



*Allegheny Supports Our Vets*

# Shredding Industry

Published by **ALLEGHENY SHREDDERS**

*Over 45 Years of Customer Satisfaction*

## REPORT

SPRING 2014

## Then and Now: The Secret to Staying Successful in the Secure Destruction Industry

### Sage Advice from Four industry Leaders



*Paula, Tim and Taylor Oberst, Ohio Mobile Shredding*

The information destruction industry isn't a very old one, historically speaking. But what a ride it's been! From Watergate to Enron to HIPAA and now the huge electronic waste stream. From 7.5 Hp shredders to ones now running 200-300 Hp, to ones shredding up to 600 hard drives an hour. From stories of flagrant exposure of private confidential information to tales of security heroes, those working daily to protect privacy and find sustainable end-of-life solutions to information storage devices.

We thought we'd talk to a few in the industry who have found ways to maintain their success in a rapidly changing, often unpredictable business environment.

### Finding Quality Workers Committed to Your Vision

**TIM AND PAULA OBERST** started Ohio Mobile Shredding 26 years ago. "Why shred?" was the typical customer reaction, and the first real challenge to surmount. They met with Robert Wagner in 1988, around their kitchen table, where they decided to purchase an Allegheny 16-Series Shredder for their first mobile truck.

The key to success, Tim said, begins right at home. "Before you get more customers, you need good employees. You need to hire people that think

**THEN AND NOW** *continued on page 7*

## eLoop: Successfully Tackling the E-waste Stream

How do you deal with the fastest growing waste stream in the world? With care. Americans alone throw out 47.4 million computers, 27.2 million televisions, and 141 million mobile devices annually, according to recent figures from the Environmental Protection Agency. Only about 25% of all e-waste (by weight) ends up at a recycling center, and less than 10% of mobile phones are recycled.

These electronic gadgets we purchase and discard so readily contain some of the most toxic compounds on earth, including lead, mercury, cadmium, dioxins, and flame retardant plastics. They also contain sensitive data that requires secure destruction for consumer protection and for companies to avoid violations of increasingly strict regulations.

But this electronic waste also contains

**eLOOP** *continued on page 9*

## INSIDE

Interview with John Wagner.....	2
Mastering Your Marketing by Bob Johnson .....	3
Goettsch International .....	4
Greetings from Shredder Mom! by Evelyn Jefferson .....	5
Allegheny Employee Profile: Joe Barush .....	6

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**AlleghenyShredders**  
THE SHREDDING INDUSTRY ICON SINCE 1967

# John Wagner on Looking Back...and Ahead

## We've come a long way—but we're not done!

Seeing NAID celebrate its 20th anniversary this year has given me a chance to look back on the industry as a whole and the years I've spent in it. First, I want to credit NAID with organizing the industry into a viable, professional entity with solid rules and regulations that bring integrity and credibility to all of our efforts. Nice job, and I can't imagine where we would be without NAID!

Second, I thought I'd share with you a speech I gave a few years back at the NAID conference. I've updated the figures so it will still be a valuable resource for you.

"When I look back over the last 59 years I have been selling shredders and the last 46 years I have been building shredders, I see the progression—from the first shredder I built over 7 ½ Hp in this country to thinking big and bigger, so we now build shredders at 300 Hp. I feel Allegheny has helped move the industry to where it is today—but now we are in the present. Recycling is now a household word, and about as recession proof as you can get. Total recycling is at 50% to 60%. E-scrap is at 25%, and paper is at 65% of the waste stream.

This offers many opportunities to grow your business. Three of the main ones are:

**1. Plastic bottle shredding.** With oil at \$103 a barrel for light crude, we're seeing millions of water bottles thrown out daily. This market for shredding is coming on strong. States requiring bottle deposits are increasing.

**2. E-scrap.** Computers, monitors, TVs, VCRs, cell phones, iPods, ePods, pea pods, whatever...2 million tons—that's 100,000 tractor trailer loads—are disposed of each year, and only 20% are being recycled! This is unacceptable. Many foreign countries are banning e-scrap imports from us, as we are adding to their serious pollution problems. Other items to consider are reject items and return items from retail stores. Most stores do not



**John Wagner**  
*President & Founder of Allegheny*

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**"We as an industry should aim for 75% total recycling in 10 years, and 90% in 20 years. This is doable."**

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re-sell returns because of liability issues.

