



Don Belisle, Sr.  
 Owner of  
 Recore Trading  
 Company, L.L.C.

## Changes to Future of Catalytic Exhaust Treatment

By Don Belisle, Sr.

Car and truck manufacturers have extensively changed the way new vehicles are built. This is not news. The vehicles produced today are completely different than the ones produced 10, 5

or even two years ago. On board diagnostics and controls are light years ahead of what we all thought possible. The manufacturers are meeting their goals of reduced emissions and greater fuel economy through the extensive use of computers and electronics. The one area that has not seen much relative change is with the catalytic converters themselves. Yes, I know in years past the minor changes were with the foil converters, the combining of multiple converters and the elimination of bead type converters. Well, BIG changes are coming.

In recent years we saw heavy truck builders installing catalytic converters and particulate filters to the exhaust stacks of the big rigs. This along with EF (exhaust fluid) fluid tanks and treatment greatly improved their emission footprint. This was in response to tighter emission regulations imposed on the heavy vehicles. In the near future you will see particulate filters installed on gas powered vehicles. As far as I know there are no plans to install EF type tanks and systems on gas powered cars. I don't think the manufacturer's slickest ad campaign could get Mrs. Miller to go to the self serve station to fill her gas tank and then fill her exhaust fluid tank with exhaust fluid which is basically cow urine!

Another area of increased awareness is in the treatment of NOX (nitrous oxides) coming out the tail pipe. Interestingly

NOX emissions have increased in recent years and are a product of very lean running combined with carbon dioxide (CO<sub>2</sub>). CO<sub>2</sub> is a product of the converter converting hydrocarbons and carbon monoxide (CO) into water vapor and CO<sub>2</sub>! So look for NOX traps to be installed on the cars of

*It will be essential to sell these recycled components based on assay if you want to realize their full value".*

the near future. On a good note NOX traps are very rich in PGM (platinum group metal) content and will have great recycling value. So the cars of the near future will have "catalytic converter systems" installed. These systems will include a pre-converter, a regular 3 way catalytic converter, a particulate filter, and a NOX trap! All this with who knows how many sensors telling the computer what's going on in the tail pipe! The good news is most of these exhaust system components will be rich with PGM's. As you can see this will be far more complicated than it is now. It will be essential to sell these recycled components based on assay if you want to realize their full value. In today's scrap converter world there are more than 20,000 different categories of converters. Can you imagine how many categories there will be when you double the number of components and triple the type of components on each car? My guess is in the millions! Recore Trading is ready now to buy any type

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H<sub>2</sub>O, CO<sub>2</sub>

3-way Catalyst

HC, CO, NO<sub>x</sub>

Source: [pt.wikipedia.org](http://pt.wikipedia.org)

# Changes to Future of Catalytic Exhaust Treatment *Continued from Page 1*

of PGM containing device and pay you based on return of actual precious metal content.

## VW Update

Most of you know that auto manufacturing giant VW got caught manipulating emission testing on 500,000 vehicles sold in the US. A judgment was handed down last week ordering VW to either make these affected vehicles right or buy them back. As you can see, either way they go, the costs involved to VW will be tremendous! At this point it is unclear which path VW will take, to correct or to buy back. Both of these options have the potential to affect the auto recycler tremendously. If VW corrects the problem by installing converters with the proper amount of PGM's, the market should see increased pricing with the big surge in demand. If VW buys the cars back, I



can see a whole lot of cars that will need to be disposed of. This could be a big boom in business to the recyclers who get these cars. I can see a situation similar to the "cash for clunkers" days! My guess is that VW will buy back some and repair some. At this point, it is unclear if the owners have any say in what happens to their cars. And there is always the chance that VW will appeal the decision.

On a nostalgic note, this weekend I needed an electrical multimeter. As I looked through my tool cabinet I came across my old dwell meter. For the younger readers a dwell meter was used to accurately set the ignition points in a car. I thought back to the hundreds of times I set up the dwell meter and the timing light to do a good tune-up on a car. I couldn't bring myself to toss the dwell meter even though I know I'll never use it again. Some things are just too tough to toss! Thanks for taking the time!

