

Waste Not



Target Recycling finds value in corporate waste streams



LPaul Van Wyck sees more than the old telephone that he holds in his hands. To the president of **Target Recycling**, it is a source of ABS plastic, rubber, an acrylic face and a shell made of polystyrene.

"All of this was destined for landfill," he says of the aisles packed with boxes and bales of automotive parts and electronics from leading manufacturers. Now they represent opportunities.

And he wants to reclaim every piece of it.

Think of it as "reverse manufacturing," says Van Wyck, who founded the Ajax business in 1995.

Target Recycling uses a variety of technologies, depending on the material that is being reclaimed. For example, shredded plastics such as polypropylene, HDPE and LDPE will all float. Depending on the amount of salt added into a machine known as a cyclonic separator, they will simply begin to float at different times, and that makes it possible to divide the materials. Infrared targeting systems are then able to separate individual colors.

Target Recycling is not limited to reclaiming the material in phones. The 80,000 square foot site is filled with the products such as automotive door panels that need to be divided into PVC, polypropylene and nylon clips. Magnets are used to divide the ferrous and non-ferrous metals on the jigs that once made automotive parts. Electronics are being carefully divided into individual components now that the business has been recognized as one of the few Ontario sites that can process the material.

Everything will be given a new life. The PVC, for example, will become pool liners. Any EPDM can be used to make the cow mats that line the floors of barns. ("Happy cows give more milk," he observes.) Indeed, there appears to be a market for just about anything. An analysis of one client's dust collectors discovered thousands of dollars in raw material. Another customer has reclaimed about 2 million pounds of wasted chewing gum per month, creating the binder for fertilizer.



He wouldn't think of running the business anywhere but Ajax. This is his home for a good reason. "Ajax offers a lot," he says. "I can walk to the lake in five minutes."

Van Wyck sees long commutes as a waste of valuable time... and he doesn't believe in wasting anything. There were other advantages, of course. The central location helped to reduce shipping costs across the Greater Toronto Area, and the telephone exchange even eliminated traditional long distance calls to Toronto itself.

The Business Development & Marketing Team

is dedicated to assisting in business and employment opportunities within Ajax and the Region of Durham. From one employee to over 600 employees, each business in Ajax can be connected to customers and resources to enable growth.



Innovation involves the Town's services focusing on connecting entrepreneurs, new technologies and processes with commercialization and funding resources. We connect businesses with regional assets such as: University of Ontario's Institute of Technology (UOIT), Durham College's Commercialization team, and Ontario Centres of Excellence (OCE) Greater Peterborough-Durham (GPD) Resource Alliance.

Determination includes bringing requested information to entrepreneurs that enable long-term sustainability – in good economic times and bad. Recent information sessions included: Business opportunities with the Green Energy Act through the 'Solar FIT Workshop for Businesses'; export service support through the Ministry of Economic Development & Trade (MEDT), sales and marketing events through the Ajax Business Network (ABN), and best practices on positioning Requests for Proposals through the Durham Region 'Preparing Your Best Bid' workshops.

Collaboration involves the efforts to connect businesses with municipal resources to assist with business growth. From early stage planning through building permits and marketing, the Town of Ajax is proactive and solutions-orientated in helping businesses expand.



Ask about the Town of Ajax
PriorityPATH™

**A streamlined municipal process dedicated
to successful business expansion!**

Another 'first' for business.

Progressive

Accountable

Community-Focused

Eco-Conscious

Ajax Business Development

65 Harwood Avenue South, Ajax, Ontario L1S 2H9

Tel: 905.683.3000 • Fax: 905.686.0360

priority@townofajax.com • www.firstforbusiness.ca



E N E R G Y & E N V I R O N M E N T