**3. Hard drives.** This market is increasing fast. We've developed a high speed hard drive shredder for large volume jobs. A while back, Evelyn came and asked me if we could build one for a customer—I said, 'Get me an order' and she did, so that shredder was out the door quite quickly. Just let us know what you need, and we can build it!

E-scrap recycling can be profitable. Gold is running \$1,338 an ounce, silver is at \$22 an ounce, copper is at \$20 an ounce and brass is at \$10 an ounce. E-scrap becomes more valuable each month.

We as an industry should aim for 75% total recycling in 10 years, and 90% in 20 years. (It's been six years since my speech, so we're probably around 60% currently.) This is doable. It's time we get on track and rev up our engines and show the nation AND the world what we can do.

As for the future, now that I am nearly 86 years old—STOP—put those damn shovels away! As Yogi would say, "It ain't over till it's over." If the Dear Lord will give me 14 more years, I will be involved in this effort and see it all happen. So our children and grandchildren will have a cleaner and healthier environment to live in.

When people ask me when I'm going to retire, I say, as Winston Churchill would say, NEVER. We as an organization have a mission to complete and it's not even ½ done. Sitting in a rocking chair and taking out the garbage each day is not my cup of tea. I will go on till I drop and when it comes time to go to the Great Beyond, remember my Everlasting Thought...

DISCOVER TO ME, O MY GOD,  
THE NOTHINGNESS OF THIS WORLD  
THE GREATNESS OF HEAVEN  
THE SHORTNESS OF TIME  
AND THE LENGTH OF ETERNITY

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**Something to think about—  
but not too hard!**

*"I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant."*





# Mastering Critical Marketing Techniques

Over the coming decade, the difference between thriving and just surviving will require service providers to embrace a new approach to sales and marketing.

It is no secret that many, if not most, secure destruction service providers between 1998 and 2009 were able to grow simply by being visible. Growing awareness created by increasing data protection regulations and headlines about identity theft spawned customers fast enough to keep up with the growing number of competitors. It was foolproof; some didn't make it, but by and large, hanging out the shingle was all it took.

That's not the case any longer, as most readers already know. To thrive in today's market requires mastering new disciplines, forming partnerships with key technology professionals, and strategically positioning both corporate and professional branding. I'd like to briefly comment on a few critical ingredients for marketing secure data destruction services that are currently translating into big success for those putting them into practice.

First, future success is going to require an aggressive, skilled and ubiquitous online presence involving a finely tuned website combined with a strategic and savvy social media presence that includes regular contributions, blogging and video content. The website itself should attract traffic through state of the art search engine optimization (SEO) techniques, as well as adwords and adplacement, while at the same time converting visitors to customers and continually measuring and evaluating its own performance. It is difficult to overstate the importance of the website. The vast majority of those looking for service for the first time or those looking for a new provider will turn to the Internet for that search.

The social media component plays three roles: it dramatically enhances the website SEO, it strengthens personal and organizational branding, and it builds a core of identifiable super customers.



**Bob Johnson,**  
*Executive Director of NAID*

**“To thrive in today’s market requires mastering new disciplines, forming partnerships with key technology professionals, and strategically positioning both corporate and professional branding.”**

Within the social media realm, the critical platforms are LinkedIn, which provides historically unparalleled leverage in sales and marketing initiatives, Facebook and Twitter for their ability to cultivate and harness your most ardent customers, Google+, important to SEO, and YouTube, which delivers video content, including demonstrations, testimonials, video blogs and education.

I know this sounds like a lot of work, but as overwhelming as this might sound, it doesn't have to be. With regard to the website design aspects of an online marketing profile, it will only be as good as the designer you hire. Only a professional who understands the interdependence of the SEO result ingredients, which change over time, can build this for you. This is

not a do-it-yourself project.

