auto body repair and frame straightening service. "Before the tornado it had been slower than normal because of the economy, which hit the Midwest about a year ago, but this was really a strong shot in the arm for everyone."

"You hate to have business because of someone's misfortune, but that's life."

It does happen. I feel badly for people who did not have insurance, but I don't understand our government and FEMA. They were not only sending people here, but to every shop in the area to get a damage estimate, which takes two or three hours to do properly. They wanted us to do them for free and I guess they are going to pay for the repairs."

He continued, "Probably my biggest complaint is with the insurance industry. Their catastrophe teams come in and write a fast, glance-at-it estimate and the average consumer gets cheated. They figure about half of the actual damage. The consumer takes that money and the insurance companies are saving billions of dollars by doing it that way. It really makes it hard for us, or other repair facilities to take an estimate generated by the insurance company that way and schedule that car based on the information on that sheet because when you get the car in here there's much more damage."

"Flying debris, just things flying in the air was probably the biggest thing. It broke out windows and damaged sheet metal. A normal fender bender can take two to four days, but a storm damaged vehicle can take three to four weeks. It throws a monkey wrench in your daily operations to take on a complete paint job. We haven't painted a car complete in probably 10 years. A lot of these cars are damaged on every panel. It's very time consuming the way the new paints are. Everything has to be disassembled. You have to remove handles and trim off the vehicle. You can't

tape-off with masking tape like we used to."

"We are now probably running 50 or 60 estimates a day where normally we would write 8 or 10. We are now backlogged about six weeks, but we are trying to save a little time in the midst of all this chaos. We've gone in and replaced windshields, back windows and door glasses to make cars temporarily drivable and then schedule other repairs latter on."

Chenault told us about an unusual phenomenon that has occurred over the past few weeks that is causing even more auto damage. People are visiting Joplin to view the tornado damage. As they drive through town gawking at the rubble they often stop suddenly and the car behind runs into them. "You try to set some time to help these people but it's hard to tell them that you can't for several weeks."

"We've hired two extra people, but in our industry it's very hard to get good technicians. Anyone who is any good is usually already working. You have a lot of people that think they are body people, but they are really not and cannot meet our quality standards."

"We have a lot of scrap metal coming off of cars. We have people that have been coming by here for years and haul it over to Commercial Metals Company for recycling," Chenault concluded.

Danny Vandever, marketing manager at Commercial Metals Company said that the tornado passed five blocks south of their scrap metal yard and they

escaped damage. "We were lucky. All of our employees survived it. Several of them lost everything, but we're helping them all get through it, making sure they are taken care of. We are very fortunate that all of our employees and all their families survived."

"We put on a few extra people. Anytime we get busy we always direct traffic. We've had to do that before the tornado hit. We have a plan in place for when the traffic starts backing out, but we just had to do it a little more often after the tornado. We've been here for 40 years at this location right in the middle of town. We've always had a lot of peddler and industrial trade so we are always busy," he said.

"It was busier than normal. There were lots of people out there. The city was allowing them to clean up scrap metal from the curb out. There was not a giant amount of tonnage, but there was a lot of volume, mostly tin, iron and nonferrous. The bulk of it came in from long time customers. The traffic count is way up, but the tonnage is not up that much because the material did not weigh very much, mostly sheet metal, old appliances and things like that, probably accounting for a 25 percent increase in volume."

"We didn't get in any cars. My guess they are being stacked up and they'll be going to salvage pools because most of them were late models cars. I'm sure they will be going to the salvage yards and will be parted out before they are scrapped."

Two friends rented a boat and fished in a lake every day. One day they caught 30 fish. The first guy exclaimed to his friend, "Mark this spot so that we can come back here again tomorrow!"

The next day, when the two were driving to rent a boat, the same guy asked his friend, "Did you mark that fishing spot?"

His friend replied, "Yeah, I put a big 'X' on the bottom of the boat." The other guy moaned, "You stupid fool! What if we don't get that same boat today!?"

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AK6000	20-22 transmissions	850-900 lbs.
AK7000	40-45 transmissions	1,200-1,500 lbs.
AK8000	50-55 transmissions	3,000-3,200 lbs.
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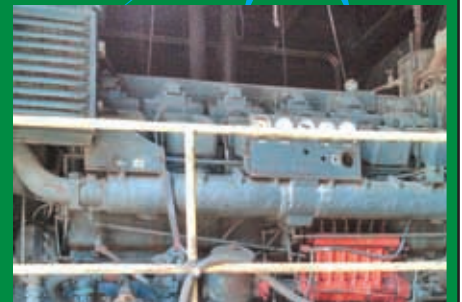
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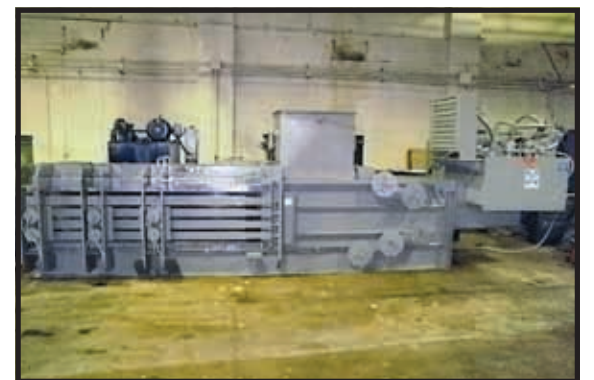
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