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## FOCUS: Metals

### Outlook for the ferrous scrap metal market



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# Changing attitudes in marketing for automotive recycling

by MAURA KELLER

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Effecting marketing techniques and streamlined sales processes can “make or break” an automotive recycler’s future. Just ask Jason Lancaster, president of Spork Marketing, an online marketing agency that helps automotive companies sell parts and accessories.

For years, automotive recyclers have relied upon word of mouth, online and offline local advertising, local searches, various interchanges, and buying leads from used part lead generators. However, with the growth of parts e-commerce, many recyclers have embraced selling parts on eBay and — to a lesser degree — Amazon.

“E-commerce has grown substantially in the last year due to COVID-19, emphasizing the importance of listing and selling used parts online as a core component of any auto recycling business,” Lancaster said. “Additionally, as e-commerce has grown, used part lead generation has increasingly lost steam.”

Parker Mitchell, founder and chief executive officer of Texan Rewards said automotive recyclers have had to keep up with the changes in technology and make sure they are continually getting their message out in the most effective way.

“Technology has made the auto recycling industry less geographically restricted and now many parts can be bought and shipped from further away,” Mitchell said. “Historically speaking, auto recyclers used more traditional methods of advertising such as billboards, radio, flyers, television commercials and the Yellow Pages. Many of these methods are still effective to this day, but new technologically advanced methods have emerged which auto recyclers have needed to adapt to.”

And as consumers’ methods for researching and purchasing recycled auto parts have evolved, so too has pressure for auto recyclers’ to adopt new marketing strategies.

“If you’re in any business at all — it could be recycling or it could be landscaping — you either change or you watch your business die. Almost no one in business has the luxury of doing things the same old way year in and year out — that’s not a reasonable expectation,” Lancaster said.

“If we’re talking about jumping into selling used parts online — and that is definitely a good idea — the key is to change mindsets.”

As Lancaster explained, for decades, the conventional wisdom has



The internet has drastically changed the way people shop and search for used auto parts.

been to obtain inventory as cheaply as possible, keep costs down, and hope that consumers find something they need in an auto recycler’s yard.

“But the Internet has changed the way consumers behave and the way they search for things,” Lancaster said. “Most consumers aren’t willing to just go to their local salvage yard and wander around for a while hoping they find what they need. Rather, most consumers want to search on their phone, find the part, and drive over to the yard to pick it up right now. While that goal isn’t always realistic, that’s what most consumers want.”

That’s why automotive recyclers need to do a great job of listing their inventory to survive. Auto recyclers who embrace pulling parts, cleaning and photographing them, listing them online, and then shipping them to consumers will thrive.

“The key is to know what consumers are looking for, so when a vehicle arrives you know what to pull and list right away. Fortunately, sites like

eBay make that data readily available,” Lancaster said.

#### Strategies That Work

These days, the key marketing strategies that appear to be working the best within the automotive recycling industry include online sales, text messaging, email, social media and new inventory notifications. Auto recyclers should consider integrating each of these strategies into their methodology.

What’s more, Mitchell said that online sales on sites such as eBay are highly effective, especially with proper training on how to employ this strategy. Text messaging is a great way to reach your customers because everyone has a cell phone. And if you send out a text message to all of your customers, then it is likely that mostly everyone will read the message. Email is another method of communicating with your customers.

“Usually, email is not as effective as text messaging, but it is another method you can employ,” Mitchell said.

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## EGLE awards grants for electronics recycling in Michigan

The Michigan Department of Environment, Great Lakes, and Energy (EGLE) announced the availability of grants that support increased access to proper electronics recycling in the rural areas of the state.

Grants can be used to support improvements to current collection facilities; support electronics recycling events leading up to the establishment of new permanent collection locations; support the collection, handling and proper recycling of consumer electronics; and provide collection and recycling infrastructure support to registered electronics recyclers.

Eligible entities include cities, villages, townships, charter townships, counties, tribal governments, conservation districts, municipal solid waste or resource recovery authorities, non-profit organizations, health departments, colleges or universities, and regional planning agencies. For-profit Michigan based registered electronics recyclers are eligible for infrastructure funds. The maximum requested amount is \$15,000 per collection location and event.

EGLE will accept grant applications with all supporting documentation that are received on or before May 14, 2021.

## Washington Senate passes bill to promote recycled content in plastics

The Washington Senate passed legislation requiring increased recycled content in plastic beverage containers, trash bags and bottles for household products – ban expanded polystyrene food ware, recreational coolers and packing peanuts and requires that utensils, straws, cup lids and condiments only be provided to customers on request.

SB 5022, sponsored by Sen. Mona Das (D-Kent), builds on a bill Das championed in 2020 that banned thin plastic carry-out bags and required that thicker plastic bags consist of 40 percent post-consumer recycled content.

“Plastic and expanded polystyrene have become huge problems,” said Das, “not only for the damage that plastic and foam waste does to Washington’s landscape and wildlife, but also because they are a growing part of our state’s solid waste management challenge.

Addressing plastic and, especially, expanded polystyrene is pop-

ular with the public. A recent Public Policy Polling survey of bipartisan participants in Colorado, Florida, Maine and Washington state found that upwards of 76 percent would like to see more legislation to reduce plastic and water pollution. A majority (57 percent) of people support a statewide ban on foam takeout containers.

SB 5022 would require beverage manufacturers to meet progressive levels of post-consumer recycled content in their plastic containers, averaged across all sales and distribution. This would apply to most beverages in containers sized between two ounces and a gallon and would exempt infant formula or medical foods. It would also exempt some containers like refillable containers, wine bladders and medical products.

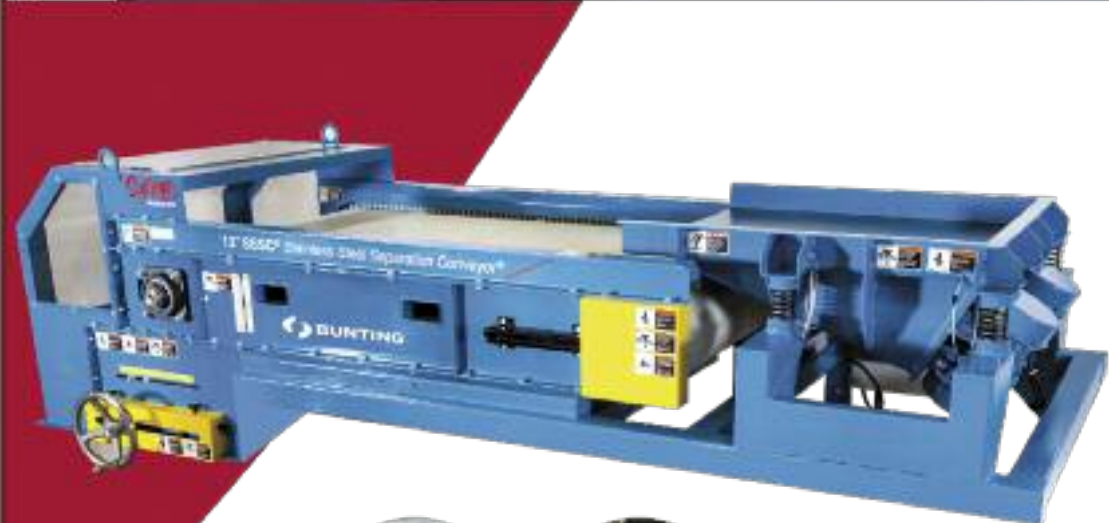
By 2023, at least 15 percent of a product’s weight would need to be recycled content, increasing to 25 percent by 2026 and 50 percent by

2031. Dairy milk containers would be extended an additional five years. Similar standards would be established for recycled content in bottles and jugs for household cleaning and personal care products. Recycled content standards for plastic trash bags start at 10 percent in 2023, 15 percent in 2025, and 20 percent in and after 2027. Biomedical and dangerous waste bags would be exempted.

The sale or distribution of the following products would be prohibited beginning June 2023: most portable coolers, most food service ware and containers, and expanded polystyrene packing peanuts.

The bill would also require that food service businesses provide plastic accessories only upon request, beginning in 2022, with some exceptions made for hot beverage lids, drive-throughs and delivery services.

The bill now moves on to consideration in the House.



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# Attitudes

Continued from Page 1

“Social media on sites such as Facebook are good for posting your sales and pictures of new inventory.”

In Mitchell’s opinion, the best strategy to have for a hybrid salvage yard is a text marketing system, as well as a Facebook page that is updated each week, and online sales through eBay. You can post pictures of any new self-service inventory on your Facebook page and self-service weekend sales as well.

In addition, your text marketing program will be building a list of self-service customers and you can send sale messages out to these customers as well. “If you do a lot of deliveries or want to utilize a network of yards in your area to increase sales, then I also recommend taking a look at EZ Suite,” Mitchell said. EZ Suite was built by auto recyclers specifically for auto part delivery and quality control.

Experts agree that auto recyclers should consider these new strategies because they are opportunities to increase sales and reach more people. As Mitchell explained, if auto recyclers do not utilize these new methods of advertising, then rest assured, other auto recyclers already are and the growth of your business will need “a lot of luck” to reach its full potential.

“Another reason to consider these new strategies is because of the analytics they provide,” Mitchell said. “You can directly link these strategies to how many additional customers come in and how many additional peo-

ple you can help with your product. With more traditional methods, it is not as easy to track how much additional business the advertising resulted in.”

Lancaster pointed out that most successful recyclers “by far” have specialized in either a specific type of part or a specific type of vehicle. There are lots of recyclers who only deal with Corvettes or BMW 3-series or Mustangs, and they do great business nationwide.

“There are lots of recyclers who only deal with side mirrors or wheels who do a great business,” Lancaster said. “Because of their specialty, they can focus on sourcing parts that consumers want, and they can afford to spend money on good inventory as a result.”

### A Focused Vision

The COVID pandemic has altered the way many people live their lives, and in turn, how many companies run their businesses. And that’s true for the automotive recycling industry. According to Lancaster, the more that consumers become accustomed to ordering things online and having them delivered or handed to them, the more that they’re going to be unwilling to walk around an auto recycling yard looking for parts.

“The pandemic had an impact on everything,” Mitchell said. “Luckily, transportation is necessary no matter what is going on, so salvage yards were not affected as bad as other types of businesses. The biggest hurdle for salvage yards during the past year has been finding inventory. Since there has been less readily available inven-

tory, then some yards decreased the amount of advertising they were doing and more sales were done online during the pandemic. However, we are coming out of the pandemic now and businesses are opening back up 100 percent in many states.”

Looking ahead, Mitchell does not think the way customers do business with salvage yards will change all that much in the immediate future. Rather, he believes self-service customers enjoy going to the yard with their tools and picking parts off of vehicles.

“The marketing strategies that self-service yard operators have been employing are working and we just need to get them easier access to inventory once again,” Mitchell said. “I can see more self-service yards reaching out to their customer base and asking if they have any vehicles to sell.”

For more expensive full service parts on late model vehicles, Mitchell sees online sales continuing to increase and the technology improving in this area. Being able to text individual customers and send pictures of inventory to them as well as accepting payment through text is a big step towards improving full-service sales.