As for the social media component of an online marketing profile, the approach should be metered and rely on delegation where possible. While there are very good content management services out there, it would be a mistake to think it can be completely farmed out. On the other hand, with some training on social media strategy and a working knowledge of new social media management tools, it can be totally managed internally. It's not easy but the long-term benefits justify the commitment.

Make no mistake, an online marketing campaign is not a substitute for traditional sales and marketing efforts. A strong organizational and personal LinkedIn presence, for instance, is most valuable when it is used specifically and primarily as a sales development tool.

Traditional networking, authorship, speaking and other personal branding done in the analog world have the power to exponentially magnify the online marketing profile; at the same time, the analog profile is magnified by the online marketing outreach.

There are others out there, a few of whom are in our industry, who can articulate this far better than I can. I am a convert. As a result, it is now obvious to me that a strong, coordinated and complimentary online marketing profile combined with a vigorous analog marketing effort is the only way to maintain profitability and success in the emerging market.

**Bob Johnson** is the CEO and Executive Director of NAID. He can be reached at [rjohnson@naidonline.org](mailto:rjohnson@naidonline.org)

## Goettsch International: Partnering with Allegheny to Serve the Globe

**A**s a global corporation representing more than 20 machine manufacturers, Goettsch International of Cincinnati, Ohio relies on only the most reliable equipment and working partnerships it can locate. You simply can't have a machine break down in a plant miles away and solve the customer's problem quickly and effectively.

That's one explanation for the successful, long-term relationship Goettsch has developed with Allegheny Shredders—the high quality, durable shredders Allegheny produces, along with its consistently excellent service, has helped Goettsch to become a trusted name the world over.

"We like to associate with premier suppliers, and Allegheny's name came up about 25 years ago when we were looking for a reliable shredding manufacturer," said Eric Goettsch, president of the company, who represents the third generation in his family in the export marketing business. "Allegheny is very responsive to our needs, not only supplying us with top of the line equipment that doesn't break down, but attacking a problem immediately, and solving it to our complete satisfaction. It's not just the quality equipment, it's the people that make Allegheny such a great company."

Goettsch International serves as a worldwide marketing arm for manufacturers of machinery for the corrugated container and recycling industries, with 25 employees in Ohio and 10 in the field. It not only delivers the most advanced machinery (often as a single supplier, so plants can avoid the costs of mismatched equipment and inefficient flow), but also arranges for financing, documentation, technical assistance, and after-sale services. Its reach encompasses Latin and South America, Asia (Malaysia, Singapore, the Philippines, Thailand, Hong Kong and more), Europe and the Middle East, and Australia/New Zealand, to name the larger areas. Goettsch was presented with



*Eric Goettsch (foreground), with Mike and Andy, Goettsch International*

the "E Flag" and "E Star" awards by the US Department of Commerce for exporting excellence.

### A History of Global Connections

Herman Goettsch began the tradition of representing American companies in the early 1920s, when he returned to Germany after helping launch the folding carton industry in Chicago, Illinois (the Sefton Box Company, forerunner of Container Corporation of America). His son Carl moved the company to Switzerland in the 1930s, then later to the US, launching the Carl O. Goettsch Company in Cincinnati in 1950. Carl's son Eric joined the family business in 1973 and expanded the market into Latin America.

"My father Carl dealt mostly with consumerable materials at the start, such as paper products and tape," Eric said. "Then corrugator machinery—developed by my uncle Walter—became the core of the business. He began representing American Baler products, and shredders were added in the mid-1960s. Recycling and destruction equipment are a natural

offshoot for the corrugated industry."

Following Herman's lead, Carl saw that international marketing was the way to go. "My father Carl discovered the niche once he came back to America—we know how to export, so let's make that be our business," Eric said. "We don't do any sales in the US or Canada, although that would certainly be a heck of a lot easier than across the globe! But we began picking the lines we wanted to represent and the ball got rolling."

