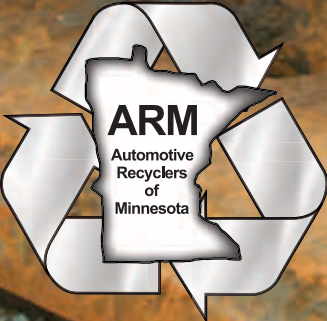


September/October 2011

The Minnesota Recycler



The Voice of Automotive Recyclers in Minnesota



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THE MINNESOTA RECYCLER

THE VOICE OF AUTOMOTIVE RECYCLERS IN MINNESOTA

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**Check Our Website at
www.autorecyclersmn.net**

On The Cover, Miller Compressing Lot from tour at
The Upper Midwest Auto & Truck Recyclers Convention and Trade Show 2011

Publisher

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THE MINNESOTA RECYCLER

The Minnesota Recycler is published six times per year for the Automotive Recyclers of Minnesota. None of the material in this publication necessarily reflects the opinion of ARM, its officers, directors, staff, members or its Publisher. Statements of fact and opinion are the responsibility of the author alone. Articles and letters suitable for publication will be published in the next scheduled newsletter as space permits. Material should be sent to Kelly Lynch-Salseg, ARM Executive Director. Articles may be edited for length.

Throughout this issue, trademarked names are used. Rather than place a trademark symbol in every occurrence of a trademarked name, we state we are using the names only in an editorial fashion, and to the benefit of the trademark owner, with no intention of infringement of the trademark. Mention of trade names, commercial products, or techniques does not constitute endorsement or recommendation for use.

ARM NEWS

Automotive Recyclers of Minnesota Minutes - Board of Directors Meeting

April 20, 2011 – Ramada Plaza, Minneapolis

MINUTES

Call to Order: The Board of Directors meeting was called to order at 6:33 p.m. by ARM President, Mark Hortman. **Board present:** Chris Bickmann, Randy Davis, Jesse Faust, Patrick Garrity, Mark Hortman, Paul Lang, Rick Lemke, Dave Marofsky, Shane Rudd, Terry Stenglein & Steve Tretter. **Staff Present:** Kelly Lynch-Salseg. **Guests:** Eric Schulz (AAA) & Robbie Bajari (Hutch Auto).

Hortman began the meeting with an update and background information on the MN CAR program and the stormwater testing process.

Hortman reported that the ad hoc stormwater committee (Hortman, Lang, Lemke) was recommending Minnesota Valley Testing Laboratories (MVTL) as the ARM recommended provider for the stormwater testing kits and lab services. MVTL meets all of the testing parameters for our sector and is able to provide the best price on kits & testing.

Bickmann motioned: MVTL be the recommended provider of stormwater testing kits/lab services; ARM coordinate ordering on behalf of any interested ARM

members; cost of kits be \$125.00 per kit; information meeting conducted by MVTL be held at John's Auto (Blaine, MN) on May 25, 2011 at 6:00 p.m. Stenglein seconded the motion. Motion carried.

Guest Eric Schulz expressed to the board his concerns regarding the MN CAR Program. He explained that serious changes would need to be made to the MN CAR Program or AAA and U Pull R Parts will not be participating after 2011.

Guest Schulz presented the board with a proposal from an alternative environmental company to take over management of the MN CAR program.

Tretter brought up a yard that he knew of that was a MN CAR member. He did not feel that this yard should have passed a MN CAR audit. It was explained that the yard in question had not yet passed an audit and the difference between being a MN CAR member and being MN CAR certified was explained.

Guest Bajari expressed his general satisfaction with the current MN CAR program.

Rudd expressed his satisfaction with the current MN CAR program and shared that this past year the current MN CAR manager had been extremely helpful to Rudd's business and had spent many hours with Rudd working towards meeting all MN CAR compliance requirements.

After much lengthy discussion; *Marofsky motioned: ARM get proposals from 2 more environmental companies for MN CAR Program management and review & discuss at the June 2011 board meeting; Tretter seconded the motion. Motion carried.*

January 2011 board meeting minutes were reviewed. *Marofsky motioned to approve the minutes;*



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ARM NEWS

Faust seconded. Motion carried.

Association and Foundation financials were presented by Bickmann and reviewed by board.

Marofsky motioned to approve the financials; Stenglein seconded. Motion carried.

Executive Director's Report:

Summer Outing: E.D. asked that a decision be made regarding a 2011 Summer Outing;

Stenglein motioned that no ARM Summer Outing be held in 2011; Garrity seconded. Motion carried.

Tretter asked if the 2012 Winter Outing should be discussed; as Winter Outing was not on the agenda any further discussion was tabled.

Date & Location of next meeting: Wednesday, June 15, 6:30 p.m. – meeting will be held via conference call or webinar.

There being no further business, *Lang motioned to adjourn the meeting at 8:52 p.m.; Stenglein seconded. Motion carried.*



Message From the President

By Mark Hortman

Storm water testing has been quite the topic of discussion during the last couple of months as deadlines have started coming upon us. ARM has found an excellent partner to help its members get an amazing price for the kits and testing. Call Kelly Salseg (612-781-5555) for order forms or go to the ARM website (www.autorecyclersmn.net) to download an order form.

Make sure to go to the www.armmn.org website and click on the link "Stormwater" for hints on how to collect samples and how to interpret your samples. Check that link often as we will likely be adding some helpful information on this topic as issues may arise.

My goal is to have ARM do as much of the work for "common" issues as we can. Many of the issues that our members face will be issues we all share and my vision is that ARM will be able to tackle these issues and let the members deal with the individual issues. Why should each and every member have to do the research and work when we can have the ARM association provide this work saving us all time and money?

The ARM board will also be working on the 2012 convention which will be coming up in April in Minneapolis. The show promises to have lots of vendors, lots of yards, and lots of networking opportunities. We will also have some great training at the convention, but if there are training issues that you would like to see addressed, please feel free to contact us with your ideas soon so that we can incorporate them into the convention.

Lastly we will be planning our winter get together soon, so pay attention to that always fun event and plan on coming to that. Enjoy the rest of the warm weather. Winter is coming



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ARM NEWS

From the Executive Director's Desk

By Kelly Lynch-Salseg

2012 Membership Renewal & 2012 ARM Membership Directory: Membership Renewal Notices for 2012 will be emailed out soon. Please do your best to promptly return your renewal notice and membership fee for 2012. Carefully review the information on your renewal notice as it will be used as the basis for your free listing in the ARM 2012 Membership Directory.