And while there will always be people who are willing to search and get dirty, Lancaster said the majority of consumers are going to expect parts to be pulled and shipped or delivered to them.

“Consumers are also getting accustomed to seeing all the nitty gritty details of the products they buy or order online,” Lancaster said. “From a marketing standpoint, recyclers who focus on presenting exactly what they have as accurately as possible and making it easy for consumers to buy wherever they are, will meet the needs of these consumers.”

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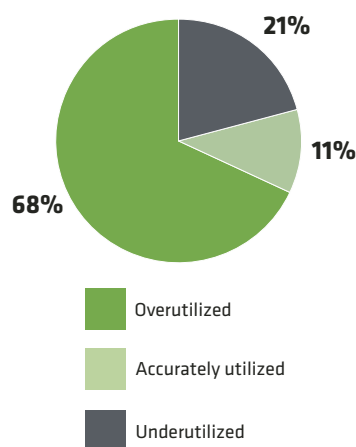
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## Murphy Road Recycling breaks ground on \$30 million recycling facility

Two Connecticut companies announced a groundbreaking \$30 million investment to build one of North America's largest and most technologically advanced recycling facilities – the All American Material Recovery Facility (MRF) – in the Town of Berlin. The All American MRF's capabilities will set a new standard for recycling facilities throughout the country.

The All American MRF will be owned and operated by Connecticut-based Murphy Road Recycling. The design of the facility and the supply of the system's equipment will be provided by Norwalk-based Van Dyk Recycling Solutions. The system will be operational by early 2022 and will employ 200 people during the construction phase and another 50 people when fully operational. Once online, it will be capable of processing approximately 50 tons of recyclable material per hour, with a projected annual capacity of at least 200,000 tons, providing the state a critical resource to reach its 60 percent waste disposal diversion goal.

"Murphy Road Recycling and Van Dyk Recycling Solutions are proud of their deep roots in Connecticut, and we are excited to leverage our local knowledge and industry-leading expertise to modernize and transform recycling in our home state," said Frank Antonacci of Murphy Road Recycling.

Van Dyk is a supplier of recycling equipment to MRFs in North America. To guarantee customers such as Murphy Road Recycling as much uptime as possible, Van Dyk keeps a large inventory of critical spare parts for its machinery readily available at its Norwalk headquarters. Additionally, they have on location the largest R&D center in the world for testing the separation of recyclables.

Murphy Road Recycling strives to increase the quality and purity of recycled materials in Connecticut and finds real and sustainable end markets for these materials. Getting curbside material to a saleable quality takes considerable investment. With curbside recycling at an all-time high and commodity prices rebounding from the

implementation of China's National Sword, MRFs need to improve technology to process materials and produce high, pure-quality recovered products.

"Today's curbside material isn't what it was 10 to 15 years ago," explained Jonathan Murray, director of operations for Murphy Road Recycling. "It was heavy on newspaper and relatively clean. Today, everyone orders everything from the internet. Today's stream is full of small cardboard boxes and shipping envelopes, and requires that we, as recyclers, innovate and change our thinking around the sorting of recyclables."

This type of change in material stream is so widely experienced by players across the recycling industry that there is an insider term for it: the "Amazon Effect."

"We want to ensure that the recyclables Connecticut residents put out to the curb will make it to an end market for reuse," continued Antonacci.

The All American MRF will feature the latest technology available from world-renowned manufacturers in recycling equipment. The fully integrated system, replete with artificial intelligence, will be dedicated to the maximum recovery of all recyclable material, with several second chance mechanisms in place to make sure valuable material does not slip through the cracks. The design includes state of the art equipment to target paper, cardboard, boxboard, glass, and five types of plastic.

"This facility will include cutting-edge technology and safety measures that will be the new industry gold standard; not just in Connecticut but across the country," explained Pieter Van Dijk, chief executive officer of Van Dyk Recycling Solutions.

Not only will this new technology produce higher quality recyclables, it will also help keep Murphy Road Recycling's employees safer. The All American MRF's "mono-level structure" and heightened focus on automation will create the innovative and safe working environment that Murphy Road Recycling was seeking.

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## RecycleCT Foundation studies economic benefits of recycling

The RecycleCT Foundation (RecycleCT) announced the publication of the Connecticut Recycling Economic Information (REI) Study, which documents the economic contributions of residential recycling in the state. The recycling industry creates local jobs and contributes to tax revenue, while providing manufacturers with the raw material needed to make new products.

RecycleCT hired Resource Recycling Systems (RRS) to conduct a state-specific economic benefits study of the impact of residential blue bin recycling, bottle deposit container collection, and residentially-focused stewardship programs including electronics, mattresses and paint recycling.

“Too many times we hear the myth that our recyclables are put in the trash,” said Frank M. Antonacci, vice chair of RecycleCT board and the chief operating officer of USA Waste and Recycling. “The study illustrates why the state of Connecticut is perennially recognized as a top 10 state for recycling through the vibrant, resilient, and well established recycling industry that contributes greatly to Connecticut’s economy while ensuring recyclables are indeed recycled.”

Activity in the residential recycling sector included in the study was collection and hauling of recyclables by municipalities and the private sector, bottle redemption centers, municipal and private sector transfer stations, any facility that sorts, consolidates, or densifies recyclables, electronics and mattress dismantling, recyclers – such

as plastic reclaimers – that convert material into final product or raw material for manufacturing, and supporting activities such as research, consulting, engineering and brokering.

### The study showed residential recycling:

- Support 4,900 full time jobs
- Generates \$383M in annual labor income (e.g. wages and salaries, benefits and payroll taxes)

- Provides \$642M in annual value added, the measure of the contribution this sector has on the state GDP

- Generates \$1.16B in total output or total production value of this sector

The total economic output of \$1,159 million from residential recycling reflects the contributing components of the industry. Collecting materials represents approximately 22 percent of that total, with processing at a Materials Recovery Facility (MRF) and bottle bill redemption collection almost equal – at 13 percent and 14 percent. End-markets, the companies that manufacture new products from recyclables, represent a significant contribution of 29 percent, even though Connecticut has few companies that use recycled material in their products. This demonstrates the economic importance of supporting manufacturers that use feedstock from the recycling system.

The residential recycling sector contributes 25 percent of Connecticut’s total economic output, placing this critical industry above construction of new multi-family residential structures and below truck transportation.

## Hospitals recycle and reuse vaccine packaging

Like many states across the U.S., the month of March marked the one-year anniversary of the first pandemic-related ‘Stay at Home’ orders in Ohio. Since that time, the state, nation and world have weathered a lot. No part of people’s lives has remained untouched by the impacts of COVID-19, including local waste streams.

Now, the Solid Waste Authority of Central Ohio (SWACO), is working with local hospital systems to divert vaccine packaging and coolers away from the landfill. Both the Moderna and Pfizer vaccines require ultra-low freezing temperatures for storage and expanded polystyrene (or EPS, which is most often referred to as Styrofoam) manufacturers across the U.S. are

ramping up production in order to keep up with the demand. And, all of that additional and bulky material could take up limited landfill space if not diverted and reused or recycled.

EPS materials are 100 percent recyclable through specialized programs. Phoenix Recycling, Eco Development and Fabricated Packaging Materials accept these materials and have offered to work with Central Ohio hospitals to recycle these materials.

Several Central Ohio hospitals including OhioHealth and OSU Wexner Medical Center are already either reusing the EPS coolers for vaccine transport to and from vaccine clinics or returning them to the manufacturer for recycling.

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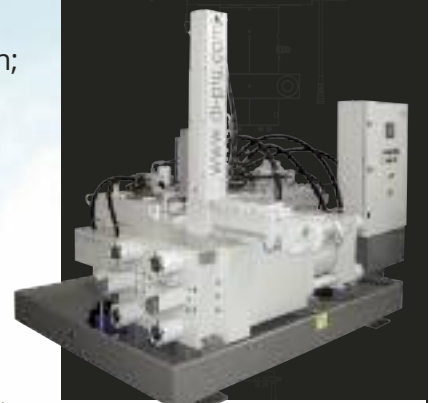
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# GLASS

## Circular economy partnership revives glass recycling

Erie County's nearly 270,000 residents now have access to glass recycling at 15 locations, thanks to a collaborative effort to collect and recycle glass bottles and jars. To close the recycling loop for glass, Prism Recycling spearheaded a drop-off pilot program through a public-private partnership between the Erie County Recycling Program, the Erie Area Council of Governments, CAP Glass Recycling and the Glass Recycling Foundation.

The Glass Recycling Foundation is a non-profit organization established to help support pilot projects like the one in Erie County and others to overcome barriers to glass recycling. "We are pleased to provide our first grant award to support this collaborative effort in Erie County," said Scott DeFife, president of the Glass Recycling Foundation. "There are strong end-markets for good quality glass in Pennsylvania and programs like this are needed to get that material back into the circular economy and glass supply chain."

It was, "simply not acceptable," to Samuel P. Black, III, after an announcement from Erie County officials in late 2018 that contracted haulers were removing glass from single-stream recycling. The elder Black is chairman of Erie Management Group (EMG) that, along with his daughter Sumi James-Black, invests in and manages companies to capitalize on economic opportunities within the Lake



Erie region. "We knew this was a larger problem than in just the Erie region, and one that would require a coordinated approach to allow the solution to reach the farthest distance."

Fast forward to late 2019, Black read of a potential opportunity to partner with a local small startup business attempting to tackle the problem. The partnership did not come about, and EMG began to brainstorm how to build a better system of glass recycling for the region, culminating in the launch of Prism Glass Recycling.

Prism first set out to establish a public-private partnership pilot project involving local government and the glass recycling and container manufacturing industries. Through a series of discussions and negotiations with the partner organizations, the Glass Recycling Municipal Drop-Off Pilot Project Public-Private Partnership for Erie County, Pennsylvania was born.

The pilot aims to demonstrate the effectiveness of public and private sector collaboration to establish an efficient means to collect large volumes of glass bringing it back into the regional glass recycling supply chain and support local and regional economic development serving as a model for other midsize communities.

In this partnership, Prism provides overall project management and the majority of capital investment to develop the system and business model. Prism manages the glass recycler drop-boxes that were custom fabricated by Switch-N-Go in Hadley, Pennsylvania. The Erie County government and the Glass Recycling Foundation provided \$10,000 each toward the purchase of these drop-boxes to offset the total cost of \$77,600.

Promotional help from the Erie County Recycling Program, the Erie Area Council of Governments, and 18 municipality membership association aid in the success of this program. In the early weeks of the program, residents trudged through knee-high snow

to drop off their clean and empty glass bottles and jars.

"The way we were collecting glass in single-stream recycling made it nearly impossible to recycle due to breakage and contamination," said Lynn Armel, Erie County sustainability coordinator. "Glass is an endlessly recyclable material, but it must be collected separately. We are really lucky to have a local business making that possible. Erie County Recycling is so pleased to be part of this innovative effort in glass recycling," she added.