### Challenges of International Business

Working in international commerce requires keeping one's eyes and ears open constantly, to react to a fluid market. "You're dealing with cultural and language sensitivities, and an economy that's different in each country and region, and apt to be volatile," Eric said. "We have to try to understand the culture and do a lot of listening, not just barge in and take over. In general, the international market lags behind the US in confidential paper shredding, and hard drive shredders

**GOETTSCH** *continued on page 12*

## Greetings from Shredder Mom

### NAID has a Lot to Celebrate!

**N**AID's celebration this year of its 20th anniversary offers us all a chance to look back at the humble beginnings of this organization, which is now thriving and playing a vital role in the information destruction industry.

NAID was born in Phoenix in 1994, out of Bob Johnson's desire for a third party validation for secure document destruction. As Bob has said, the competition back then wasn't from other secure destruction companies, but from the lack of understanding of the need to completely destroy confidential information. NAID began with seven associate members, but by late 1995 it had grown to 150—as of late February this year, it boasts over 2,000 member locations.

In 1999, the NAID Certification Program was unveiled, the “crown jewel” of NAID's activity so far, giving the industry standardized shred sizes for different technologies involved in secure destruction and bringing credibility to the industry as a whole. To date, 85% of North American member companies are NAID AAA Certified. None of the 90 attendees at NAID's first annual conference in Scottsdale, AZ in 1995 could have imagined this growth. Allegheny was one of the first shredding manufacturers to be approached by Bob. Of course, all of his efforts were right up our alley—we immediately saw the opportunity for our own company to benefit, and also for the industry as a whole to really blossom.

Some of our long-term customers were at that first conference—including Tim and Paula Oberst (Ohio Mobile Shredding) and John Mesrobian (LPI). In those early days, it was all about their clients saying, “Why do I need



**“As technology has evolved, hard drives and electronic devices now carry much of the confidential information that used to be on paper, and NAID is currently doing research on how to best erase information on one of the latest devices: solid state drives.”**

to shred?” But certain critical events soon made that question irrelevant... In 2001, Enron collapsed after being caught shredding documents to hide billions of dollars of debt. The Gramm-Leach-Bliley Act was drawn up, setting standards for financial institutions to protect customer information. Membership surged in 2002. “Identity theft” had become a common phrase, and dumpster diving was appearing in all the major media. HIPAA, the law requiring protection and confidentiality of patient health information, was modified that year.

All of these events gave NAID an opportunity to show the correct way to destroy sensitive materials. A front-page story in *The Wall Street Journal* heightened awareness of the issue, and NAID was instrumental in helping write the legislation that followed the flood of security breaches. In 2002, Georgia became the first state to enact a document destruction law, mandating

that any company discarding personal information without destroying it would incur a fine.

Throughout this tumultuous first decade, NAID never lost sight of security as the primary focus of its efforts. As technology has evolved, hard drives and electronic devices now carry much of the confidential information that used to be on paper, and NAID is currently doing research on how to best erase information on one of the latest devices: solid state drives. No matter how small the devices are, or in what form, the need to securely shred wherever data is stored remains NAID's priority.

Three cheers to Bob Johnson and NAID for staying true to course through many challenges and industry upheavals. NAID evolves as the industry does, keeping its members informed so they can play a leading role as trends develop. Two hundred members were just certified as Certified Secure Destruction Specialists (CSDS). We can count on NAID to represent our needs to lawmakers as information security regulations continue to unfold. NAID has also had a hugely positive influence on the environment, promoting recycling of paper and supporting laws prohibiting dumping e-scrap in landfills.

It's been an honor to witness NAID's growing sphere of influence and its adherence to a striking level of integrity that has lifted our industry to an impressive level. NAID has always been ahead of the curve, as we have at Allegheny since the pioneering days of John Wagner's invention of the first high capacity shredder. Bob speaks of “preparedness meeting opportunity”: it's a call to all of us to rise to the same level of achievement that NAID has. So here's to the next 20 years, guys! Or as John Wagner says, “At least the next 14.” So hang on to your hats!

*xoxoxo, Shredder Mom*

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## Employee Profile: Joe Barush

### Allegheny Marketing Coordinator

**W**hen Joe Barush came on board at Allegheny about six months ago, he walked into a marketing environment that's quite different from the landscape of even a few years ago. To get Allegheny's message out there these days requires using Facebook, LinkedIn, Twitter, YouTube, video clips, blogs.... and Joe's up to the task.

