



# Tractor Times

A publication for and about Tractor & Equipment Company customers

2012 No. 2



Recycle USA President Tom Fisher and VP of Marketing Rhonda Bower



## RECYCLE USA

This Birmingham-area firm wants to show customers how to make money recycling

See article inside...



Also inside...

## EQUIPMENT THAT LASTS

Alabama customers talk about their Komatsu machines that stand the test of time



NATIONAL CEMENT - RAGLAND

**KOMATSU**®

SHELBY COUNTY LANDFILL

## TALKING TRASH

# RECYCLE USA

## This Birmingham-area firm wants to show customers how to make money recycling

Recycling metal is nothing new. In fact, it's been going on for thousands of years. Archaeological evidence shows that early Romans recycled bronze coins. Also, it was common during that time for jewelry to be repurposed for weapons when war broke out.

Today, people recycle for a number of reasons, most of which have to do with environmental sustainability. Recycling dramatically reduces the amount of material taken to landfills. It also conserves natural resources and is more energy-efficient than mining virgin material. A side benefit, and message Recycle USA is hoping to spread, is that individuals can make money recycling.

Recycle USA is a state-of-the-art recycling operation located in Pinson, Ala., just outside Birmingham. The company accepts ferrous (iron) and nonferrous metals such as aluminum, copper, stainless steel, nickel and zinc. The company also accepts electronics, including old cell phones and computers. Recycle USA prides itself on being a user-friendly facility and on providing top customer service. Staff are happy to work with customers to teach them how to get the most for their recycled products.

To process material more efficiently, Recycle USA uses SENNEBOGEN material handlers, including an 825 it recently purchased from Tractor & Equipment Company. With 173 horsepower and a 43-foot reach, the SENNEBOGENs are able to do a variety of work around Recycle USA's yard.

Tractor & Equipment Company's Birmingham branch acknowledged the importance of recycling by recently helping Recycle USA celebrate Earth Day 2012. It was also a way to show appreciation for their business. Several TEC employees pitched in to

cook an Earth-Day barbecue lunch for Recycle USA and its customers.

To learn more about recycling, Recycle USA President Tom Fisher and VP of Marketing Rhonda Bower invite the public to contact them at (205) 680-4589. They'll be happy to help with any recycling needs. ■



(L-R) TEC employees Darlene Dilly, Matt Dunlap, Benny Martin, Tim Woods and Tommy "T-Bone" Russell cooked a barbecue lunch at Earth Day 2012 for Recycle USA and its customers.

(Inset photo) Recycle USA President Tom Fisher (right) and VP of Marketing Rhonda Bower show off the company's new SENNEBOGEN 825 with TEC Sales Rep Matt Dunlap. "We liked our first 825 so much (large photo), we purchased a second one," Fisher said.