The ARM Membership Directory is mailed to virtually every insurance adjuster, body shop, mechanical repair shop and automotive recycler in Minnesota (and beyond).

In addition to the initial mailing of the directory, the ARM office receives requests for the directory from various companies virtually every week throughout the year.

Each ARM member receives a FREE listing in the ARM Membership Directory. *You must have your membership renewed by December 31, 2011, in order to receive your free listing.*

In addition to your free listing, you also have the opportunity to advertise in the Membership Directory. A 2012 Membership Directory order form follows this article.

ARM will once again be working with Keith Rahn, owner of SignGarage, who developed the new design for the ARM Membership Directory back in 2010. We couldn't be more pleased with the updated and professional look Mr. Rahn was able to give the Directory, and will be going back to the 2010 – 100% glossy style (covers and inside pages)!

Following is a message from our Directory Designer, Keith Rahn.

2012 ARM Membership Directory

By Keith Rahn

I do hope that everyone is enjoying the summer and is spending some quality time with your families outdoor because the summer will be gone before we know it and the time to send in your ARM membership will be here soon.

When you send your ad in remember to have it created in full color & saved as either a .jpeg image or .pdf file. Also keep in mind the sizes needed for each ad option! If you need your ad created and don't know where to turn, give me a call – I would love to handle the task for you!

Keith Rahn
651-491-3635



ADD is your source for salvage vehicle reporting and live customer support.

Any business handling/dealing with 5 or more salvage vehicles is required by law to report salvage vehicles to the National Motor Vehicle Title Information System (NMVTIS).

Auto Data Direct makes this as EASY as 1-2-3, and provides many other useful services!

For additional information, visit our website at **ADD123.com** and select Salvage Reporting.

Enter promo code RJMC11 to receive \$25 off account activation (Expires December 31, 2011)



AutoDataDirect, Inc.
ADD123.com

ARM NEWS

Automotive Recyclers of Minnesota 2012 Membership Directory

MAKE SURE YOUR AD IS INCLUDED!

Advertise in the Automotive Recyclers of Minnesota 2012 Membership Directory!
Reach your target market!

Mailed out to insurance adjusters, body shops, mechanical repair shops and
automotive recyclers throughout Minnesota and beyond!

ADVERTISING RATES & ORDER FORM

Please indicate which ad size you prefer.

<i>Advertisement Size</i>	<i>Rate</i>
<input type="checkbox"/> Double Page (9" x 17")	\$500
<input type="checkbox"/> Inside Front Cover (4.5" x 8.5")	\$400
<input type="checkbox"/> Inside Back Cover (4.5" x 8.5")	\$400
<input type="checkbox"/> Full Page (4.5" x 8.5")	\$300
<input type="checkbox"/> One-Half Page (4.5" x 4.25")	\$200
<input type="checkbox"/> One-Fourth Page (4.5" x 2")	\$125

PLEASE NOTE THE SIGNIFICANT INCREASE IN AD SIZES!!
100# GLOSS PAPER IN FULL COLOR!

*Payment and ad copy must be received by ARM
by December 31, 2011.*

Please e-mail ad to autorecyclersmn@bitstream.net.

Ads should be in full color & sent as either a .jpeg image or .pdf file. Also keep in mind the sizes needed for each ad option!

Advertising authorized by:

Company: _____

Address: _____

City, State Zip: _____

Phone: _____

Email: _____

Payment Method:

I have enclosed a check made payable to "ARM" in the amount of \$ _____

I will pay by credit card (We accept Visa and MasterCard)

Amount _____ Date _____

Credit Card# _____ Exp. Date _____

Name on Card _____

Authorized Signature _____

RETURN WITH PAYMENT TO:
Automotive Recyclers of Minnesota
3333 Skycroft Circle • Minneapolis, MN 55418
Phone: (612) 781-5555 • Fax (612) 781-7052
E-mail: autorecyclermn@bitstream.net



ARM NEWS

Member Profile

Legend Smelting and Recycling: A Company Above the Rest

Legend Smelting and Recycling is your one-stop shop for all of your catalytic converter and non-ferrous metal recycling needs. Founded in 1982 by Mark Sasko and Ran-

dy Hess, Legend Smelting and Recycling has grown from one recycling center in Newark, Ohio to a multi-million dollar recycling powerhouse with a first-class reputation. Through the company's commitment to customer service as well as its dedication to excellence, Legend Smelting and Recycling has built one of the largest catalytic converter and non-ferrous metal recyclers in the country.

In an effort to provide even more value to its customers, Legend Smelting and Recycling has recently implemented an industry unique grading system for its purchases of catalytic converters. This new grading system is based on laboratory break-



downs of the precise contents of each converter. Those results form the basis for the approximately sixty categories that Legend Smelting and Recycling uses to purchase catalytic converters. By creating these additional categories, customers can be assured that they are receiving top dollar for each and every converter. It is their innovation, along with their ever increasing customer satisfaction, that makes Legend Smelting and Recycling a company above the rest.

Legend Smelting & Recycling contact info.:

Ken Miller
2520 Sweetwater Springs Boulevard
Spring Valley, CA 91978
Phone: 800-697-5556
Fax: 619-670-7836
Email: dmiller@legendsmelting.com
www.legendsmeltingrecycling.com

WELCOME TO ARM

ASSOCIATE MEMBERS

Legend Smelting & Recycling

Contact: Ken Miller
2520 Sweetwater Springs Blvd.
Spring Valley, MN 91978
Phone: 800-697-5556
Fax: 619-670-7836
Email: dmiller@legendsmelting.com
www.legendsmeltingrecycling.com

MCI Cores

Contact: Mark Carr
6346 Plymouth
St. Louis, MO 63133
Phone: 314-725-2673
Fax: 314-725-0773
Email: mark@mcicores.net
www.mcicores.com

Miller Compressing Company

Contact: Allison Heisler, Account Executive
1640 West Bruce Street
Milwaukee, WI 53204
Phone: 414-290-6546
Email: allisonh@millercompressing.com
www.millercompressing.com

ARM NEWS

Why You Should Join the Minnesota Certified Automotive Recycler (MN-CAR) Program

By David Kendziorski, MN-CAR Program Manager

These are challenging times. Sales are suffering but payroll remains the same. The cost of salvage is through the roof and the salvage pool is shrinking. You're fighting with larger competitors with deeper pockets than you, with illegal unlicensed operators, and with Craig's List and eBay for fewer customers still hurting from the poor economy. You need to figure out how best to comply with NMVTIS and the ELVS mercury removal program, and Cash for Clunkers, at best, was a short term help. You face a growing mix of OSHA and MPCA regulations, including a new industrial stormwater permit that is by far the most difficult permit in the Great Lakes area.