Prism monitors the drop box fill level via Compology cameras and when full they are taken to the SB3 Industrial Park in Erie by a locally contracted hauler and aggregated in a large concrete bunker until there is enough volume to trigger a pick up by CAP Glass Recycling. CAP is the regional glass processor supplying furnace read cullet to the O-I and Ardagh Group glass container manufacturing plants in Brockway and Port Allegany, respectively.

In this pilot project, CAP is contributing technical assistance, physical infrastructure and trucking services. CAP has been very supportive of other local community-led efforts.

Prism Recycling aims to grow the amount of glass collected and expand the drop-off program regionally as they develop residential curbside and commercial glass-only collection services for implementation later in 2021. For now, growing the Prism footprint by harnessing the collective power of business, government and industry is more than a glass full.

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## GLASS

### NERC works to develop glass legislation

The Northeast Recycling Council (NERC), a non-profit organization working with the 11 Northeast states on recycling market development issues, is convening a work group to develop model legislation for minimum post-consumer recycled content requirements for glass beverage and food containers and fiberglass insulation.

The goals for developing the model legislation are to:

- Develop markets for post-consumer glass containers.
- Increase the use of post-consumer glass containers in the manufacture of new beverage and food containers and fiberglass insulation.

NERC's intent for the work group is to bring together (virtually) a broad group of impacted stakeholders from industry and public sectors to achieve a positive outcome. The work group co-chairs are Chris Nelson, supervising environmental analyst of the Connecticut Department of Energy & Environmental Protection; and Stephen Burm, director of industry and government affairs, Anheuser-Busch with technical assistance from Ed Ferguson, director of sustainability, Anheuser-Busch.

The inaugural work group meeting is scheduled to be held on April 8 at 1:30 p.m. (ET).

## PAPER

### Alternative to plastic bags for grocery pickup or delivery created

As more states, counties and cities ban plastic bags, DS Smith, a supplier of sustainable packaging solutions, now is offering grocery stores and consumers Greentote, the first reusable, moisture-resistant, modular, 100 percent recyclable container made from renewable resources.

The company's development of the Greentote alternative arrives as stores and supermarkets respond to the pandemic-driven jump in online fulfillment sales, BOPIS (buy online, pick up in-store) and third-party grocery delivery services. That potentially has translated into more plastic bags ending up in their customers' homes and eventually landfills, or worse – waterways.

Recent surveys have indicated that many shoppers say they'd likely continue online buying if items were delivered with less packaging or used more sustainable material. They'd also prefer items delivered in more recyclable packaging. Greentote offers retail grocery chains and their customers what they're demanding: an environmentally friendly, recyclable, reusable and food contact-safe solution for transporting groceries and merchandise.

"Greentote is about convenience and sustainability," said Melanie Galloway, vice president of sales, marketing and innovation for DS Smith North America Packaging. "From staging

orders to curbside pickup or delivery, our sustainable, renewable, fiber-based tote is sturdier than paper, keeps perishable and other grocery items organized and safe, and is reusable."

"Corrugated is the safest medium for transporting goods in our global supply chain, and Greentote takes that confidence one step further by being USDA food-contact safe," she said.

Eighteen states already have enacted legislation to ban plastic bags, and major retailers including Walmart, CVS Health, Albertsons, Dollar General and Dick's Sporting Goods have joined "The Beyond the Bag Initiative," a group seeking to reinvent the single-use plastic retail bag. The goal: identify, test and implement viable design solutions and models that more sustainably serve the purpose of the current retail bag.

Made of cardboard and available in two sizes, Greentote can hold more than three times the number of groceries than plastic bags and can interlock with each other, ensuring safety

and convenience when transporting.

Additionally, Greentote is coated with DS Smith's proprietary Greencoat, which revolutionized the wax-coated shipping industry for poultry, produce, and seafood with its sustainable, moisture-resistant capabilities and durability in demanding supply chains.

In addition to its reusability, sustainability, and environmental benefits, Greentote provides retailers an opportunity to create a revenue stream by allowing vendors and local businesses to advertise on its full color, long lasting printable surfaces.

DS Smith's purpose is to "Redefine Packaging for a Changing World," and as part of its recently launched "Now and Next Sustainability Strategy" and commitment to the circular economy, the company by 2030 will use packaging and recycling to replace problem plastics, reduce customer carbon and eliminate consumer packaging waste.



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# METALS

## Novelis debuts new aluminum solution category for automakers

Novelis Inc., a leader in aluminum rolling and recycling, unveiled its strongest automotive aluminum product to date, Novelis Advanz™ 7UHS-s701. The technologically advanced, ultra high strength material is now available commercially to the global automotive industry.

The product offers lightweighting potential of up to 40 percent over existing ultra-high strength, hot-formed steel solutions. It is designed for safety-critical structural applications in passenger vehicles that require high in-service strengths such as A and B pillar reinforcements and side impact door beams. Commercial vehicles and electric vehicles will also benefit from using this material, as it offers mass reduction to enable increased payload and longer battery range, while still meeting all crash, loading and overall design requirements.

“The s701 technology represents the future of high-strength material in automotive applications and offers a clear alternative to the most advanced high-strength steel products,” said Philippe Meyer, senior vice president and chief technology officer, Novelis Inc. “Aluminum is already the material of choice for lightweighting, and now we are offering a solution that helps automakers design even safer, lighter and better performing vehicles.”

Novelis will leverage its knowledge and expertise in the aerospace industry to manufacture s701. To enable rapid adoption of this unique technology, Novelis’ Customer Solution Center (CSC) network has expertise to engage with automotive engineers on how to best incorporate this material on new development projects. The CSC teams have invested considerable time and resources to demonstrate the material’s capabilities, as well as the value it delivers

while addressing any potential implementation questions from OEMs.

Advanz 7UHS-s701 allows down gauging in applications already using aluminum and offers further lightweighting possibilities. The material’s targeted use in age-hardened tempers means it does not age, giving it an indefinite shelf life and providing automakers significant supply chain flexibility.

Critically important to automotive designers and engineers, the alloy is compatible with hot stamping processes. In fact, Novelis is actively working with hot stampers and technology partners, such as TELOS Global, to further facilitate rapid aluminum adoption. TELOS Global specializes in conception, design, training and manufacturing associated with high-quality press hardened steel and aluminum stampings, tooling, and related thermal and production equipment.

“We have been co-developing targeted hot formed application solutions using Advanz 7UHS-s701 for some time now, delivering greater economic value through increased levels of mass reduction while meeting critical safety requirements,” said Rick Teague, chief executive officer, TELOS Global. “Launching this product into the market will now give automakers even more flexibility to engineer highly efficient, multi-material structures.”

The Advanz 7UHS-s701 material allows scrap collected from the manufacturing process to be fed into a closed loop recycling system for reforming into the same products from which it was derived. As a result, Novelis and its customers maximize product value while minimizing environmental impact through reduced CO2 emissions and transportation costs.

## Nucor board approves new Midwest tube mill

Nucor Corporation’s board of directors approved plans to build a tube mill in the Midwest, the largest consuming region for steel and steel products.

Products from the new tube mill will capitalize on investments Nucor has already made in the Midwest including a plate mill, galvanizing line and hot roll expansion. The tube mill is a \$164 million investment and is expected to be operating in two years.

“Adding a tube mill in the Midwest will allow us to leverage recent investments we have made and further strengthen our market leadership position as a low cost producer of steel products,” said Leon Topalian, president and chief executive officer of Nucor. “Building this tube mill puts us in a great position to serve the largest consuming regions of the U.S. for hollow structural section tubing and solar energy.”

The new tube mill will have the capacity to produce approximately 250,000 tons of hollow structural section (HSS) tubing, mechanical steel tubing and galvanized solar torque tube, which will increase Nucor’s product offerings for construction, infrastructure and renewable energy in the expanding solar market in the United States.

Nucor’s Tubular Products (NTP) Group was formed in 2016 when Nucor entered the tube market with the acquisitions of Southland Tube, Independence Tube Corp. and Republic Conduit. Today, NTP consists of eight facilities located close to Nucor’s sheet mills as they are a consumer of hot-rolled coil. The NTP Group produces HSS steel tubing, mechanical steel tubing, piling, sprinkler pipe, heat-treated tubing and electrical conduit. Total annual NTP capacity is approximately 1,365,000 tons.

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For more METALS news, see Page B1

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#1 & 2 Mixed Steel	per gross ton	215.00	294.00	319.00	374.00	389.00
Shredder Bundles (tin)	per gross ton	141.00	179.00	209.00	252.00	251.00
Crushed Auto Bodies	per gross ton	141.00	179.00	209.00	252.00	251.00
Steel Turnings	per gross ton	105.00	100.00	112.00	159.00	195.00
#1 Copper	per pound	3.05	3.45	3.67	3.45	3.75
#2 Copper	per pound	2.79	3.21	3.46	3.24	3.43
Aluminum Cans	per pound	.61	.63	.62	.66	.59
Auto Radiators	per pound	1.56	1.49	2.04	1.96	2.10
Aluminum Core Radiators	per pound	.55	.55	.61	.58	.64
Heater Cores	per pound	1.25	1.40	1.34	1.28	1.69
Stainless Steel	per pound	.61	.62	.66	.64	.70

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# AUTOMOTIVE

## JB Automotive allegedly sold 'defeat' devices

The U.S. Environmental Protection Agency (EPA) announced that JB Automotive, located in Iowa, has reached a settlement with the agency regarding the alleged sale of devices designed to defeat required emissions controls on vehicles.

JB Automotive is one of three additional firms that are part of a settlement involving Premier Performance of Rexburg, Idaho. Premier Performance has agreed to pay a \$3 million penalty under the Clean Air Act (CAA) for illegally selling emissions-control "defeat" devices to businesses and individuals throughout the U.S.

EPA alleges that from approximately January 2017 to February 2019, Premier Performance and three of its related companies – JB Automotive in Iowa, RallySport-Direct in Utah, and Stage 3 Motorsports in Arizona – manufactured or sold at least 64,299 parts or components that bypass, defeat or render inoperative the manufacturers' technology and design necessary to reduce vehicle emissions to meet state and federal CAA standards.

"These companies sold tens of thousands of aftermarket defeat devices, and as a result, tens of thousands of trucks now operate without the filters, catalysts, and other emissions controls that help keep our air clean," said Ed Kowalski, director of EPA Region 10's Enforcement and Compliance Assurance Division. "These settlements will prevent future violations by requiring the companies to ensure that the products they sell do not adversely affect emissions." Region 10 includes Idaho.

In an agreement reached in February 2021, the companies agreed to stop manufacturing and selling all products that violate the CAA, and advised EPA that they have implemented work practice standards and procedural safeguards to prevent the future sale of defeat devices.

The parts were designed and marketed for use on makes and models of diesel pickup trucks and engines manufactured by Cummins Inc., FCA US LLC, General Motors Company and Ford Motor Company.

## Recycling plastic bumpers could prevent millions of pounds of waste every year

The Plastics Industry Association (PLASTICS) and Pennsylvania plastics recycler Ultra-Poly Corporation have successfully tested a process to collect and recycle plastic automobile bumper covers. According to a case study, the process could divert approximately one million pounds of plastic from landfills annually.