"Everything's done through the Internet these days," Joe said in a recent interview. "I'm looking forward to using my advertising and marketing skills to present Allegheny's equipment in many formats."

Joe graduated in 2013 from Duquesne University in Pittsburgh, majoring in Corporate Communications with a specialty in Digital Media Arts. His many responsibilities include designing ads, creating press releases, e-blasts and videos, and doing market research for Allegheny Shredders, Allegheny Metals, and Allegheny Records Destruction.

"The challenge is to get our name out there as much as possible," he said. "I work closely with the sales department—I come up with an idea, run it by them, and go from there. We meet once a week to fine-tune our direction. Always we keep in mind the customer: What do they need? What do we want them to know about us and the new shredding solutions we're developing? Because when the customer is happy and informed, that always keeps more business coming."

To say Joe is balancing many projects at once is an understatement. "From magazine ads, to keeping track of the website and creating content for the blog, to updating social media, to taking videos of our equipment for YouTube, to learning how to use new design programs—



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**"It's a cooperative, pitch in and help where you can atmosphere, a group effort where people support one another in getting the job done."**

sometimes I'm all over the place," he admits. One of his creative endeavors is taking videos of Allegheny equipment as it's being built—he wants to invite potential customers to get a genuine feel, without filters or touchups, of the quality of the shredders and the care that goes into building each machine.

"Our equipment is so long-lasting it's impressive," Joe said. "And our customer service really sets us apart from other vendors—we're a small company, but our technical and sales teams react so promptly to solve problems, and people appreciate that. We wouldn't have half the business we have if we weren't so responsive to our customers."

Joe is very pleased with the opportunity to work in his field of study right out of college, and he's particularly happy with the corporate climate at Allegheny. A friend of Jeff Wagner's (Allegheny sales representative and 3rd generation Wagner) from college, Joe feels the supportive

atmosphere of the family business is part of its success.

"It's relaxed, while being very hardworking," he said. "It's a cooperative, pitch in and help where you can atmosphere, a group effort where people support one another in getting the job done. I'm not the only one wearing lots of hats around here. I know that everyone working here does more than just what their job title says."

For someone running in so many directions, it's interesting to note that one of Joe's hobbies is drag racing.

"My parents have been running cars for years, and I started racing at 16," Joe said. He competes in events up and down the East Coast from April through October. He drives a dragster, which is a skinny, long wheel-based car built specifically for drag racing.

"I usually run quarter-mile bracket races with the car consistently running down the quarter-mile in about 7.5 seconds at 175 miles per hour," he says.

It's a hobby that develops maturity and a healthy respect for limits, no doubt good assets as Joe dives into his exciting new career at Allegheny.

"There's so much to learn—about the marketing as well as the industry—and I'm happy with the challenge," Joe said. "Meeting long-term customers and prospective ones at conferences, choosing the best medium to convey a particular message, and working collectively—I'm enjoying it all. And I truly appreciate the support that's always there for me."

*Joe Barush is the Marketing Coordinator at Allegheny Shredders. He can be reached at (800) 245-2497.*

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## THEN AND NOW *continued from page 1*

like you do, that work like you do. We never rest on our laurels, there's always room for improvement. We ingrain that culture into our employees, because you all need to have that same attitude to make it successful."

Ron Davis is one of these employees, and he's been with them for 24 years. He's now training the new employees to honor that work ethic.

At the first NAID conference in 1995, Paula and Tim discovered the value of networking. "Sharing information and opportunities among the members really strengthens the whole industry," said Paula. "The tools Bob Johnson puts out for NAID members are amazing. Without them, it would be very hard for us smaller businesses to compete with the national companies." In 1995, the couple expanded to plant based shredding, purchasing a 36-1000C shredding system from Allegheny complete with auto-feed, baler, and output conveyor. An Allegheny mobile grinder replaced their older Allegheny 18-250C mobile shredder, which Tim says is now operating in Guatemala!

Ohio Mobile's growth has been steady and gradual, without sacrificing high quality customer service. "It's the key to success," said their son Taylor, also in the family business. Another key is finding opportunities to diversify, such as moving into hard drive and e-scrap shredding.