## ATRA NH May Meeting *By Don Belisle, Sr.*



*Bruce Crawford, Executive Administrator of ATRA NH speaks at their May meeting.*

Normal business was discussed including secretary and treasurers reports. An updated market report was given by Don B of Recore Trading. In response to last month's meeting where many members complained about the reinspection process for recertifying repaired salvage vehicles, we were able to get 4 reps from the state to discuss this subject. The reps were Andrew Player, Ken Chaput, Priscilla Vaughan, Chris Ialuna.

Some of the problems noted were inconsistent level of inspections. Many members were concerned about having to bring vehicles back multiple times and the inspectors looking at different things each time. Another area of concern was the level of inspections being performed on older less valuable vehicles. Members felt it was unrealistic to fail an inspection on a \$3000.00 car because of a tear in the seat. They also commented that the scope of inspections has gotten out of

hand and miles away from the original salvage vehicle rules intent.

The members of the state's panel were very gracious and responsive to the members concerns. With regard to level of inspections the state said they would make available the list of items that they are inspecting. They also said these lists would be present at all the reinspection stations. As far as the level of inspection the state said they had adopted a national standard in an effort to be consistent with other states. After hearing our issues the panel agreed that the standard may not be applicable to the older less valuable cars. Both the



*Guests on the state panel who answered ATRA NH concerns: Andrew Player, Ken Chaput, Priscilla Vaughan, Chris Ialuna*

## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. With over 25 years experience in the metals business, Recore has assay based knowledge to group similar metal content cats together and process them that way to maximize your profits including small lots. **Call us today!**



state and the rebuilders agree that safety items are of the utmost concern and would not be compromised; however we questioned why the reinspection was far more intense than a state safety (sticker) inspection. In the end director Priscilla Vaughn said that they would meet next week and address our concerns. This was a very productive meeting which will hopefully result in a better reinspection process for everyone. We are very fortunate to have such a good working relationship with our state officials and a great pro active auto recycling association in NH.





# Seven Advertising Secrets Hidden in Plain Sight

By Mike French

There is a story about a semi truck hopelessly wedged under an overpass. Traffic was backed up for miles. Perplexed engineers were on the scene, scratching their heads, and discussing ideas for a solution. One expert suggested bringing in a huge crane to lift the overpass just enough to release its hold on the truck. Another suggested cutting up the truck and removing it one piece at a time. In



the crowd observing all this was a small child, who wondered out loud to his mother, "why don't they just let some air out of the tires?"

This obvious solution had been totally missed by the group of experts. Apparently semi tractor-trailer rigs get stuck under bridges and overpasses often enough for this to be more than an urban legend. But it does illustrate a point about advertising. Any advertising campaign or project can succeed or fail for simple, almost ridiculous reasons.

I call these reasons "secrets," because they are often missed even though they are in plain sight. I see plenty of use for these seven secrets-in-plain-sight as I do advertising for recyclers. The first two may seem to have nothing to do with advertising. But advertising projects won't happen if you don't start and make time for starting.

**Secret One: You will not have success in advertising unless you actually do something!**

I know this secret may sound ridiculous, but the top reason advertising fails is that it isn't done at all! Consider the following math problem: There are three frogs sitting on a rock. One decides to jump. The question is, how many frogs are left on the rock? Most will answer, "two." But, surprisingly, the answer is actually, "three." The reason? Just because that frog decided to jump doesn't mean it actually did it! In the same way, some recyclers decide to do advertising for their company at the beginning of the year. But, time passes and they reach the end of the year without doing anything. Here's what to do. Pick a marketing strategy, any strategy! Set a target date and make it happen. You might ask a friend to hold you accountable to start advertising by a certain date.

**Secret Two: You cannot successfully advertise your company while running your company!**

When I talk about this point at conferences, I usually show a video clip of a group of workers trying to build an airplane while flying it. The jet is in the air and pieces are missing. Builders are putting in rivets while trying to hold on. It's an

impossible task and many fall off. I run into this problem often with recyclers who try to fit advertising projects into the cracks of their hectic business day. It's usually an exercise in futility. The answer is to schedule a dedicated, uninterruptible time, for planning advertising projects. One person told me he goes to the local library to plan his advertising. It is where there are no distractions to stop him.