The study also found the recycled material – thermoplastic polyolefins (TPO – displays 85 percent to 90 percent of the flexibility and elasticity found in virgin material, making it ideal for numerous end-product uses.

The process, developed by Ultra-Poly, is unique in that it does not rely on third-party collectors and processors to gather and pre-process the bumper covers. Ultra-Poly collects used covers directly from body shops, where they have already been removed from the automobiles and their reusable connected components salvaged.

"This project demonstrates that true post-consumer material does not have to be collected only at the curbside and pre-processed by materials recovery facilities," said Kevin Cronin, vice president of sustainability and R&D at Ultra-Poly. "It can also be sourced directly at the point of generation, reducing the carbon footprint and yielding more consistent recycled products."

Point-of-generation collection also assures a steady stream of source material; a single body shop can yield up to thirty scrapped bumper covers per month. The body shop itself saves money on dumpster space and is relieved of the concern that

damaged covers may be "re-manufactured" and sold to them as replacement parts.

"This case study is a win all around for body shops, recyclers, manufacturers and the environment," said Tony Radoszewski, chief executive officer of PLASTICS. "We're proud to have innovative member companies like Ultra-Poly out there, seeking new ways to eliminate plastic waste, providing new sources of valuable materials and expanding capabilities, which means more jobs in the recycling sector."

The Ultra-Poly case study is part of PLASTICS' larger New End Market Opportunities (NEMO) program, that focuses expertise from throughout the plastics supply chain on developing new methods for the recovery, recycling and reuse of plastic products. NEMO places special emphasis on difficult issues, such as plastic grocery store bags. Another NEMO project has resulted in the successful use of such recycled polyethylene film in producing asphalt for road construction.

It is important that any effort geared toward establishing a circular economy takes into consideration a number of factors – material utilization, waste management, energy/water use and emissions, to name a few, said Krieger. By reducing the carbon footprint involved in a beneficial recycling effort, making life easier for both recyclers and source-material providers and transforming bumper covers from waste into a valuable resource, the process outlined in the case study completes the circle.

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# SALVAGING Millions

by Ron Sturgeon  
Autosalvageconsultant.com

## Best practices for your web strategy

Are you really on your game on the net, or did your cousin Vinnie put up your website? What a bargain! He charged you only \$250, and you found a place to host it for free eight years ago, and you have a Facebook account for the business.

Today, that's just not enough to claim you have a real web strategy. Here is a short list of best practices and tactics that will get you ranking a little closer to the top for the terms your customers use to find what you sell. You don't have to do all of these, but you should understand that all the pieces support each other.

1. A good website has a strong SEO strategy. This means that you chose the terms you wanted to be found on your site before you even began building the site. Perform a keyword analysis to determine which terms have been searched for the most often but which also have low existing competition.

a. File-named pages for each of your chosen terms: Most businesses, even small ones, should have at least 50 such pages.

b. Maintain a current site map.

c. Install Google analytics so you can receive monthly statistic reports.

d. Include a 'Contact Us' page that is always kept current.

e. Don't include a blog unless you are going to post to it at least once per week. A blog with a last entry from three years ago hurts you because it looks like nothing is happening. You really should commit to having a blog because Google favors fresh content added to your site regularly and rewards it with better rankings. Hire a freelance writer to do it if you don't have the time to do it yourself. There are many sites to help you find writers, such as Fiverr.com.

f. Show icons with links for Facebook, YouTube, Instagram and twitter.

g. Make certain that all images are sized and optimized for web display and all of them have alt tags using your chosen search terms.

h. Content should include all of these:

- References or testimonials
- A call for action on every page
- Continued use of your chosen keywords throughout any content.
- Mobile browsing optimization, because most people are likely to visit from their phone or their tablet rather

than a desktop, in many cases.

2. Establish an Instagram account, with some pictures tagged using your best terms; post weekly.

3. Post from a business Facebook page at least weekly

4. Create a twitter account that you use periodically.

5. Set up a Yelp account and then ask customers for reviews. Yes, the site does not want you do solicit them, but you can do it subtly with a sign that says find us on Yelp and a reminder to those customers who have had a great service experience.

6. A YouTube account can be useful with some videos posted using your keywords as tags.

7. Create a Google My Business page.

8. Ask for reviews always. for your Facebook, google and yelp account. Deliver service that will get people talking in a good way.

9. Issue a few press releases using your key terms with links to the keyword named pages specific to that term. You can always find something to announce.

10. Link keywords to the page for that keyword.

11. Add a meta title and description using the main keyword for every page. Don't duplicate titles or descriptions.

12. Make pages easy to read, use subheadings (H2, h3), use bulleted lists, add white space and avoid pop ups.

13. Get backlinks from good sites that Google trusts. Even though many links are no follow, links still help establish authority for your site and trust with Google that translates into better rankings.

14. Pages/posts perform better with longer content – approximately 1,000 words. Posts with 3,000 words rank much better. If you don't have someone to write them, get a freelancer to do it.

Now when you've worked through this list, you can say you have a robust web strategy or at least a running start toward having one. Make sure you post at least weekly into all the social media pages, new pictures, blog, etc. As you get better results from these efforts, be sure to put some of that money back into internet marketing and SEO and your businesses online presence.

**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.*



## AUTOMOTIVE

# KAR Global invests in AI powered vehicle inspections technology

KAR Auction Services, Inc. d/b/a KAR Global, an operator of digital marketplaces for wholesale used vehicles, announced a strategic investment and North American commercial partnership with Ravin AI. Ravin is an international provider of automated, mobile and CCTV-based artificial intelligence solutions for vehicle inspections serving diverse fleet, insurance and remarketing customers around the world. The partnership enhances KAR's data driven digital capabilities and will enable the seamless flow of inspection information, data and images throughout the entire remarketing lifecycle for the company's customers.

"Advanced, integrated inspection capabilities are core to our customers' success in the new digital age," said Peter Kelly, president of KAR Global. "Ravin AI has developed the most powerful and progressive computer vision, deep learning, and self-inspection solutions on the market. These tools will accelerate and enhance the vehicle inspection process, helping our

customers make smarter, more informed selling and buying decisions and achieve better outcomes. We look forward to working alongside Ravin to advance the next generation of inspection technology and extend our leadership position in digital marketplaces."

The addition of Ravin to KAR's portfolio adds mobile based artificial intelligence capabilities for damage detection and vehicle representation through a self-inspect or company-inspect model. This flexibility and interoperability with customer and third-party systems allows widespread application of Ravin's technology across the remarketing sector and broader automotive industry. Key applications include data-rich tools for end-of-lease processing, pre-auction inspections, dealer aftersales, fleet maintenance and condition monitoring. Ravin currently supports some of KAR's North American commercial customers, and the companies plan to accelerate product development while expanding the use and adoption of Ravin's technology.

*One day a mailman was greeted by a boy and a huge dog. The mailman said to the boy, "Does your dog bite?"*  
*"No," replied the boy.*  
*Just then the huge dog bit the mailman.*

*The man yelled, "I thought your dog doesn't bite!"*  
*"He doesn't," replied the boy, "this isn't my dog!"*

## ELECTRONICS

# E-waste challenge created to encourage recycling

To raise awareness for the environmental impact of electronic waste, uBreakiFix and Samsung launched the Erase E-Waste Challenge, a six week initiative encouraging consumers to sort through their unused electronics and recycle unwanted devices for free at uBreakiFix by Earth Day.

E-waste poses major health and environmental risks, as discarded devices are often burned or dumped in landfills. Recycling old electronics not only keeps harmful chemicals out of the air and land, it also allows for precious metals like gold, silver, and copper to be harvested and reused at a lower carbon footprint.

Since 2008, Samsung has been a strong supporter of extended producer responsibility, taking tremendous effort to collect and recycle e-waste and publicly supporting bans on the export of unprocessed e-waste to developing locations. By partnering with uBreakiFix, Samsung has made electronics recycling even more accessible, leveraging uBreakiFix's network of more than 570 stores nationwide.

"Most people have some sort of shoebox, junk drawer, or storage closet where they stash their old tech," said uBreakiFix president and co-founder Justin Wetherill. "A lot of people don't know where they can go or what they can do with their old devices, and they

assume that dealing with them will be a hassle. What we don't want is for those devices to eventually end up in the trash and in a landfill somewhere. Samsung is a leader in sustainability solutions, and we're excited to help further its efforts by making tech recycling more widely available to consumers. We're challenging everyone to join us in this initiative and look forward to seeing the impact we can have by Earth Day and beyond."

Those looking to part ways with their old tech can bring eligible devices of any brand, make, or model to their local uBreakiFix store, and a professional repair technician will handle the rest. UBreakiFix will process the devices and route them to a Samsung-authorized recycling partner where they will be refurbished or processed into raw commodities for future reuse. The recycling partner will take steps to destroy all stored data from devices in accordance with the e-Stewards standard, and for added peace of mind, uBreakiFix recommends consumers proactively wipe personal data from devices before recycling when possible.

uBreakiFix accepts most everyday tech devices for recycling, including cell phones, tablets, computers, printers, game consoles, wearables and more. For a full list of eligible devices, visit [ubreakifix.com/tech-recycling](http://ubreakifix.com/tech-recycling).

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**WASTE**

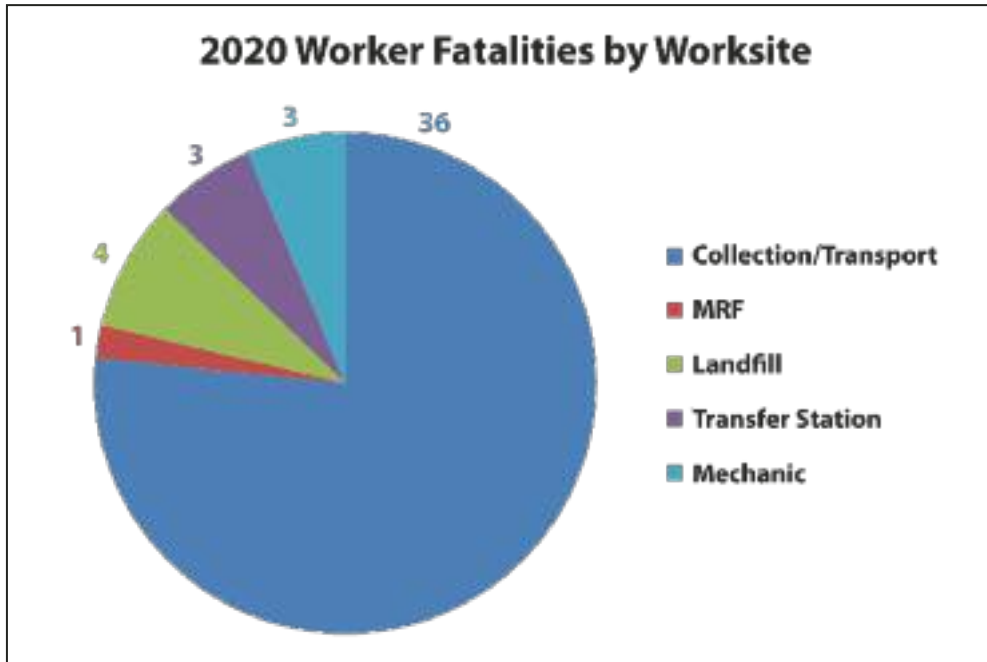
# SWANA reports over 50 solid waste worker fatalities in 2020

The Solid Waste Association of North America (SWANA) reported 52 municipal solid waste industry workers were killed in 2020 in the U.S. and Canada, with nearly 70 percent occurring during collection. This data was shared by Jesse Maxwell, SWANA advocacy & safety senior manager.