## Adapting to a Changing Environment

**JASON RADTKE** of Royal Document Destruction, with offices in Columbus and Cincinnati, has been in the secure destruction industry for 19 years. He and his partner John Daly also find that diversifying is a key to staying ahead.

"Hard drives, microfilm, microfiche, CDs, DVDs—you need to be able to destroy it all to stay one step ahead," Radtke said. "Basically, you need to be adaptable, to provide whatever the customer needs, because competition has also grown."



**Jason Radtke, Royal Document Destruction**

"Technology has changed dramatically, and will continue to," he went on. "And paper has become less and less relevant in this digital age. So stay educated to what's coming next."

Daly recently went through CSDS (Certified Secure Destruction Specialist)

employees to the same high standard of service that the founders hold. The attitudes of workers have a large impact on the clients. "We put our customers first," Jason said. "There's no replacing your reputation for service as a way to win and keep customers."



**Keiffer and Renee Keener, American Document Securities**

certification with NAID—it's one more thing to instill trust and learn ways to differentiate yourself in the marketplace.

"People are continuing to learn the importance of security—the security breach at Target Stores over the holiday season woke more people up," Jason said. Another success secret is holding

## Diversifying and Trimming Your Fat

**RENEE KEENER** of American Document Securities (just outside of Atlanta, GA) agrees wholeheartedly with the diversification strategy. "We've added

**THEN AND NOW** *continued on page 8*



## THEN AND NOW *continued from page 7*

services to our shredding operation for several years now,” she said. “We added storage, imaging, a consulting division offering an entrepreneur training workshop, and now we are a reseller for electronic document management software.”

She is also a strong advocate of doing more with less. “Since the price has dropped in the industry for shredding service, you have to cut costs, maximize opportunities, and expand your territory. We’ve expanded into southern Georgia, Alabama and Florida, using NAID certified subcontractors for whom we provide service and account management. It helps our overall business. We also run our shred trucks as efficiently as possible to save on costs. You’ve got to whittle out the excess.”

Another key to success is having reliable equipment that lasts. “I know from my farm how important a good tractor is, for instance. My Allegheny equipment—from the initial shredder installed on a box truck back when I first began—has only broken down three times in 12 years. I haven’t had to upgrade in 12 years. John Wagner builds his shredders to last—in fact, it’s not easy to find a piece of Allegheny equipment on the market, because people don’t get rid of it!”

## Aligning With Quality Partners

**ROB GIANNINI**, Chief Operating Officer of Commonwealth Document Management, is a firm believer in looking very carefully before you leap. “We began researching entering the document destruction business in early 2010, met with Allegheny in December, and launched our company in May 2011. Business has grown steadily. Just last September we purchased our second mobile truck.”

Commonwealth also does record storage, though shredding comprises 85% of their business. “They go hand in hand,” Rob said. “We found that many



**Rob Gianinni, Commonwealth Document Management**

of our shredding customers desperately needed to free up office space. We began storing their records in our secure record center and we shred the records that no longer need to be retained upon customer request.” Careful evaluation of diversification opportunities is a must to stay relevant in the industry, he added. “We now provide scanning services for some of our customers, and this will be one component of our diversification strategy going forward.”

Competition is tough, Rob admits. “We service a 150-mile radius, and each area has its own competitive challenges. We promote security and education. We use NAID’s customer service and marketing programs very effectively. The NAID Employee Information Disposal Training Program has been a great tool to convey to our clients the importance of securely handling and disposing of their confidential information.”

Even though Commonwealth’s services might cost more, many customers are brought in by the dependability of service and responsiveness of its employees. “People want to support us because we’re local, and also because our employees focus on developing and maintaining strong relationships. We

haven’t lost a single customer to another shredding service the entire time we’ve been in business. We’ve also had no employee turnover.”

Another tip is aligning with good partners, Rob said. “Allegheny Shredders, UltraShred, and Renee Keener’s training workshop through American Document Securities—they’ve all helped us get off to an excellent start. Evelyn Jefferson with Allegheny Shredders was particularly instrumental. Her knowledge of the industry is unparalleled. She’s seen so many companies start up, and some of them fail, and learning from those outcomes was extremely valuable.