ARM membership offers a variety of benefits that provide real value to members. One of the more useful programs that can help you raise your performance and improve your competitiveness – and deal with many of your business challenges -- is the Minnesota Certified Automotive Recycler (MN-CAR) program. MN-CAR members agree to meet a series of safety, environmental, and regulatory standards. They receive important information and professional assistance to help meet the standards. An independent on site audit program verifies compliance, and members then become recognized as MN-CAR certified recyclers.

Here's a sample of some of the more important benefits of MN-CAR:

- The opportunity to network and share ideas with some of the most successful recyclers in Minnesota
- Information on state and federal regulations affecting the auto recycling industry
- A MN-CAR Guidance Manual that explains each of the industry-leading standards
- Expert assistance to help you comply with the

new stormwater permit, including assistance with the permit application, stormwater pollution prevention plan, site map, employee training, and stormwater sampling

- Compliance with OSHA Right to Know requirements
- Employee training for forklift operation, airbag shipping (hazardous material transportation), and torch cutting
- On site verification of your compliance by an experienced industry advisor, including education and guidance that is specific to your facility
- Help attract and build relationships with industry partners, including regulatory agencies, scrap processors, insurers, the collision repair industry, auto and parts manufacturers, suppliers, and environmental organizations
- Be recognized as a certified CAR member by the Automotive Recyclers Association (for a \$50 fee and if a member of ARA), and eligible for the Gold Seal program and use of the Green Parts logo
- Advance the image and reputation of the auto recycling industry in Minnesota

MN-CAR members demonstrate that they are committed to being well informed, complying with applicable regulations, and providing safe working conditions. We are constantly searching for additional benefits that provide even more value to members. Similar programs in other states (and Canada) have been able to help members secure salvage, be listed as preferred parts suppliers, and earn state and federal awards and recognition.

To obtain more information about the MN-CAR program, please contact Kelly Salseg at (612)781-5555.



Minnesota Certified Automotive Recycler (MN-CAR) Application Form

Owner/Contact Name(s): _____

Business Name: _____

D.B.A. (if applicable): _____

Street Address: _____

City: _____ State: _____

Mailing Address (if different): _____

Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

- *I wish to participate in the Minnesota Certified Automotive Recycler (MN-CAR) program.*
- *I agree to meet the MN-CAR standards.*
- *I agree to participate in the MN-CAR auditing program to verify compliance with the MN-CAR standards.*
- *I understand that participation in the MN-CAR program does not qualify me as a national ARA CAR member, but that I have that option if I am an ARA member in good standing, for an additional \$50.00 payable to ARA.*
- *I have enclosed my MN-CAR membership fee of \$350.00, made payable to "ARM".*
- *I agree to comply with the following guidelines:*
 - Be a member of ARM, and meet the membership requirements.*
 - Appropriately display applicable MN-CAR program identity and promotional materials. I agree to surrender the same if ARM membership is canceled or terminated.*
 - Improve my effectiveness as a business person and professional automotive recycler through trainings and seminars offered by ARM.*
 - To not knowingly purchase and/or sell automotive parts of questionable origin. A MN-CAR member should take pride in his industry and business, thereby enhancing quality, customer service and confidence.*
- *I understand that as the automotive recycling industry changes, the requirements to be a MN-CAR member may also change. I agree to incorporate any such changes in my business. If I fail to do so, my MN-CAR membership will be subject to termination.*

Business Owner Signature: _____

Date: _____

Staff Use Only:
Date Received by ARM: _____

Disclaimer: Each automotive recycling facility participating in the MN-CAR program is responsible for complying with applicable local, state, and federal regulations. Meeting the MN-CAR standards does not guarantee compliance with all regulations that apply to the facility, nor does it provide against citizen or third party legal actions.

November 2008

MN-CAR Members

*A-Abco Fridley Auto Parts
 AAA Auto Salvage
 AAA Auto Salvage - North
 Aazzee's Auto Salvage
 Ace Auto Parts
 All Parts Pickup & Auto, Inc.
 Automotive Parts Solutions
 Barlow's Hwy 7 Auto Salvage, Inc.
 Brook Park Enterprises, LTD
 Budget Auto Parts
 Elite Auto
 Hutch Auto & Truck Parts
 Jerry's Auto Salvage
 John's Auto Parts
 Kelly Auto Parts
 MARCO Auto Recycling, Inc.
 Metro Auto Salvage, Inc.
 Misgen Auto Parts, Inc.
 PAM's Auto, Inc.
 R & R Auto & Metal Salvage
 Sharp Auto Parts LLC
 Shipman Auto Parts, Inc.
 U Pull R Parts
 U Pull R Parts II
 Viking Auto Salvage*

ARM NEWS

What's New With You?

JOHN'S AUTO PARTS: Congratulations to Rebecca Wright (daughter of Eric Wright) for receiving a \$1,000 Scholarship from the Automotive Recyclers Association (ARA).

PAM'S AUTO, INC.: Star Tribune Names PAM's Auto, Inc. to Star Tribune's Top 100 Workplaces.....2011

St. Cloud, MN - June 20, 2011— PAM's Auto, Inc. has been named one of the Top 100 Workplaces in Minnesota based on an employee-based survey project from the Star Tribune. The Star Tribune Top Workplaces special section was published in the Star Tribune on



Sunday, June 19. The report can also be found at StarTribune.com/topworkplaces2011

Produced by the same team that compiles the 20-year-old Star Tribune 100 report of the best-performing public companies in Minnesota, Top Workplaces recognizes the most progressive companies in Minnesota based on employee opinions about company leadership, communication, career opportunities, workplace environment, managerial skills, pay and benefits. The analysis included responses from over 60,500 employees at Minnesota public, private and nonprofit organizations.