The most common type of fatal event was a single vehicle accident in which only a waste collection vehicle was involved. The second most common fatality was being struck by a waste collection vehicle, either as a helper or when a driver was out of the cab. This suggests that rushing may be contributing to these tragic incidents, and that reminding collection crews of best practices for safety is needed.

“There continues to be too many avoidable fatal incidents in and involving the solid waste industry,” stated David Biderman, SWANA executive director & chief executive officer. “This trend has continued into 2021, with 17 fatal incidents recorded in the first two months of the year. We can and must do better.”

Collection fatalities remained steady in 2020 compared to 2019 and were down from 2018 when 42 occurred. Fatal incidents at landfills fell from 11 in 2019 to 4 in 2020, and material recovery facilities (MRFs)



similarly saw a drop in worker deaths from 4 in 2019 to 1 last year. Fatalities at transfer stations increased from 1 in 2019 to 3 in 2020.

In addition to worker fatalities, SWANA also tracks events in which a member of the public is killed in a solid waste related incident. In 2020, 76 members of the public in the U.S. and Canada were killed in collisions with a solid waste collection vehicle, with about 62 percent being vehicle collisions. The past year saw slightly fewer

fatalities than 2019 when there were 80 and continues the decline from 2018 when 101 members of the public died.

At the state level, New York had the most fatal incidents with 15, followed by California with 12, Texas with 11, Pennsylvania with 9, and Florida with 8. New York and California have both been in the top five states in number of fatalities for the past three years.

In addition to presenting the 2020 fatality data, SWANA’s virtual Safety Summit brought together safety leaders from Waste Management, Republic, Waste Connections, Rumpke, Caterpillar, and other employers who provided attendees with useful information on how to reduce collisions, injuries, and accidents.

To reduce fatal and non-fatal incidents across the solid waste industry, SWANA has developed a growing variety of safety resources. SWANA’s latest addition is a new, weekly newsletter, Safety Matters, which makes relevant safety guidance easily accessible to front-line employees and workers at all levels. SWANA encourages members to use it at safety meetings and toolbox talks to remind workers of safety hazards associated with solid waste management and how to avoid them.

## NYC Commission proposes rules to make waste industry safer

The NYC Department of Sanitation (DSNY) and the NYC Business Integrity Commission (BIC) proposed rules to promote public safety and protect workers in New York City’s trade waste industry. The proposed rules, published in the City Record, mandate safer vehicles and operations in the sector. Since 2010, trucks operated by trade waste companies have killed at least 51 people and injured more than 400 others on New York City streets. These rules are issued under authority created by a package of reform and safety laws signed by Mayor Bill de Blasio in November 2019.

“The private carting industry has been stuck in a race to the bottom, and cutting corners threatens industry workers as well as the public. These rules take a big step toward making the industry safer and stop the free-for-all of large private carting trucks going up and down our streets. They are an important step toward realizing the goals of Commercial Waste Zones and meaningful reform,” said Edward Grayson, commissioner of the New York City Department of Sanitation.

The BIC rules, which will apply immediately to all trade waste companies and their vehicles, are designed to improve street safety for all street users by improving vehicle safety, holding companies accountable for their drivers’ repeated traffic safety violations, and requiring driver and helper training. The rules will also require all vehicles to pass twice-yearly safety inspections by qualified inspectors as well as daily inspections by vehicle operators. The rules will require the installation of crossover mirrors on the front of all vehicles with a conventional cab configuration within a specified weight rating to allow drivers to better see pedestrians and other vulnerable road users.

The DSNY rules incorporate the components of the BIC rules and set additional requirements for vehicles operating under the City’s Commercial Waste Zone program. These requirements include backup cameras and alarms, auxiliary lighting to illuminate the area around the truck at night, higher visibility “cab-over” designs, and GPS systems for vehicle tracking and alerts. These rules will take effect with the implementation of the Commercial Waste Zones program and will phase in over time.

The hearing on these rules will take place via WebEx on April 13, 2021.

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## WASTE

# Recology ordered to repay \$100M to customers in San Francisco

San Francisco city attorney Dennis Herrera announced that Recology San Francisco, the contractor for the city's waste and recycling collection, will lower rates and reimburse ratepayers for overcharges that were unearthed as part of a wide-ranging investigation into public corruption tied to former public works director Mohammed Nuru and others. The investigation is part of an overarching public integrity review with city controller Ben Rosenfield.

The total savings to ratepayers from the agreement is more than \$100 million and covers a 4 year rate period from July 1, 2017 to June 30, 2021.

Recology will reimburse ratepayers \$94.5 million in overcharges and interest as part of a negotiated settlement with the city attorney's office. Under the settlement, Recology will also lower residential and commercial refuse rates starting on April 1, 2021, which will save ratepayers \$6.1 million from April 2021 through June 2021. Together, this is more than \$100 million in direct benefits to San Francisco refuse ratepayers. In addition, Recology will make a \$7 million settlement payment to the city under the California Unfair Competition Law and the San Francisco Campaign and Governmental Conduct Code.

A four year injunction to be entered in San Francisco Superior Court as part of the settlement will prohibit Recology from making any gift to any city employee or any contribution to a nonprofit at the behest of a city employee. These restrictions also apply to department heads, commissioners and elected officials. The injunction will also require Recology to: (1) disclose any contribution of \$1,000 or more to any local nonprofit; (2) comply with city law governing lobbyists; (3) report all contacts with city officials involved in rate-making; and (4) disclose material mistakes or errors in any rate-making or rate-reporting document submitted to the city.

Recology was among the 24 companies, nonprofits and individuals that Herrera subpoenaed last year as part of a sweeping investigation into corruption linked to Nuru, former San Francisco public utilities commission general manager Harlan Kelly, former department of building inspection director Tom Hui, and others. The city attorney's office is teaming with the controller's office on the investigation. The investigation was touched off by the FBI arresting Nuru in January 2020.

Part of the civil investigation has shown that, despite a city law prohibiting gifts from restricted sources, Nuru regularly solicited funds from Recology for the benefit of himself and city employees. From 2016 to 2020, Recol-

ogy and its affiliated companies, Sun-set Scavenger Company and Golden Gate Disposal & Recycling Company, regularly provided gifts of money, meals and accommodations to city employees, allegedly to influence city decisions affecting Recology.

Some of the gifts were disguised as charitable contributions to nonprofits, but they would be doled out at Nuru's discretion for activities such as employee holiday parties hosted by the former director of public works and the former city administrator. Over the four years before Nuru's arrest, Recology funneled at least \$60,000 through a nonprofit for the public works and general services agency holiday party.

Nuru, as the director of public works, was responsible for ensuring that the ratemaking process for refuse collection was fair and accurate. He would also make recommendations on whether to approve rate increases.

The lawsuit filed in San Francisco Superior Court stems from rate increases for Recology that Nuru, as the head of Public Works, recommended in 2017. As laid out in the court filing, Recology failed to accurately account for revenues they were slated to receive from ratepayers in their 2017 application for rate increases. The omitted revenues were not caught during the 2017 rate-making process. The under-reporting of these revenues resulted in a recommended rate increase of more than 14 percent when the actual revenues only supported an increase of about 7 percent.

Although Recology disclosed a revenue error in 2018 to the public works department, then overseen by Nuru, no action was taken by Recology or public works to publicly disclose or correct the error. Instead, Recology continued to collect the excessive rates from ratepayers for another two years. After Herrera subpoenaed Recology in February 2020, the company began cooperating with the office's probe. Counsel for Recology ultimately reported the rate error to the city attorney's office in December 2020.

"With this legal action, we are making San Francisco ratepayers whole and sending a clear message that cozying up to regulators won't be tolerated," Herrera said. "Mohammed Nuru may have had his challenges keeping the streets clean, but he clearly excelled at cronyism, slush funds and indifferent oversight. While ratepayers were taking a hit to their wallets, Nuru was soliciting money for lavish parties from the company he was supposed to be regulating. It's outrageous. They say a fish rots from the head. Well, the head of public works was Nuru. He has disgraced all of the dedicated public servants at public works who go above and beyond every

day for the people of San Francisco."

The comprehensive settlement agreement with Recology is subject to approval by the board of supervisors.

As part of the settlement, Recology and its affiliate companies will refund San Francisco ratepayers for the over-charges plus 5 percent interest. The agreement covers residential and commercial ratepayers – with the exception of a few limited commercial contracts not based on the approved rates – with active accounts at any point between July 1, 2017 and March 30, 2021.

Refunds are required to be paid to customers with current accounts by September 1, 2021. Recology will be required to do robust public outreach through December 31, 2021 to inform former customers they are eligible for a reimbursement. Recology must submit monthly reporting of all paid and unpaid balances to the city and provide a report by January 31, 2022 detailing the efforts they have made to disburse the restitution payment to active and inactive account holders. By July 1, 2022, any portion of the restitution balance that has not been paid directly to active or inactive refuse collection customers will be placed in an interest-bearing account to be used to offset any future refuse rate increases.