“In addition, Allegheny’s equipment has been extremely reliable and has helped us provide a high level of service to our customers.” Finally, maintain manageable growth—not too much too fast, Rob advises.

Sage advice, all of it, with an overriding theme: work hard, plan well with strong strategy and sound equipment, and give your customers the education and personal attention they need. As John Wagner says, “Give the customers more than they ask for, and they’ll keep coming back!” ■



**eLOOP** *continued from page 1*

precious metals and rare earth minerals that are becoming more valuable as they become increasingly difficult to source. Extracting them can be a lucrative business—the global e-waste market was valued at \$70 billion for the year 2010. Some US recyclers have been convicted of illegally smuggling CRTs into China, where the toxins are poisoning workers and children. The need for sustainable end-of-life solutions for e-waste is urgent and growing.

## **Sustainability Specialist - Transparency Down the Line**

Pittsburgh-based eLoop is dedicated to tackling the problem. It has been providing sustainable solutions for the e-waste stream throughout Pennsylvania since 2008. The company destroys sensitive data, recycles end-of-life items, and handles IT asset disposition, finding resale opportunities for valuable IT assets.

eLoop works with partners, such as the Pennsylvania Resources Council and Construction Junction, to ensure that e-waste doesn't end up in landfills or get exported to developing countries. Processing e-waste involves sorting devices by type and metal content—copper wire, mixed metals, computer components, and more. "We produce production ready products for our downstream, generating scrap recovery revenue," said Ned Eldridge, founder and president. "There's added value when those items are shredded and separated into commodities for further refinement."

The company processed 38,000 pounds of e-waste in their first year of operation in 2008; last year they recycled more than 10 million pounds. Of that amount, 85% was from the residential e-waste stream, mostly TVs. Nearly 30% of the total 10 million was from printers, computers, keyboards, mice and other computer peripherals. "We believe in zero landfill, zero exportation, and zero prison labor," Eldridge said.



**Ned Eldridge, eLoop**

For sensitive material, eLoop destroys data by sanitizing or shredding, depending on the client's specific instructions. eLoop owns two Allegheny Hard Drive/E-scrap shredders at two locations—one in Pittsburgh and one in State College—which shred about 300-500 hard drives a day.

"It took us a couple of years to get into data destruction in a big way, and that's when we got our Allegheny shredders," Eldridge said. "Allegheny is our neighbor, so we checked them out first when we saw a need for equipment, and I'm glad we did. Our shredders have excellent throughput, and they're very well made. It's turned into a very good relationship."

## **Keeping up with Regulations and Certifications**

Eldridge spoke of the Extended Producer Responsibility Law, now active in 25 states, in which manufacturers are responsible for paying for recycling of e-scrap. "A recycler such as myself collects the waste, and each manufacturer is responsible for their market share weight of all the pounds collected in that state."

The Pittsburgh facility is PA DEP permitted and was the first BAN Certified e-Stewards recycler in Pennsylvania (Basel Action Network), with the other facility to be permitted and certified this year. eLoop is a member of NAID and the

Institute of Scrap Recycling Industries. Eldridge credits much of his company's growth to the development of a statewide collection network to support the PA recycling law known as the 2010 Covered Device Recycling Act of Pennsylvania (effective January 2013). The law provides free recycling for covered devices to individual consumers and companies with less than 50 employees. They can recycle televisions, monitors, desktops, laptops, mice, keyboards, and tablets at no charge under law. The law makes it illegal for these devices to be disposed of in state landfills. Cell phones and PDAs are exempt from the law.

## **Pursuing all Markets and Income Streams**

The sale of IT asset disposition services to business clients is the fastest growing part of eLoop's business. "If a business is going through a technology upgrade of its IT equipment, we focus on the security of their data, and track the serial numbers of the computers and drives," Ned said. "We get all the information back to them so they can manage the final disposition of their assets. We also repurpose those assets with value, putting them back into a secondary IT market—by refurbishing equipment, cleaning up cosmetic issues, and so on."