The rankings in the Star Tribune Top 100 Workplaces are based on survey information collected by Workplace Dynamics, an independent company specializing in employee engagement and retention.

PAM's Auto, Inc. was ranked 24th on the Star Tribune's Top 100 Workplaces.

"This is truly an honor to have our employees recognized for their efforts in providing a fun, productive, and dynamically unique workplace. Our future success depends on our employees, THEY are the true building

blocks of PAM's Auto" - Mike Meyer - CEO

Star Tribune Publisher Michael J. Klingensmith said, "The companies in the Star Tribune Top 100 Workplaces deserve high praise for creating the very best work environments in the state of Minnesota. My congratulations to each of these exceptional companies."

PAM's Auto is celebrating their 20th Anniversary this year, and is currently expanding their business from a 19 acre, 44,000 sq. ft. facility, to a 56 acre, 70,000 sq. ft. under roof operation, we thank all of our employees and customers for their support!

To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in Minnesota. Over 1,200 companies were invited to participate. Rankings were composite scores calculated purely on the basis of employee responses.

Scrap Commodities Market Report	
August 2011 <i>Approximate Pricing</i>	
Crushed Cars	220.00 NT
Prepared Iron	285.00 NT
Motor Blocks	280.00 NT
Aluminum Rims	0.85/LB
Aluminum Condensers Clean	0.70/LB
Alum/Copper Radiators Clean	1.75/LB
Aluminum Case Transmissions	0.20/LB
Dirty Aluminum	0.20/LB
Batteries	0.32/LB
Lead Wheel Weights	0.40/LB
<i>*This Report is for the sole purpose of informing members of current metal market activity.</i>	
<i>**For more accurate and current pricing call your scrap metal vendor.</i>	

ARM NEWS

VIKING AUTO SALVAGE: 35 Great Years in Business!

Viking Auto Salvage, located just south of Farmington, MN has been helping customers with their recycling needs since 1976. A commitment to quality auto parts, along with excellent customer service, has been Viking's top priority since the early days.

Their 57 full-time employees process more than 4,000 annually vehicles, with approximately 2,400 vehicles on-site. Of course, having an 80,000 square feet facility on 30-plus acres of land means you have plenty of room to grow.

Congratulations to Tony and Buford Faust - we wish

you all the best for the next 35 years, and then some more.

"What's New With You?"

Please contact the ARM office with any interesting employee programs you may be running – any community programs your company may be involved with – any pertinent industry tid bits to share with your fellow recyclers – suggestions for articles – or important company anniversary, birthday, or other miles stone news. Have any equipment for sale or employment opportunities? Let us know! We will gladly include this information in the "What's New With You?" column.

Email (autorecyclersmn@bitstream.net), fax (612-781-7052) or phone (612-781-5555) the information in!

Automotive Recyclers of Minnesota Stormwater Testing Kit Order Form

Kit includes: Cooler, Nitric Acid preserved bottle for metals, Unpreserved bottle for TSS, Temperature Blank, Ziploc bags for ice, Trip Blank for BTEX, Sample vials for BTEX, Label for bottles, return shipping label Chain of Custody form, lab services.

	ARM MEMBER	Qty.	Price
Kit (payment by check)	\$134.09 Includes Sales Tax	_____	_____
			TOTAL DUE _____

Check made payable to ARM or credit card information must accompany order.

Shipping/Billing Address:

Name _____

Company: _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Payment Method:

- I have enclosed a check made payable to "ARM" in the amount of \$ _____ .
- I will pay by credit card: *We accept Visa and MasterCard*

Amount _____ Exp. Date _____

Credit Card# _____

CV Code _____

Name on Card _____

Authorized Signature _____ Date _____

Mail To:

Automotive Recyclers of Minnesota
 3333 Skycroft Circle, Minneapolis, MN 55418
 Phone (612) 781-5555 • Fax 612-781-7052
 Email autorecyclersmn@bitstream.net

ARM NEWS

Building Mutually Beneficial Business Relationships

“Mutually Beneficial Business Relationships Breed Long Term Profitability”

By Christine Corelli

Sales and business growth is all about establishing and then developing good business relationships. This takes time and energy—a lot of both. Gone are the days when you showed your customer your product and they said, “Let’s write it up.” If you offer a service, it takes even longer to do. And be assured, you must work hard to build your name and build your customer base.

Trust!

The most important ingredient of any relationship—whether it is business or personal—is a shared sense of trust. You will never be able to establish or develop any relationship without it, for trust is the foundation for reliability, dependability, honesty and good faith. That is why it is critical to be up front and honest with your customer from Day One. Promise only what you can deliver and deliver what you promise, and then some! It is that simple.

For example, if your customer says they want set-up or delivery in two weeks and you know it will likely take three, say, “I’d like to be able to tell you it will be two weeks, but I want to be honest with you, it will likely take three. I will do everything I possibly can to get it to you sooner.” (Then of course, try like heck to get it to them in their timeframe.) If you had a problem with your product in the past that they ask about, own up to it, be honest, and assure them it has been resolved.

Be Up front and Honest from Day One.

Being Up front and Honest from Day One is critical to developing a relationship. When something goes wrong or a problem occurs, honesty is always the best policy. In fact, if a problem occurs and you solve it the right way, it can make the relationship stronger. If you make a mistake, own up to it, or you’ll lose face. Apolo-

gize sincerely and hopefully, the customer will be understanding. Correct mistakes quickly and smoothly.

Errors, such as mistakes in billing, or putting the wrong information on an order, can happen. Rectify them with an apology and a graceful comment such as, “I’m so sorry this happened. Let’s fix it immediately.” Carry out remedial action promptly. No customer is happy when they lose precious time from your mistakes. If a problem arises or a mistake has been made, handling them the right way builds relationships. On the other side of the coin, what happens when a customer depends on you and you deliver? They depend on you even more.

Integrity

Always conduct business with integrity. But how can you define it? In simple terms integrity might mean, “Being who you say you are, and doing what you say you’ll do.” Perhaps the old “Doing-unto others” may be the ultimate definition. Of course that eliminates resisting the temptation to ever “stretch the truth,” “tell a little white lie,” or omit facts that may be inconvenient to mention just to get the sale or please the customer. You can’t dodge tough questions, or respond evasively to difficult inquiries.