## SWACO grant program sees expansion

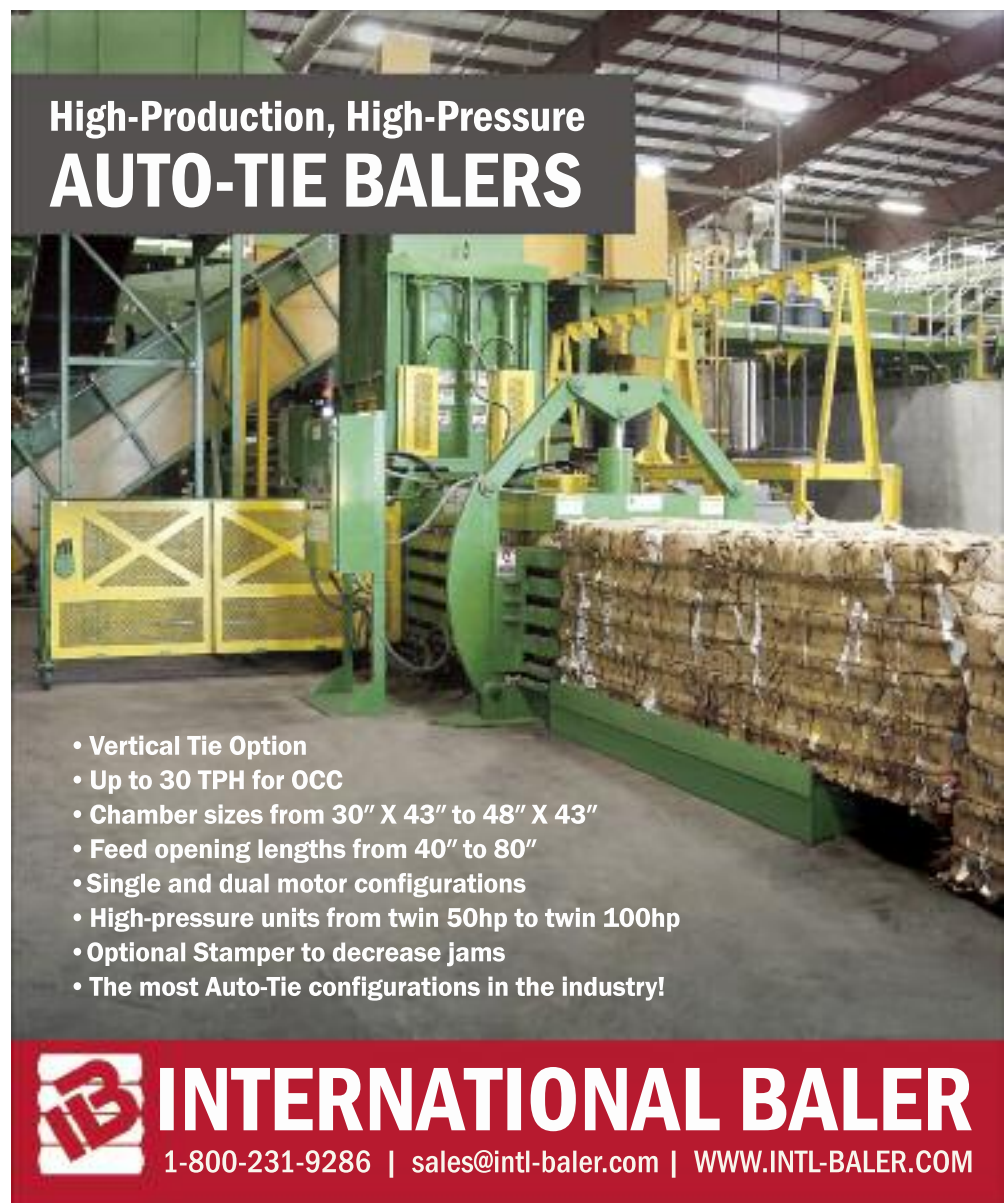
The Solid Waste Authority of Central Ohio (SWACO) announced the award of more than \$224,000 in grant funding to 15 local organizations, schools and non-profits in Central Ohio, the most grant funding awarded as part of the program in recent history.

The increase is an acknowledgment that as residents and families continue to remain mostly at home during the pandemic, more residential waste material is being created, yet 60 percent of household recyclables aren't being captured. Furthermore, the majority of Franklin County's landfill material (76 percent), which comes from both the residential and commercial sectors, still has the potential to be reused, recycled or composted.

SWACO's Community Waste Reduction Grant program is part of a broader strategy to increase Franklin County's rate of recycling by an additional 25 percent by 2032.

The projects selected for 2021 grant funding focus on diverting difficult materials such as Styrofoam and plastics as well as more recyclables, including more cardboard from the landfill.

For a list of recipients, view this article on [www.AmericanRecycler.com](http://www.AmericanRecycler.com).



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## BUSINESS BRIEFS

### Cooper appointed to US Composting Council board

■ Rubicon, a software company that provides smart waste and recycling solutions to businesses and governments worldwide, is proud to announce that the company's waste diversion manager and organics recycling lead, Ryan Cooper, has been appointed to the US Composting Council board of directors, effective immediately.

Cooper has been with Rubicon for over five years, and is responsible for designing, implementing and managing the company's organics recycling programs for small and large customers across North America.

Cooper earned his BA in Globalization from Hampshire College and his Master of Science in Regenerative Studies at California State Polytechnic University, Pomona, where his thesis focused on municipal anaerobic digestion and composting. He started a state permitted composting facility in North Carolina and has spoken at numerous conferences and events around the country and virtually. He has written on the topic of composting and organics recycling for a variety of publications.

At Rubicon, Cooper was the winner of the 2019 George Washington Carver Innovation Award, indicating that he exemplifies incredible creativity and leadership at the company, after being nominated by his peers and being selected as the winner by a joint committee made up of Rubicon employees and senior leaders.

### Peter Kelly to lead KAR Global as CEO

■ KAR Auction Services, Inc. dba KAR Global, an operator of digital marketplaces for wholesale used vehicles, announced that Peter Kelly assumed the role of chief executive officer effective April 1, 2021. Kelly has served as KAR Global's president since 2019 and succeeds Jim Hallett who has led the company as chief executive officer since 2009 and became Chairman in 2014. Hallett will become executive chairman of KAR Global and continue to advise the company on strategic and customer and investor relations matters. Hallett will continue serving as chairman of the KAR Global board of directors, with Kelly being named as a new director beginning April 1, 2021.

Kelly joined KAR in 2011 and he rapidly scaled the startup technology to become the world's largest private-label online auction platform supporting more than 40 OEM and financial institution brands. Kelly became chief technology officer of KAR in 2013, was named president of KAR's digital services in 2014 and became KAR's president in 2019.

Hallett joined the company in 1993 as president of Adesa Canada. He became chief executive officer of Adesa in 1996. Hallett took the combined company public in 2009 as KAR Auction Services, Inc. and in 2019, led the successful spin-off of IAA, which generated significant value for KAR stockholders. Under Hallett's leadership, KAR expanded across North America and Europe with growing annual sales.

### Walker Magnetics acquired by Industrial Magnetics

■ Matrix Capital Markets Group, Inc., an independent investment bank, announced the sale of Walker Magnetics Group, Inc. to Industrial Magnetics, Inc. (IMI), a portfolio company of DNS Capital, LLC. Prior to the sale, Walker Magnetics was owned by Alliance Holdings, Inc., a private investment firm based in Horsham, Pennsylvania.

Walker Magnetics, founded in 1896, is a globally recognized manufacturer of highly engineered industrial magnetic products. Established in Worcester, Massachusetts by Oakley S. Walker, the company has grown over the past century through a mix of acquisitions, product innovation, and share gains with its loyal customer base. Throughout its history, the business has served thousands of customers in 190 countries worldwide, including steel mills, the rail industry, scrap processors, recycling centers, foundries, mining companies, machine shops, fabrication plants, casting plants, machine tool distributors, automotive suppliers and steel services centers. In 2011, the company partnered with Alliance Holdings as the family ownership group exited the business. Today, Walker Magnetics operates out of two locations in Columbus, Ohio and Windsor, Connecticut and has expanded its reach globally to service its customers across the heavy lift, workholding, separation, scrap, standard lift and repair markets.

Terms of the transaction were not disclosed.

### Simplicity Engineering named new dealer

■ Simplicity Engineering, LLC has been tapped by R. D. Olson Manufacturing to represent its extensive line of material processing equipment in New England, New York and New Jersey. Simplicity Engineering owner, Ryan Cullen explains the value of the partnership with the Kelso, Washington manufacturer.

Simplicity Engineering was founded in 1997 with Ryan Cullen acquiring ownership in 2020. The Westfield, Massachusetts firm offers other name-brand equipment such as Komptech, Terex Simplicity and MGL Engineering. Besides also renting equipment, Simplicity has beefed up its mobile service department with two new professionals and two new mobile service vehicles. SE offers service on all makes and models including sourcing parts.

R. D. Olson Manufacturing is an American made equipment manufacturer and believes in building machinery that is strong, well-engineered and some of the best rock crushing, screening, recycling, conveying equipment available.

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## Outlook for the ferrous scrap metal market

by MAURA KELLER

[mkeller@americanrecycler.com](mailto:mkeller@americanrecycler.com)

The year 2020 was a tumultuous one for many industries. However, at the end of 2020, Argus Media, a company which produces price assessments and analysis of international energy and other commodity markets, released results of a survey they conducted with scrap metal industry players. This survey indicated that the U.S. domestic ferrous scrap market will experience a surge in global ferrous scrap demand – during the first quarter of 2021 and beyond.

The Argus report indicated that gradual increases in manufacturing, plus a scarcity of finished steel, has resulted in the U.S. and global steel prices soaring in fourth quarter 2020. The report further indicated that “the trend of finished steel demand outpacing supply has been mirrored in other major steel producing economies throughout Latin America, Europe, Asia and the Middle East and North Africa, simultaneously returning to the seaborne market for containerized and deep-sea bulk scrap.”

The Institute of Scrap Recycling Industries’ (ISRI) chief economist and director of commodities, Joe Pickard said the economy continues to have a tremendous impact on ferrous metal recycling, including scrap generated from construction and demolition.

“The COVID-induced sharp contraction in economic output, manufacturing and construction in the second quarter of 2020 created supply chain disruptions that are still being worked out today,” Pickard said. As demand from the manufacturing and construction industries has subsequently ramped back up, prices for raw material inputs including steel and ferrous scrap have been rising sharply.

“Currently, scrap yards are reporting some of the best processing volumes and commodity values in years as the economy continues to recover,” Pickard said.

William Turley, executive director of the Construction & Demolition



The pandemic aside, there are other global issues that also play a hand in the health and vitality of the U.S. ferrous scrap market.

Recycling Association, said that when the pandemic first started in 2020, the construction and demolition recycling industry was enjoying a continuing tide of prosperity because of all the construction and demolition taking place, and the construction market was booming.

“But then when state and local governments began shutting down construction projects early in the crisis, obviously that affected incoming volumes of material to be recycled,” Turley said. “That includes metals, which are almost always the first thing a construction and demolition recycler strives to remove from the debris stream. Though many times, the on-site contractors also set aside this more valuable waste.”

While construction activity has since rebounded, uncertainty about the future economy has made questionable

many planned and upcoming development projects. All this affects how much metal construction and demolition recyclers receive, and overall Turley would say that the industry was down about 20 percent in all incoming material in 2020, including metals.

“Low prices have affected how eager some recyclers are to recover any metals, though prices have rebounded recently,” Turley said.

Chris Batterson, key account manager for construction and project solutions at Rubicon said the pandemic hasn’t changed the market for ferrous metals recycling to any meaningful degree.

“While I can’t speak for others, at Rubicon we haven’t had any challenges in finding outlets for ferrous scrap metal,” Batterson said. Rubicon manages waste and recycling services through its network of more than 7,000

vendor and hauler partners. In addition, Rubicon’s subject matter experts manage commodity markets, zero-waste programs and other sustainability offerings within the company’s portfolio.

### Other Impacts

The pandemic aside, other global issues also play a hand in the health and vitality of the ferrous scrap market. For instance, China’s recycled raw materials restrictions, which have been in place for a few years, have had a residual effect on the ferrous scrap metal market.