**Secret three: Of two types of advertising, image and direct response, only one works for recyclers.**

You can recognize image advertising by what it doesn't have. It has no offers or prices. It has no response devices. For example, if the image ad happens to be about soda pop or beer, it only shows someone smiling and holding the product while having fun. The idea behind image advertising is that you will remember the image and the good feeling associated with it when you are in the store and ready to buy. This kind of advertising doesn't work for selling parts! Direct response advertising, on the other hand, includes offers, prices, some kind of call to action, and contact information. Recyclers should use direct response advertising if they want any value for their advertising dollar!

**Secret four: Customers and prospects care less about you and your business than about themselves!**

Ouch! This sounds harsh! But, it's true! Everyone is self-centered and that's just the way it is. So, what's this got to do with advertising? Everything! If you design your advertising to be about you, it will be boring and fail, because other people typically don't care. Many clients tell me, "I just want to get my name out there!" But, no one cares about your name except you. If you want your advertising projects to bring results, you must make it about the customer or prospect. You must answer their question, "what's in it for me?"

**Secret five: Each month your customer doesn't hear from you, you lose ten percent of their emotional relationship to you.**

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## ONLY AT RECORE TRADING COMPANY!!

With our in house precious metals lab, 3 years ago we developed assay based returns on small lots of catalytic converters. Whether you have 1,000 pieces or as small as a 100 piece lot, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. **YOU WILL GET PAID MORE AT RECORE!**



# Let's Talk About It! Spring Cleaning By Sandy Blalock



Ahhhh finally winter is behind us and we are looking forward to a great spring and summer. For many of us spring is a time of renewal, shaking off the winter blues and often that entails spring-cleaning. Spring cleaning isn't only about dusting, scrubbing and getting rid of the myriad of things that are more like collections than necessities it is about saving space,

time, money and effort. Lets talk about the essentials to spring-cleaning at our recycling facilities.

Walk around and take a serious look at your operations. Do you have lots of clutter sitting around collecting dust not only outside but also inside? If so, just picture yourself walking into your business for the first time and what feeling do you get? Do you have a sense that you are going to walk out with a quality product or one that was plucked out of the dirty, greasy, mangled vehicle and set on the counter for you to put into your clean vehicle to take home.

First impressions are powerful and I must say over the years I have visited many recycling facilities that left less than the desirable impression. Get rid of the dust bunnies by getting rid of the collectibles that are meaningless to your customers. Have a bright well-lit reception area with clean dust free

seating and magazines (not 10 year old issues) to make them comfortable and less anxious while they wait. Make sure your walls are decorated with pictures and other wall hangings that are in good taste for all. Save the scantily dressed young women for the shop bathroom or other areas not frequented by customers. Pleasant soothing background music is good but make sure it is not distracting the conversation between the sales staff and customer. Take some time each day to dust and clean that awful counter space. It would help to have an area (perhaps stainless steel lined or some other sturdy surface) for your customer to put their bad part on so it does not have to sit on the sales counter in front of your sales staff.

Spring is a great time to have your staff engaged in the effort to make their workspaces more user friendly. We all create clutter and if we do not take the time every once in a while it will overwhelm our workspaces. Breaking our bad habits is tough but if we put a system into place to address them we will find ourselves utilizing our time much better. Your employees will find they have much more enjoyable work spaces if they remember to pick up after themselves and if they spend the

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source: ipkitten.blogspot.it

## Seven Advertising Secrets Hidden in Plain Sight Continued from Page 3

After ten months of not hearing from you, there is zero relationship left! Their loyalty is gone. There is no reason for them to call you when they need parts. Your customer is now a sitting duck for any competitor fishing in your customer pond. This secret answers the frequently asked question, "How often should I advertise?" The answer is, "At least once a month to reinforce your relationship with customers if you don't want to lose them."