Recycled Parts Plus

www.rppplus.com

Parts Broadcast Line: 888-210-1850

Fax: 800-469-9445

Cindy LaVesser

Direct: 866-837-2039

cindy@rppplus.com

ARM NEWS

To operate with integrity also means that you refrain from badmouthing the competition. If you do, you may come across as unprofessional. Here's an example: Recently, an insurance agent responded to my inquiry for a quote.

When he provided me with the information I wanted, and we concluded the conversation, I thanked him, mentioned that I was "shopping" premium rates, and would get back to him. He then asked what other companies I was speaking to, and when I mentioned one of his competitors, he stated, "They're horrible! They're the worst!" I was turned off at his lack of professionalism and wondered how honest he was being about his own company.

You won't win-over customers by attacking the competition, and if you say or do anything to turn customers off, they'll look elsewhere. You'll get their business by working hard for it, proving yourself, being likable and by portraying a higher class of service in every aspect of doing business with them.



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Joe Alexander

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Wisconsin

8010 Olson Drive, Eau Claire, WI 54703

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Be Consistent

Building relationships requires being persistent, but it also requires consistency. Be sure to build relationships and create goodwill by communicating often with them after their purchase. Whether it's a simple written note, a phone call, or e-mail, those extra touches make them feel special. Your effort just might pay off with repeat business and referrals.

Remember to Ask About What's Important to THEM.

Remember your customers' interests, hobbies, special events and ask questions about what is important to them. "So, Joe, how was your golf game last weekend?" "Your assistant told me you were on vacation. Were you able to get away with your family?" "How was your daughter's wedding?" "So, how do you like your new car?" "How's your business doing, Joe." Learn the art of small-talk but be brief.

Offer Small Kindnesses and Courtesies

If your customer is a GOLF nut, send them an issue of "Golf" magazine. Remembering your customer likes Starbucks coffee and walking in with a fresh cup is always a nice gesture when calling on them. Don't forget the Gatekeeper either! You'll need to be on their good side at all times.

ARM NEWS

Make Yourself Valuable!

Position yourself as an ongoing, valuable resource to customers by providing them with ideas and information that will help them grow THEIR business. Become a MASTER of your products, and bring knowledge to them. Give more, even when there are no immediate rewards in it for you. If you read an article that may be of interest to your customer, send it to them. If they have a problem you can solve, help them! This is especially true if they are a potential customer. If you learned something new in a seminar that will be helpful to them, tell them. If you know someone who can use THEIR services by all means tell them. These are just a few ways to build a relationship before, during and after the sale. It demonstrates your willingness to help and is also a way to keep your name in front of them. In addition, it gives you a reason to call them other than doing so to offer your services.

"Partner for Success"

Learn about your customer's business and what's important to them. Get actively engaged in it and "partner" with them to help them achieve their goals. This holds true even when you're unable to help them. In my sales seminars, I remind people to help the customer in every way possible—even when there's nothing in it for you. If you do, it will clearly demonstrate that you have the customer's best interest in mind. And, it will help develop the relationship. When was the last time you helped a customer when there was nothing in it for you?

If you're only thinking about bottom lines, profit margins and increased sales as you interact with customers, then you'll never be truly successful. Internalize the customer's goals and make them your own. When customers know you have their interests at heart and they see that you've tied your success to their own, you'll have built a strong relationship.

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ARM NEWS

Three Ways to Build Relationships With Customers...

First, value them. Your customer needs to feel appreciated-very appreciated. What have you done lately to show your customer you appreciate them? When's the last time you told them how much you appreciate them?

Next, be positive and upbeat. Business is tough these days. When you communicate with customers, whether in person, over the phone, on voice-mail and even E-mail, sound upbeat and positive. Why? So they are always happy to hear from you. Some of the most successful sales people I know have the ability to make a positive impact when communicating.

Last, exceed their expectations in every possible way. In the past, simply satisfying that customer may have been sufficient enough to develop a solid relationship and keep them coming back for more business. You've heard a great deal about how you need to take that "Extra Step" to exceed expectations. Even though you've heard it before it

warrants reinforcement. Exceeding customer expectations on a consistent basis, is by far, the best way to build a relationship. Think of ways you and your company have exceeded customer expectations in the past, and what new ways you can do so in the future.

You can win new customers, retain existing customers, build strong customer loyalty, and even establish lifelong friendships by going the extra mile and handling each customer with special care.

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She has been a popular speaker at numerous automotive industry events. To learn more about her presentations and books, call (847) 581-9968, or visit www.christinespeaks.com



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INDUSTRY NEWS

EPA Announces Timeline for Reconsideration of Air Toxics Standards for Boilers and Incinerators

Automotive Recyclers' Small Boilers Practice Unaffected!

As part of a legal filing, EPA has set a new schedule for issuing updated air toxics standards for boilers and certain solid waste incinerators. To ensure that the Agency's standards are based on the best available data and the public is given ample opportunity to provide additional input and information, EPA will propose standards to be reconsidered by the end of October 2011 and issue final standards by the end of April, 2012. The effective date of the standards for boilers located at area sources (those automotive recyclers use to burn used oil for fuel) however, remains unchanged. Those standards which provide for the continued practice of burning used oil for fuel without additional regulation were effective May 20 of this year.

As reported earlier, existing small boilers would not be required to meet emission limits. However, they would be required to meet a work practice standard by performing a boiler tune-up every 2 years. EPA believes that by improving the combustion efficiency of the boiler, fuel usage can be reduced and losses from combustion imperfections can be minimized. Minimizing and optimizing fuel use will reduce emissions of mercury and all other air toxics.

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REASONS TO JOIN AUTOMOTIVE RECYCLERS OF MINNESOTA

Newsletter

- The ***Minnesota Recycler*** is mailed out six times yearly - free of charge
- Information about ARM members and events, legislative reports, business tips and market conditions. Member profiles, timely articles, announcements and advertisements.

Membership Directory

- **Over 3,500 mailed** annually to every insurance adjuster, body shop, mechanical repair shop and automotive recycler known to exist in Minnesota! **FREE LISTING** to ARM members.