China introduced the “National Sword” policy in 2017, with the intention to improve the environmental conditions within China by adopting higher standards for the recycling materials the country would import. Prior to enacting the policy, China imported large quantities of waste and

See FERROUS, Page B7

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## Steel imports down 23 percent in January 2021 compared to January 2020

U.S. IMPORTS OF FINISHED STEEL MILL PRODUCTS					
BY COUNTRY OF ORIGIN (Thousands of Net Tons)					
*Preliminary	JAN 2021*	DEC 2020	2021 (annualized)	2020 (12 months)	% Change 2021 Annual vs. 2020
<b>SOUTH KOREA</b>	131	222	1,577	2,015	-21.7%
<b>TURKEY</b>	82	14	978	562	74.1%
<b>JAPAN</b>	46	56	555	767	-27.6%
<b>BRAZIL</b>	42	39	501	504	-0.7%
<b>UNITED ARAB EMIR</b>	31	12	372	255	45.9%
<b>TAIWAN</b>	28	43	337	573	-41.2%
<b>CHINA</b>	26	26	308	376	-18.2%
<b>VIETNAM</b>	25	11	296	314	-5.6%
<b>All Others</b>	829	918	9,946	10,773	-7.7%
<b>TOTAL</b>	1,239	1,340	14,871	16,139	-7.9%

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the U.S. imported a total of 2,422,000 net tons (NT) of steel in January 2021, including 1,239,000 net tons (NT) of finished steel (down 23.1 percent and 24.8 percent, respectively, vs. January 2020). Total and finished steel imports are up 62.2 percent and down 7.5 percent, respectively, vs. the prior month, December 2020.

Finished steel import market share was an estimated 15 percent in January 2021. Key finished steel products with a significant import increase in January

compared to December are reinforcing bars (up 121 percent), heavy structural shapes (up 115 percent), sheets and strip all other metallic coatings (up 20 percent), structural pipe and tubing (up 29 percent) and mechanical tubing (up 12 percent).

In January, the largest volumes of finished steel imports from offshore were from South Korea (131,000 NT, down 41 percent from December final), Turkey (82,000 NT, up 498 percent), Japan (46,000 NT, down 17 percent), Brazil (42,000 NT, up 8 percent) and United Arab Emirates (31,000 NT, up 152 percent).

## Aluminum from aerosol cans to be recycled and utilized

Trivium Packaging, a leader in sustainable metal packaging, announced a groundbreaking recycling initiative in Argentina, partnering with urban recycler organization Creando Conciencia to substantially increase the recollection and reuse of aerosol aluminum cans.

Through the partnership, Trivium Argentina will become the first in Latin America to use post-consumer recycled (PCR) aluminum. The initiative, which follows Trivium's sustainability performance rating by the CDP, is part of the company's expansive efforts to raise awareness and accelerate sustainability practices for its customers and the planet. When asked what this partnership means to Trivium's Argentina plant, Marcelo Celestini, general manager of Trivium Argentina said, "This recycling initiative enables Trivium to make a difference in the three areas our

company is built on by taking care of people through social organizations, protecting our planet by reducing CO2 emissions in a significant way, and by walking the same journey with our customers."

The partnership aims to make the recycling process more efficient while providing encouragement and education to the community surrounding aerosol can recycling. Creando Conciencia will collect aerosol aluminum cans from consumers and process them using machinery provided by Trivium that depressurizes and compacts the aerosol at the same time. Trivium is then able to melt the compacted aerosols to produce aluminum ingots.

Trivium Argentina estimates that 9 to 10 percent of their newly produced packaging will come from recycled aluminum.

*A big city lawyer was called in on a case between a farmer and a large railroad company.*

*A farmer noticed that his prize cow was missing from the field through which the railroad passed. He filed suit against the railroad company for the value of the cow.*

*Just before the case was to be tried, the attorney cornered the farmer and did his best selling job to get a settlement first, and the farmer finally agreed to*

*take half of what he was claiming to settle the case.*

*After the farmer signed the release and took the check, the attorney couldn't help but gloat a little over his success.*

*He told him he couldn't have won the case. "I didn't have one witness to put on the stand!"*

*The old farmer replied, "Well, I was a little worried about winning that case myself because that durned cow came home this morning!"*

## Steel import permit applications decrease

Based on the Commerce Department's most recent Steel Import Monitoring and Analysis (SIMA) data, the American Iron and Steel Institute reported that steel import permit applications for the month of February totaled 1,945,000 net tons (NT). This was a 12.3 percent decrease from the 2,218,000 permit tons recorded in January and a 19.7 percent decrease from the January preliminary imports total of 2,422,000.

Import permit tonnage for finished steel in February was 1,387,000, up 11.9 percent from the preliminary imports total of 1,239,000 in January. The first two months of 2021 were 4,367,000 NT and 2,626,000 NT, down 6.3 percent and 12.4 percent, respectively, from the same period in 2020. The estimated finished steel import market share in February was 18 percent and is 16 percent year-to-date (YTD).

Finished steel imports with large increases in February permits vs. the January preliminary imports include tin plate (up 213 percent), sheets and strip

electrolytic galvanized (up 151 percent), cold rolled sheets (up 71 percent), tin free steel (up 55 percent), hot rolled sheets (up 43 percent), cut lengths plates (up 34 percent), line pipe (up 30 percent), mechanical tubing (up 19 percent) and wire rods (up 15 percent). Products with significant year-to-date (YTD) increases vs. the same period in 2020 include tin plate (up 22 percent), steel piling (up 81 percent) and sheets and strip electrolytic galvanized (up 69 percent).

In February, the largest finished steel import permit applications for offshore countries were for South Korea (216,000 NT, up 64 percent from January preliminary), Japan (91,000 NT, up 97 percent), Germany (82,000 NT, up 251 percent), Turkey (77,000 NT, down 6 percent) and The Netherlands (38,000 NT, up 841 percent). Through the first two months of 2021, the largest offshore suppliers were South Korea (347,000 NT, up 2 percent from the same period last year), Japan (137,000 NT, down 6 percent) and Turkey (158,000 NT, up 28 percent).

## January steel shipments increase

The American Iron and Steel Institute (AISI) reported that, for the month of January 2021, U.S. steel mills shipped 7,420,816 net tons which is a 5.3 percent increase from the 7,049,785 net tons shipped in the previous month, December 2020, and a 13.1 percent decrease from the 8,535,755 net tons

shipped in January 2020.

A comparison of January shipments to the previous month of December shows the following changes: hot rolled sheet, up 13 percent, cold rolled sheet, up six percent and hot dipped galvanized sheet and strip down three percent.

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# EQUIPMENT SPOTLIGHT

## Metal Shredders

by MARY M. THORNTON

maryt@americanrecycler.com

The EPA estimated the recycling of ferrous metals to be 27.8 percent (4.7 million tons) in 2018. Shredders are a dominant product used by the recycling industry in processing efforts.

3TEK offers a totally new shredding option for small yard owners who want to increase their shredding operation. "With a full owning and operating cost less than \$35/ton and with an output of up to 3,000 tons a month, 3TEK's Bravo will raise your capability and your profits, putting you in command," advised Bill Padula, vice president of sales and marketing.



3TEK Global

Driven by a 1,125 hp CAT32 Tier 4 certified diesel engine, the Bravo can comfortably produce 15 to 20 output tons per hour. This mobile, massive, 311,000 lb., single-chassis machine sports 240 lb. hammers and comes standard with an integrated 19' infeed conveyor and compact pin puller assembly.

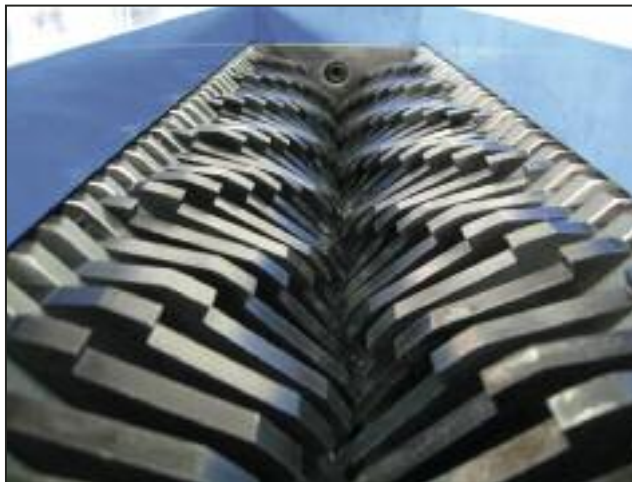
"The Bravo has been designed from the ground up to process scrap. This is a true hammer mill that delivers very clean, dense, furnace-ready scrap at a price point for both purchase and production that makes sense for small yards," said Padula. In partnership with 3TEK, the shredder is designed and manufactured by Riverside Engineering, Granutech Saturn Systems, and Blanchard CAT. Dedicated 3TEK technicians take pride in their responsiveness, as products are manufactured in Texas and their South Carolina warehouse is fully stocked with wear and spare parts.

For recyclers of a wide range of metals, BCA Industries has developed the customizable ES2000 shredder, called the "Beast." The machine features a proprietary hydraulic cluster drive system that can handle the toughest shredding applications to shred ferrous and nonferrous metals and electronic waste in both stationary and portable units. With 9,500 lbs.

total gross weight (including power supply), it is designed to shred 15 tons of metal an hour. Other features include 24" diameter hard-faced knives, 55" to 72" x 44" cutting chambers, and 8" 4130 Chromoly steel shafts. When even more power and production are required, the Beast can be rated up to 800 hp, and utilize dual cutting chambers. John Neuens, sales and marketing director, said the shredder can make short work of even the largest metal scrap items.

BCA Industries was formed in 1998 by twin brothers Doug and Joe Bartelt, who grew up welding, fabricating and designing machines in a garage. They now oversee their firm, "The Machine Shop of the World", which is in a 23,000 sq.ft. facility on 3.5 acres in Wisconsin.

Granutech-Saturn Systems makes several types of shredders for nonferrous or light ferrous applications, including rotary shear shredders and the firm's Roto-Grind and Grizzly Grinders. "We recommend the best shredder option, depending on the characteristics of the material to be shredded, the required output and the number of tons that must be shredded, per hour. Sometimes the application requires two machines in a series,



BCA Industries

such as a Saturn Dual Shaft shredder for initial reduction, followed by our Grizzly shredder, for final reduction. For a customer seeking a dedicated ferrous shredder for automobiles and light iron, we refer to our partner company, 3TEK, as they specialize in mobile hammermill shredders and downstream separation systems," Greg Wright, vice president, stated.

The firm's clients may typically process about 4,000 lbs. per hour all the way up to running 24/7/365 with shredders capable of processing 40 tph (of aluminum).

Shredders manufactured by Granutech-Saturn Systems process metals such as steel barrels, radiators, cast aluminum, used beverage cans and more. Proper maintenance is imperative for optimal operation, and Wright recommends keeping a shredder clean and properly greased, keeping cutters sharp, and regular maintenance for the hydraulic system. He cited an uptick in metal pricing making it a good time to consider shredding and separating metals. He

See METAL SHREDDERS, Page B6



Granutech-Saturn Systems

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**Granutech-Saturn Systems**  
Greg Wright  
877-582-7800  
www.granutech.com

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888-271-1687  
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www.komarindustries.com

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www.lindner.com

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The compaction module – drum, articulating boom and control panel – is mounted on rails and is moved from one container location to the next via a powered gear and chain system.

