

Gold Metal Recyclers

December 2009

Highlights

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Message from Kenny and Neil

With an incredible workforce of 250, forty plus acres of land in Dallas alone, and hundreds of thousands of pounds of recyclable material coming in every day, Gold Metal Recyclers stands as one of the largest privately owned recycling companies in the country. We find it important to look back on this past year and reflect on all of the good we have done for our world. Environmentally, we kept reusable material out of landfills and helped reduce greenhouse gas emissions every day. Economically, we employed more people as our business grew and put millions of dollars back into the system to enhance our economy. And personally, we expanded our company locations outside of the state of Texas and were honored in the Dallas Morning News as the thirty-fifth largest privately held company in the metroplex and the eighteenth largest in the city of Dallas. All big accomplishments in our hearts.

Thank you to everyone for a job well done. Looking forward to 2010!
Kenny and Neil

A View of GMR from Above



GMR GROUP

Spectrum Metal Recycling

308 Hughes Street
Houston, Texas 77023
Phone: 713-923-4888

Gold Auto Parts Recyclers

3301 South Lamar Street
Dallas, Texas 75215
Phone: 214-941-1531

Liberty Recycling

4100 East Hwy. 90
Liberty, Texas 77575
Phone: 936-336-4152

Homestead Metals

235 FM 371 (Walnut Bend Rd.)
Gainesville, Texas 76240
Phone: 940-668-0391

Lone Star Metals

1401 East Stella
Fort Worth, Texas 76104
Phone: 817-534-7161

National Metal Recycling

3906 4th Street, NW
Albuquerque, NM 87107
Phone: 505-344-1777

DFW Aluminum Can Bank

Various Locations
Please call our office for more information

Some Action Shots of GMR today...



Design for Recycling: The Future is Now

Design engineers have a tough job, balancing safety, energy efficiency, and cost with the consumer's passion for the latest and greatest technology. Unfortunately, it seems that the design engineer rarely even gets to the point of thinking about what will happen to the product at the end of its useful life. At most manufacturing companies, the people in the environmental department are usually concerned with the product's environmental impact, but they are primarily focused on the manufacturing operations and the operating life of that product. Good intentions aside, it seems that most people don't give much thought to what happens to a product when it has reached the end of life. We have simply relied on the scrap recycling industry to deal with that problem and, up to now, recyclers have done a good job. However, as time goes by and new materials and technologies are developed, the challenge that recyclers face in safely and economically recycling those products grows ever more difficult.

To address these challenges, ISRI created the concept of Design for Recycling to help protect the environment and create a sustainable means for conserving our resources. Design for Recycling seeks to achieve two very basic goals: first, to eliminate or reduce the use of hazardous or toxic materials that may present a grave danger to the environment or put a recycler's workforce in jeopardy, and second, to discourage the use of materials that are not recyclable or manufacturing techniques that make a product nonrecyclable using current technologies. The best time to address these issues is at the design stage.

Adopting this premise helps to ensure a thriving recycling chain, which goes well beyond the scrap processor to the mill, smelter, or extruder who will take the recycled materials and make them into new steel, copper, brass, aluminum or plastics. Design for Recycling is a mindset that every design engineer must embrace if they hope to have their products considered environmentally friendly. ISRI has consistently advocated that manufacturers voluntarily adopt the principles of Design for Recycling to stave off governmental intervention. Over the years, our industry has faced significant challenges from materials such as cadmium, lead, and sodium azide, to name a few. In each instance, we have worked diligently with the industry that has used these materials to seek alternatives that will still meet their needs and satisfy the customers' desires while still protecting the environment and workers involved in the recycling industry.

In summary, unless there are compelling reasons to the contrary, manufactured products should not contain materials or processes that will interfere with or stop the product's recyclability. Manufacturers need to take responsibility for their design choices. They, along with the recycling industry and governmental researchers, should work cooperatively to accomplish these goals. In the end, manufacturers will face less regulatory action and their customers will benefit from products that are truly environmentally friendly. The recycling chain will continue, and the recycling industry can continue its long history of conserving our future.

Retailers' Recycling Programs

Several retailers are now encouraging their consumers to participate in recycling programs. Below are just a couple companies contributing to this cause.

Calphalon has created an industry first cookware recycling program, called Calphalon ReNew. The program allows consumers an exceptionally easy way to ensure the valuable materials in their old cookware are put to good use for future generations, rather than ending up in landfills. Calphalon encourages consumers to take part in this recycling initiative. Here's how it works. Purchase any set of Calphalon Unison Nonstick cookware, then place the OLD cookware (any brand or condition is acceptable) in the return shipping box provided inside the new cookware box. Finally, send it to Calphalon at their expense, using the pre-paid FedEx online mailing label. Calphalon will send it to a recycling center from there. In exchange, Calphalon will send you two 100% recycled cotton shoppers as a thank you for participating.

Calphalon believes that by using the earth's natural resources responsibly, we can achieve sustainability for generations to come, to ensure that our quality of life and the things we cherish most endure. Embracing this commitment means that sustainability becomes a natural part of everything they do. It's this philosophy that inspired the Calphalon ReNew program and the same one they will continue to foster through growth. Calphalon's products are made with 40% recycled aluminum. They recycle all aluminum scrap metal every year. All of their corrugated packaging waste is recycled. The program is the first of its kind designed to extend recycling efforts to our customers. We encourage you to purchase a new cookware set for someone this holiday season and take part in this innovative recycling program.

Seven **Starbucks** stores in Manhattan launched a cup-recycling program. The pilot will test the collection and recycling of coffee cups when combined with old corrugated cardboard, which is the most extensively recycled material in the U.S. The objective of the program is to develop a cost-effective mechanism to close the loop on paper packaging, reducing greenhouse gases and assisting municipalities in reaching their solid waste diversion goals. Every year, 58 billion cups are used in the U.S. at restaurants, events, and homes. If all paper cups in the U.S. were recycled, 645,000 tons of waste would be diverted from landfills each year, reducing greenhouse gas emissions by twenty-five million metric tons. (equivalent to removing 440,000 passenger cars from the road).



Gold Metal Holiday Party 2009 Highlights



Alicia McKinney, Josh Applebaum, Mikel Shecht,
Bill Prager, Tony Decasper, Chad Goldberg



Kenny Goldberg, Sherry Goldberg, Angela
Blankenship, Joel Back



Neil, Bob and Kenny Goldberg



Alford Ford, Charlie Brown, Bob Goldberg, Chad
Goldberg, Kenny Goldberg, Hal Bock, Walter Hodge



Alicia McKinney, Mendel Jackson, Lindsay
Freedman, Stefani Finkelstein



Mikel Shecht, PeeWee, Richard Goldberg

Gold Metal Holiday Party, Continued...



Back Row: Corey Freedman, Lindsay Freedman, Richard Goldberg, Kenny Goldberg, Bob Goldberg, Neil Goldberg, Chad Goldberg *Front Row:* Sherry Goldberg, Lois Goldberg, Courtney Goldberg



Back Row: Gabe Escobar, Johnny Lara, Kenny Goldberg, Juan Castro, Rosaura Lira
Front Row: Veronica Ortiz

Email Lindsay@goldmetal.com with anything you would like to see in upcoming issues. Please visit our website at www.goldmetal.com to learn more about us!



4305 South Lamar Street Dallas, Texas 75215 T: 214-421-0247