Representation at the Capitol

- ARM works with local and state governing bodies on issues affecting the recycling industry.
- Provides the “eyes, ears and voice” for recyclers.

National Affiliation

- ARM is an affiliate member of ARA- the Automotive Recyclers of America.

ARM Foundation

- Developed to provide annual post-secondary educational scholarships to children of ARM Full members and their employee’s children. ARM awarded \$5,000 to deserving applicants last year.

Web Site- www.autorecyclersmn.net

- An information resource for recyclers, body and repair shops, and retail customers.
- Averages over 21,000 Total Hits a month!
- **Contact ARM** lists all officer and management names and phone numbers.
- **Calendar** lists all upcoming ARM events.
- **Members List** provides phone numbers, email and web site links to all ARM members.
- **Parts Search** area provides an opportunity for ARM members to sell their parts.
- **News Letters** archives past issues of the Minnesota Recycler.
- Site is continually improving and expanding.

Upper Midwest Automotive Recyclers Convention & Trade Show

- Annual convention brings vendors and recyclers together in one place.
- We team up with Wisconsin to host the best regional convention in the country.

Products

- Plastic part bags (18 x 24) are offered to ARM members at the lowest possible price!

MN-CAR Program (Minnesota Certified Automotive Recycler)

- The MN-CAR Program is designed to help members improve their performance as professional recyclers, and recognizes and certifies that enrolled members, passing an audit, meet specified general business, environmental, safety, licensing, and regulatory standards.

Educational and Social Events

- Educational seminars and trainings held on subjects of interest to recyclers.
- Social events such as the annual Summer & Winter Outing bring recyclers together with an opportunity to network in an informal and fun atmosphere.

Be a Player

- Rather than watching from the sidelines, joining ARM is an opportunity to get involved and affect change rather than being a passive non-participant.
- **For the price of your cheapest transmission sale you can get your company name in front of repair shops, auto body shops, insurance adjusters, and fellow auto recyclers for an entire year!**

Automotive Recyclers of Minnesota Application for Membership

Company Name _____

Contact Person & Title (Name in directory) _____

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City _____

State, Zip _____

Whom should ARM invoice at your company? _____

If different address than above, list _____

Phone: _____

Toll Free: _____

Fax: _____

E-mail _____

In business since: _____

No. of employees: _____

Web Site _____

ENCLOSED IS MY ARM MEMBERSHIP CHECK:

\$199.00 Full Member

Note: Full Membership is reserved for automotive dismantling facilities (salvage yards) located within the state of Minnesota

\$150.00 Associate Member

Note: Associate Membership is reserved for non-salvage yards, and salvage yards from outside the state of Minnesota

Rates are based on annual membership.

Please return this form with your membership check to:
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- **Hotlines part searches are real time.** Each time you look for a part, the *Hotlines* system will automatically check the LIVE inventory of your Trading Partners and the other members of the Network.
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- ***Hotlines* has the toughest Roll Call policy in the industry.** *Hotlines* helps insure recyclers get prompt payment for their parts both locally and nationally.

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INDUSTRY NEWS

Auto Warranties, Routine Maintenance, and Repairs: Is Using the Dealer a Must?

The FTC announced the update of a consumer alert entitled Auto Warranties, Routine Maintenance, and Repairs: Is Using the Dealer a Must? The revised alert specifically notes that the mere use of recycled parts does not void a warranty and that it is illegal for warrantors to void a warranty or deny coverage simply because a recycled part was used. Below is a copy of the FTC Consumer Alert.

If you own a car, you know how important it is to keep up with routine maintenance and repairs. But can a dealer refuse to honor the warranty that

came with your new car if someone else does the routine maintenance or repairs?

The Federal Trade Commission (FTC), the nation's consumer protection agency, says no. In fact, it's illegal for a dealer to deny your warranty coverage simply because you had routine maintenance or repairs performed by someone else. Routine maintenance often includes oil changes, tire rotations, belt replacement, fluid checks and flushes, new brake pads, and inspections. Maintenance schedules vary by vehicle make, model and year; the best source of information about routine scheduled maintenance is your owner's manual.



Professional Recycler Members of ARM:

The QRP salvage acquisition program is now independently owned and operated and now you can view and bid salvage in Minnesota and beyond.

Would you like the ability to bid salvage in Minnesota and elsewhere? **Now you can.**

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What is a warranty?

A warranty is a promise, often made by a manufacturer, to stand behind its product or to fix certain defects or malfunctions over a period of time. The warranty pays for any covered repairs or part replacements during the warranty period.

Do I have to use the dealer for repairs and maintenance to keep my warranty in effect?

No. An independent mechanic, a retail chain shop, or even you yourself can do routine maintenance and repairs on your vehicle. In fact, the Magnuson-Moss Warranty Act, which is enforced by the FTC, makes it illegal for manufacturers or dealers to claim that your warranty is void or to deny coverage under your warranty simply because someone other than the dealer did the work. That said, there may be certain situations where a repair may not be covered. For exam-

INDUSTRY NEWS

ple, if you or your mechanic replaced a belt improperly and your engine is damaged as a result, your manufacturer or dealer may deny responsibility for fixing the engine under the warranty. However, according to the FTC, the manufacturer or dealer must be able to demonstrate that it was the improper belt replacement – rather than some other defect – that caused the damage to your engine. The warranty would still be in effect for other parts of your car.

Will using 'aftermarket' or recycled parts void my warranty?

No. An 'aftermarket' part is a part made by a company other than the vehicle manufacturer or the original equipment manufacturer. A 'recycled' part is a part that was made for and installed in a new vehicle by the manufacturer or the original equipment manufacturer, and later removed from the

vehicle and made available for resale or reuse. Simply using an aftermarket or recycled part does not void your warranty. The Magnuson-Moss Warranty Act makes it illegal for companies to void your warranty or deny coverage under the warranty simply because you used an aftermarket or recycled part. Still, if it turns out that the aftermarket or recycled part was itself defective or wasn't installed correctly, and it causes damage to another part that is covered under the warranty, the manufacturer or dealer has the right to deny coverage for that part and charge you for any repairs. The FTC says the manufacturer or dealer must show that the aftermarket or recycled part caused the need for repairs before denying warranty coverage.