"There's not one part of this industry you can afford NOT to be involved in to be effective," he added. "You have to be involved in all the markets. For example, I recycle for 27 hospitals, and every major law firm in Pittsburgh. I'm approved for working with the federal and state governments and the city of Pittsburgh for secure data destruction."

The challenge is to keep pace with the industry, Ned said. "We're growing at 100% a year, and that requires making good financial decisions on growth issues, while continuing to satisfy your customers. We continue to increase the number of hard drives we shred each month—and our Allegheny Hard Drive shredders are already paid for!" ■

# Going crazy destroying just one hard drive at a time?



**Try our Allegheny Hard Drive Shredding System—just empty a box full and walk away! Built to provide time-saving 'dump & run' shredding of hard drives and all kinds of electronic storage devices—even laptop computers!**

At Allegheny, we've been building virtually indestructible shredders for 45 years—the kind that offer you the most effective, long-lasting solution for total information destruction.

So if destroying one hard drive at a time is driving you crazy, then give us a call. We'll make sure you get the job done fast, without losing your mind!

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***"Our Allegheny Hard Drive Shredder can shred 1500 hard drives in half a day in my mobile truck! The shredder has paid for itself tenfold, and I'm expanding to in-house destruction next year."***

**TIM EARLEY - Advantage E-cycling**

#### **Allegheny Hard Drive Shredders offer:**

- High volume 'dump and run' shredding
- Destruction of 35-45 hard drives per minute, and most laptop computers
- Complete destruction with no possibility of reconstruction or retrieval
- The ideal solution for RIM centers, e-scrap recyclers, and data centers





# Ready to offer on-site hard drive destruction?

**Your Truck**



**Allegheny Hard Drive Shredder**

**Generator Compartment**

**Soundproof Enclosure**

## Bring us your truck.... And we'll get you started!

**I**F YOU WANT TO PROVIDE ON-SITE DESTRUCTION of hard drives and e-scrap for your customers, Allegheny has your total solution. Just pull up with your truck and we'll install a complete destruction package, which includes our rugged **Allegheny Hard Drive Shredder** with a **generator, soundproof enclosure, lighting, ventilation** – everything you need to get started right away. So don't wait any longer—give us a call and let's get going!

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**GOETTSCH** *continued from page 4*

haven't hit yet."

The challenges are many, and Eric says it's not easy to find people willing to work weekends and holidays to accommodate cross-continental customers. "Someone from an Arab country may want their machine on July 4, and we've got to do it," said Eric. "We're competing sometimes with lower-priced products from Europe or Asia. We have to sell in US dollars, the value of which fluctuates greatly with local economies. Inflation is a factor. Then there are the regulations—Argentina, for example, is currently clamping down on imports. So there are many challenges to tackle and information to keep abreast of."

### **A Good Partnership is a Gold Mine**

The majority of Allegheny shredders Goettsch exports are the 16-Series, though they do provide 100- and 1000-Series as well. Goettsch sells the product to the foreign buyer, then buys the product from Allegheny. Once it's purchased, Goettsch takes full ownership, and handles financing, billing, installation, and servicing for the client. "It's a great working arrangement with Allegheny, mutually beneficial," Eric said.

Eric's son Andy serves as Vice President Sales at Goettsch. "When you have ownership and your name is on a product, it brings a pride and also a responsibility," Eric said. "Just like John

### **"Building relationships with our suppliers and working as a team with quality people makes it most rewarding."**

Wagner at Allegheny, we treat our employees like family."

The rewards are worth the work. "This company is my hobby," Eric said. "I like to sell machinery, and the satisfaction of developing a relationship, selling the product, installing the system and then getting the email from the

happy customer is great. But best of all is dealing with quality people in the industry. Building relationships with our suppliers and working as a team with quality people—Allegheny's Evelyn Jefferson comes to mind, a first-class lady who'll stop at nothing to help us out—makes it most rewarding." And Evelyn couldn't agree more. "We couldn't have a better company represent us than Goettsch International, ever," she said. "They are a hardworking, dedicated, professional company that we are so proud to have in our Allegheny family ....they're the absolute best." ■

### **Thinking about selling your records management or secure shredding business?**

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