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### REDWAVE DEVELOPS CONVEYORS DESIGNED FOR RECYCLING

Redwave conveyor belts have been specially developed for the recycling industry. This includes improvements of the chute connection for feeding onto the sorting machine and easy accessibility for cleaning and maintenance work, because contamination and blockages are common in a recycling plant. During the development process, great importance was attached to ease of maintenance and user-friendliness.

A highlight of these conveyors is their modular design. This allows a simple modification of the conveyor belt length afterwards, but also additional equipment (sensors, weighing system, scraper) can be retrofitted easily.

**Redwave Solutions US LLC**  
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www.redwave-us.com



### LABOUNTY LAUNCHES FULL LINE OF MSD LEGEND SERIES SHEARS

LaBounty's full lineup of MSD Legend Series Shears is now available. These additions round out LaBounty's mobile scrap shear portfolio and can be equipped with InSite™, which provides real-time data to optimize shear performance and productivity.

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### URT CREATES SYSTEM FOR PLASTIC SEPARATION AND RECYCLING

Universal Recycling Technologies (URT) has launched a new plastic separation and recycling system specifically for e-waste plastics.

The system utilizes multiple separation tanks and can process 6,000 lbs. of e-waste plastics per hour while recovering 100 percent of all metal contaminants.

The Plastic Separation and Recycling System is designed to separate targeted plastics by processing the material in a fluid of intermediate density. The material with a specific gravity higher than that of the intermediate fluid will sink while the other material with a lower specific gravity will float.

**Universal Recycling Technologies (URT)**  
2535 Beloit Avenue  
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## Metal shredders ■Continued from Page B4

concluded, "Our company roots began in the late 60s, making automobile crushers. After acquiring Saturn Shredders in the late 70s, we began offering shredding solutions for various materials in a variety of markets. We've continued to grow and diversify ever since."

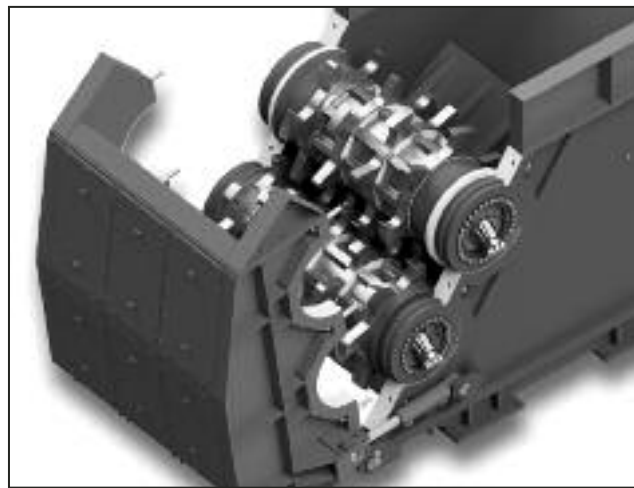
Harris sold its first shredder in 2001 and since has sold 30 more, across the globe. Harris shredders range in size from an economical 6090 shredder

driven by a 1500 hp motor, producing 30 tph, all the way up to a massive 125125 shredder, driven by a 7000 hp motor, producing almost 300 tph.

"Due to scrap market volatility, ferrous shredder operators strive for a low operating cost per ton. As incoming scrap and outgoing ferrous prices fluctuate, it is imperative that a shredder runs in the most efficient manner, to maximize profitability margins for the shredder owner. Optimal shredder plant efficiency depends on maintaining sufficient, on-hand spare parts, scheduled maintenance outages, adequately trained personnel for operations and maintenance, a steady influx of scrap material, safety protocols and the ability to react to the unexpected, in a positive way," commented Philip Walls, director of shredder operations.

Walls also mentioned how acquisitions and consolidations have idled some shredder plants and sales of new shredder plants have slowed. This trend has heightened the value of maximizing the production of current systems. The upgrade or retrofit of older shredders, using newer technology and better designs, has increased. Operators are achieving higher production using older shredder plants by engineering upgrades for existing machines. Components of the shredder system are replaced with newer, more efficient designs that involve the rollers, feed yoke frame/rollers, infeed conveyor, motor/drive packages, PLC/HMI and more. As a result, older shredders may achieve a 10 to 20 percent gain in production, with just a moderate capital investment by the owner.

For over 100 years, Harris has manufactured recycling and scrap processing equipment, including various models of shears, balers, shredders, rotors and infeed conveyors, all engineered and manufactured at the Harris facility in Georgia.



Sicon America

Sicon America offers a full range of pre-shredders as add-ons for existing shredding plants. Heiner Guschall, chief operating officer explained, "The EcoRip Neo 200/250, with a throughput range from 40 to 120 metric tons per hour, offers the perfect shredding solution for any user who seeks to increase production by 20 to 30 percent, avoid explosions and power peaks as well as reduce wear cost in the main shredder." The fully auto-

matized, heavy duty pre-shredder employs a patented drive system and segmented rotor design for a virtually endless rotor lifetime. EcoRip Neo was designed for the lowest operating cost and quick, simple installation. Automation and hydraulic systems are pre-installed and pre-tested in a container so the machine can be used within a few days of delivery. Sicon's automation engineers will also adjust the main shredder's software to ensure smooth setup and estimated ROI is less than 24 months.

The firm also offers a full range of customized shredders, including the EcoShred Vertec, for the processing of meatballs and electric motors as well as coolant scrap (in a different setup) and Guschall noted that these products offer an extraordinarily low operating cost. Sicon's EcoShred Slimtec (up to 800 hp) and Compact (up to 1500 hp) are helpful scrap processors for small to medium shredding needs.

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# Ferrous

■Continued from Page B1

scrap from other countries, including the U.S.

“Since 2017, China had been planning to restrict imports of recyclables, particularly in the lower grades,” Pickard said. Today, the government is implementing important standards for ‘recycled raw material’—aluminum, brass, copper and steel – that meet the high purity requirements noted in those standards. This means that only material that is considered “mill-ready” may be imported.

“Although China has not been a major consumer of imported ferrous scrap from the U.S. in recent years, new ferrous standards could help facilitate trade,” Pickard said. “In other global market developments, Turkey continues to be the major overseas buyer of U.S. ferrous scrap and ferrous scrap exports to Turkey exceeded 4 million metric tons in 2020, up 3 percent from 2019.”

Indeed, in a recent press release from March 3, 2021, Argus indicated that Turkish ferrous scrap importers increased their purchases of deep-sea bulk cargoes in February 2021 due to an increase in steel demand. Specifically, Argus identified 34 deep-sea scrap purchases by Turkish steelmakers in February 2021, up from 23 purchases from a month prior.

“Metal is a valuable commodity, and we are finding that ferrous scrap metal is in high demand,” Batterson said. “The market is showing hopeful signs of a slight rebound after the last five years of general decline, with South American countries stepping up their demand for the material that they can’t get from lower priced markets in Europe. This means they are willing to pay a higher price than other main importers who do have access to those markets,”

Other major developments impacting the market for ferrous scrap also include planned U.S. steel mill capacity expansion plans in 2021, healthy overseas demand from key markets including Turkey, and ongoing obstacles across the transportation front including challenges securing containers, railcars, trucks, and barges.

As Pickard explained, more broadly, the recovery from the COVID-19 pandemic continues to impact the pace of the economic growth in the U.S. and most forecasters are projecting the economy will grow 4 percent or more this year, which should bode well for construction, manufacturing, and scrap metal recycling.

## Looking Ahead

The outlook for 2021 has improved significantly as scrap market conditions, driven in part by constrained supply chains and rising prices, have seen a dramatic turnaround. While prices remain volatile, Pickard said that most market participants remain cautiously optimistic.

“In addition, rising societal concerns about sustainable development, environmental protection, and climate change increasingly reinforce recycling’s critical role in conserving natural resources, reducing energy costs and greenhouse gas emissions, and preserving low-cost raw material inputs for our manufacturing industries,” Pickard said.

As stated, it will be challenging for the construction industry as it deals with an economy that wants to come back strongly, but is still shackled by restrictions caused by the coronavirus. This challenge has a trickle-down effect on the ferrous scrap metals market.

As Turley explained, if infrastructure projects do ramp up as proposed by the Biden Administration, that will increase the amount of waste material generated, and allow recyclers to process that to recover recyclables.

“It will also allow construction and demolition recyclers to supply their end products,” Turley says. This includes ferrous scrap. However, as Turley pointed out, those projects usually take several years to even break ground on, so no immediate help will come from there.

“And because most economic prognosticators are saying that commercial and industrial construction work will be slow for some time – even though residential is booming right now – that will slow the amount of metals generated for recovery because that is where more metal is traditionally used, rather than residential,” Turley said.

# Schnitzer Steel agrees to \$4.1 million settlement

California Attorney General Xavier Becerra, along with the California Department of Toxic Substances Control (DTSC) and Alameda County District Attorney Nancy E. O’Malley, announced the terms of a settlement reached with Schnitzer Steel Industries, Inc. for violating environmental laws in the operation of its metal shredding and recycling facility in West Oakland. The violations involve the release of toxic air contaminants and hazardous particulates from the facility into the West Oakland community and nearby environments, including the Oakland Estuary. The settlement requires Schnitzer to pay \$4.1 million for penalties, costs, and supplemental environmental projects to benefit the community, and make significant changes to its operations and practices to protect the health of Oakland residents and the environment.

“Communities in West Oakland already experience a disproportionate share of environmental pollution and some of the highest asthma rates in the state,” said Becerra. “So we won’t sit back while corporate polluters make the situation worse by dispersing their toxic waste into these neighborhoods and surrounding waters. Everyone deserves to breathe clean air and drink clean water. This settlement should serve as a warning to any company that believes it can put profits ahead of people.”

“The investigation of this metal shredding facility and the resulting settlement shows the power of our partnerships with other state and local agencies,” said DTSC director Meredith Williams. “Strong enforcement underscores our commitment to those who live and work in communities impacted by a disparate level of pollution and potential exposure.”

“At its Oakland facility, Schnitzer shreds and sorts metal materials – such as end-of-life vehicles and appliances – which are then sold and transported from the facility for reuse in steel mills and foundries globally. Investigations by the Alameda County District Attorney’s Office and DTSC found that Schnitzer was releasing particulate matter contaminated with hazardous metals – such as lead, cadmium, and zinc – into the environment and neighboring areas, including a number of businesses, a children’s medical office, and the Oakland Estuary, which connects to the San Francisco Bay. The facility is also less than half a mile from a West Oakland neighborhood designated as a “disadvantaged community” by the California Environmental Protection Agency. After being notified of the investigations, Schnitzer enclosed areas of the facility to minimize the dispersal of hazardous particulate matter created by the facility’s operations.

The settlement resolves Schnitzer’s violations of multiple state laws, including California’s Proposition 65, the Fish and Game Code, the Unfair Competition Law, and the Hazardous Waste Control Law.

The settlement requires a monetary payment of \$4.1 million. This consists of roughly \$1.55 million for civil penalties, \$2.1 million for supplemental environmental projects that will directly benefit environmental justice communities in West Oakland, and \$450,000 for reimbursement of investigative and enforcement costs. Schnitzer must also comply with several injunctive terms to ensure future compliance with environmental laws and to protect the health of West Oakland communities.

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