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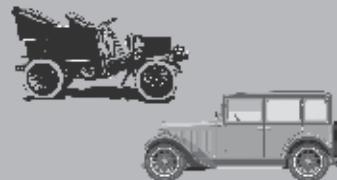
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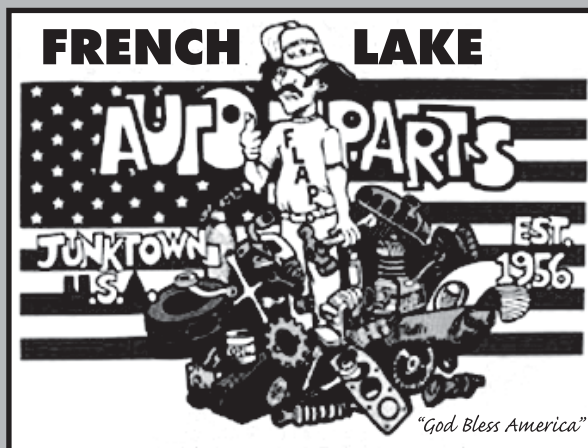


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INDUSTRY NEWS

Tips To Avoid Warranty Issues

Here's how to get the most out of your vehicle's warranty:

- **Read your warranty.** Often bundled with your owner's manual, the warranty gives a general description and specific details about your coverage. If you have misplaced your owner's manual, look for it online. Check the "Owners" section of your manufacturer's website.
- **Be aware of your warranty period.** If problems arise that are covered under the warranty, get them checked out before the warranty expires.
- **Service your car at regular intervals.** This is a good idea in any case. But for the sake of keeping your warranty intact, follow the manufacturer's recommended service schedule. Details are in your owner's manual.
- **Keep all service records and receipts, regardless of who performs the service.** This includes oil changes, tire rotations, belt replacement, new brake pads, and inspections. Create a file to keep track of repairs; it will come in handy if you have to use your warranty. If you ever have a warranty claim and it appears that you did not maintain your vehicle, your claim could be denied.
- **Complain.** If you think a dealer's service advisor denied your warranty claim unfairly, ask to speak with a supervisor. If you still aren't satisfied, contact the manufacturer or go to another dealer. You also may wish to file a

complaint with your state Attorney General, local consumer protection office, local Better Business Bureau, or the FTC.

For More Information

Visit ftc.gov for free information on buying, financing, leasing, renting and maintaining vehicles.

The FTC works to prevent fraudulent, deceptive and unfair business practices in the marketplace and to provide information to help consumers spot, stop and avoid them. To file a complaint or get free information on consumer issues, visit ftc.gov or call toll-free, **1-877-FTC-HELP** (1-877-382-4357); **TTY: 1-866-653-4261**. Watch a new video, *How to File a Complaint*, at ftc.gov/video to learn more. The FTC enters consumer complaints into the Consumer Sentinel Network, a secure online database and investigative tool used by hundreds of civil and criminal law enforcement agencies in the U.S. and abroad.

FTC Consumer Alert Dated July 2011

Calendar of Events

October

- 11-15 **ARA ARA Convention & Expo**
19 **ARM Board Meeting** (tentative)

November

- 15 **America Recycles Day**

December

- 21 **ARM Board Meeting** (tentative)

January '12

- TBD **ARM Winter Outing/Board Meeting** (tentative)

April '12

- 27-28 **Upper Midwest Auto & Truck Recyclers Convention/Trade Show**
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INDUSTRY NEWS

A Warranty By Any Other Name...

By Eric Wright

While it does not happen that often, some customers lead the conversation with "what is your warranty?" Depending upon the answer they might continue with their parts needs. Here is the rub: Without knowing what they need that is an unanswerable question. So unless you take control of the conversation and begin to ask leading questions both you and the customer could be left confused or with an unsatisfactory response. What is it about a warranty that a consumer focuses on that as a deciding factor to purchase? To fully address this topic it needs to be looked at from three different perspectives: The consumer, the retailer, and business-to-business sales.

Consumers are generally looking for reassurance and piece of mind when they are purchasing an item. This is true of new electronics, vehicles, refrigerators, as well as recycled parts. They want to know that the item being purchased is going to work, that it has been tested, and the business will stand behind that part. Why does the warranty matter? Some time in the past the consumer had a potential warranty issue that was denied, or it was not handled / resolved in a manner the consumer felt good about. Hence the question: "What is your warranty?" That customer wants to know upfront that no matter what they purchase, the seller is going to stand behind it. To ensure your customers satisfaction, take charge of the conversation and find out what items they need. Does your business/employer offer a 30, 60, 90-day part warranty? Part exchange, or full cash refunds? What about electronic items: is cash back offered, exchange, or store credit only? Generally, new electrical items are non-returnable if they are installed. Lets face it, customers love to purchase parts as part of the diagnosis of the issues they are having with their vehicle. This happens day in and day out and for both new and used parts. Be open and upfront with the customer regarding the warranty; remember they are looking for reassurance. That way if the part is returned because it "did not work" they already know what to expect, especially since you took the time to explain what the warranty was and was not.

As a retailer warranties mean an entirely different thing. Warranties are used to help sell the item or part. It is a tool, a tool that is used to reassure the customer and assuage any concerns. How long does a "Limited Lifetime Warranty" last? Consumers like that terminology and it is an excellent selling tool for the business to use. Now, read the fine print: it is limited to the original purchaser and is

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not transferrable. What does that mean to the business? Studies have shown that most consumers own a vehicle for 3-5 years before getting a different one. Depending on when a radiator is replaced, the business is only going to be warranting that part, on average, 5 years at the most. From a business perspective this is a minimal risk situation, especially if the part is new. If the part is a new one, a recycler is acting as a broker and the original manufacturer will be honoring the warranty. Extending warranties above the original 30/60/90 days is another tool businesses use to reassure the consumer that the part is good. When it comes to recycled items like alternators, starters, etc. It is a nice boost to the company's bottom line, again with minimal risk. To increase the warranty from 30 days to a 1-year part warranty, maybe the increase is 20%. On a \$35 alternator, the customer will willingly pay \$42 for that same item with a 1-year part warranty. The part is well within the expected price range the customer has in mind for spending, has a greater warranty than a competitor, and has offered more peace of mind to the consumer. All of which has added more revenue to the business.

Often lawyers have been paid to write up a very detailed disclaimer spelling out what is covered, what is not covered, as well as any limitations to the warranty through abuse, neglect, misuse, or modification. Take the time to read the legal disclaimers; in the end HOW you handle a warranty for a customer defines the business better than the legal definitions will. Follow the "K.I.S.S." (keep it simple silly) method when explaining warranties to avoid confusion with the customer. Remember, as a salesperson a warranty is a tool to sell the part or service the business is offering. Keeping the sales tool simple goes a long way to gaining the consumer's confidence.

Business to business sales are another very common practice. Outsourcing of parts to assist customers is a very viable means of retaining customers. In this case a business is a customer at the same time. So while the consumer/business is looking for some reassurance, the selling business is keenly interested in selling a good part to be resold to garner future sales. What warranty applies in this situation? The selling business's warranty will carry through to the final end consumer. Most customers return to a recycling business because they are aware of the warranty that applies. When outsourcing parts the

communication between businesses and consumer is extremely important. Perhaps the business has a standard 101-day warranty, but they order in an item from another recycler that only carries a 60-day part warranty. This





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Wells Fargo Insurance Services

INDUSTRY NEWS

is where communicating to the customer is important, explaining the warranty will be a 60 day part warranty instead of the 101 day they are accustomed to.

It is very important to make sure the customer understands the warranty, even IF they never ask about it. This prevents issues and miscommunication in the future. Warranties can be very complicated agreements between the business and the consumer. Take the time to read what you are offering to the customer, so you can explain it. Keep it simple and both you and

the customer will benefit should an issue arise.

"Eric Wright is a freelance writer/contributor while working full time at John's Auto Parts - Wholesale department, where he has been working for the last 2 1/2 years. Prior to that he was employed at a major Auto Body Repair Consolidator for 9 years handling parts, production, and estimating responsibilities. Eric is I-Car trained and carries the ASE's B6 certification for estimators with over 16 years of professional customer service. He can be reached by e-mail at soilwater73@hotmail.com for comments/questions"

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INDUSTRY NEWS

Changes & Opportunities

By Bob Hoffmann

In my 27 years of employment in the auto recycling industry I've seen and learned an awful lot. I have found one fact to be a constant. The industry is constantly changing.

Auto recyclers have become very adept at dealing with external changes that force internal changes. This happens whenever manufacturers make major modifications in vehicle design. Auto recyclers often need to modify the dismantling procedures and obtain training regarding new automotive systems. Sometimes vehicle changes require the purchase of new equipment as well. External changes are much more prevalent when they come from government agencies that create new rules and regulations. Just think about how you handle tires, batteries, freon, and other products today as compared to not so many years ago. And of course there is the storm water process, reporting VIN numbers to NHTSA, and, in WI, the issue of selling extended warranties. Unfortunately most external changes cause expenses to make the necessary internal changes.

In this article I'd like to focus on a somewhat different type of change. This change has been made by auto recyclers and does not impose the need for any business to invest in meeting new regulations or standards. Instead, it allows each individual auto recycler to decide whether or not they choose to take advantage of the new opportunity now available to them.

I'm sure that by now most of you are aware that as of June 1, 2011 the members of QRP of WI have decided to relinquish control of the programs that were originally developed for the exclusive use of their membership.

One of those programs was the Parts Exchange Program. I feel especially close to this program since it was my idea and I spent many long hours working at getting it started. Originally designed and established in 2005 the goals were to provide a mechanism that would increase parts sales, with fast and efficient delivery and at the same time reduce shipping costs. To achieve these goals we en-

listed the Klismet family, owners of Waupaca Mobil Travel Center, to operate the system for us. They purchased all the necessary equipment and founded a new company, known as QRP Express. Because this was a QRP program



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both parties agreed that it would service only QRP members. Since QRP now no longer exists there are no longer QRP members, and therefore the agreement is no longer in effect.

As a result the company name has been changed to Recyclers Parts Exchange Program and all CARS and ARM members now have the opportunity to participate in this uniquely structured method of shipping recycled parts between participating businesses. This six year old system has proven itself through thousands of shipments of all types of parts that it can and will deliver any part, from any participant, to any participant, overnight. Imagine shipping front ends, motors, transmissions, large cuts, clips, p u boxes, cabs, and even frames along with all your small parts. Imagine receiving all your brokered in parts on a single delivery, and loading your outgoing shipments on the same truck.

The Recyclers Parts Exchange Program accomplishes this for you while at the same time allowing the participating auto recyclers to establish the per shipment cost.

In addition, with years of experience, the RPEP team of drivers and terminal personnel have become very proficient at handling recycled auto parts with the special care that is required.

This is by far the most practical and cost efficient method to buy and sell parts with other auto recyclers who are also participating in the Recyclers Parts Exchange Program.

For information regarding how easy it is for you to take advantage of this opportunity contact me.

Bob Hoffmann

715 356-5941

hoffmann.bob@gmail.com

Feasibility Study of Automotive Battery Recycling Industry

Britain's national agency for business-led technology studies, the Technology Strategy Board, has granted almost £500,000 (more than \$804,000) to six companies to conduct seven feasibility studies on different aspects of the recycling and/or re-use of batteries for low- and ultra-low carbon vehicles.

Studies will include ways to maximize battery life, cost-effective recycling and address concerns on the sustainable reuse and recovery of raw materials from the automotive

batteries, as Andrew Everett, the board's head of transport, explained. Results of these studies are expected to direct commercial opportunities as well as establish an automotive recycling industry in Britain.

Axeon, one of the companies awarded the funding, will lead the electric-vehicle battery recycling research. Axeon, will look at how to determine end-of-life, which appears to be a major issue with automotive batteries for manufacturers and the consumer. They aim to ultimately develop a UK battery-recycling industry for these end-of-life batteries, which is currently non-existent.

Lawrence Berns, Axeon's chief executive officer, explains that, "The issue of end-of-life for batteries in hybrid and electric vehicles is incredibly important to OEMs and car buyers alike, particularly in respect of the economic and environmental considerations" and continues that, "Our project will help to define industry standards and best practice for battery recycling, which will be key to the mass commercialization of battery-powered vehicles."

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