### **Secret Six: Buying decisions are made for small reasons.**

When people choose between competing ads featuring the same product and services, they decide who to buy from for very small reasons. This means you only need to be slightly better than your competitors to win the sale. For example, people will choose to buy a product advertised for \$29.99 rather than the same product advertised on the same page for \$30.00. That's only a one-penny difference! It really isn't about the penny; it's about deciding which place to buy from. The one-cent difference can make the difference in a buying decision! There are hundreds of little value-adding tweaks that

can be made to an ad to affect its power in buying decisions. You can add offers and secondary offers, headlines & subheads, calls to action, coupons, testimonials, toll free numbers, web & email addresses, staff photos, early bird bonuses, something for free, guarantees, and product photos. Any little thing can be the difference between you and your competitor.

### **Secret Seven: Do no-cost and low-cost advertising to make expensive advertising methods possible!**

Some recyclers say they don't advertise because it's too expensive. But there are some free or low-cost strategies they can use to begin with. These "poor-boy" advertising methods will help make more expensive advertising strategies possible in the future. A few poor-boy advertising methods are: referral systems, bounce-back offers, phoning blitzes, up-selling programs, targeted personal letters & notes, news releases, small targeted post card campaigns, and radio interviews.

So, set aside time to plan advertising strategies. Actually do what you plan to do and don't let distractions stop you. Do direct response advertising; don't do image advertising. Make your advertising about the customer – not about you. Answer your customer's big question, "What's in it for me?" Make sure your customer hears from you every month. Include the important little things in your ads. And do no-cost and low-cost advertising to make more expensive advertising possible in the future.

Now you know the secrets to good advertising. So go get started!!

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### **PEOPLE**

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends. Whether you want to sell 10 catalytic converters, 100 or 1,000's, we welcome the opportunity to earn your business. We look forward to your call.



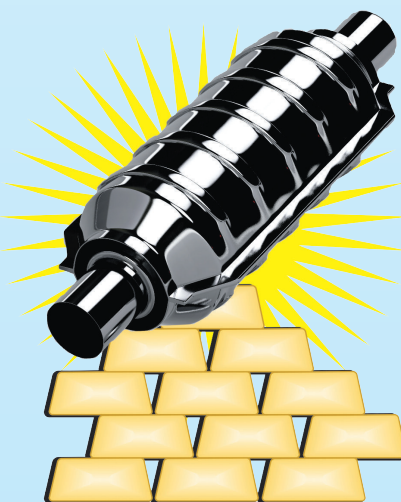




## ABOVE & BEYOND THE INDUSTRY STANDARD!

**EXPERIENCE**—Buyers and Processors of catalytic converters and a leader within the industry. Celebrating over 25 years in the business, Recore Trading Company has specialized in catalytic converters since the very beginning of cat recycling.

**EQUIPMENT**—Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. We have the expertise to sort your cats into categories of similar precious metal content to maximize return. Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals you sold us. Doing everything in house cuts out all of the middlemen and we sell our end product to an automobile manufacturer.



**PRECIOUS METALS KNOWLEDGE**—We have spent years analyzing 1000's of cats in our lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary dramatically from \$70 to \$185 based on the precious metals content and on the PGM market when it was manufactured. Selling your catalytic converters as precious metals and getting paid based on the return of the precious metals is the only clear, transparent way to maximize your bottom line.

**PEOPLE**—Because we treat others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



Whether you have 10 catalytic converters, 100 or 1,000's,  
we welcome the opportunity to earn your business.  
You will get paid **MORE** at **RECORE!**



**START INCREASING YOUR ANNUAL INCOME TODAY—  
WE ARE WAITING FOR YOUR CALL!**

[www.recoretrading.com](http://www.recoretrading.com)

**603-437-3000 • 855-647-3267 • Fax: 603-437-1313**

## Recore's Car Crushing Program



Our car crushing program is a win win for both Recore Trading and the yard owner who does not own a crusher. Just agree to sell us the cars and cats and we will deliver our crusher to your yard for you to use for FREE! Recore Trading handles 500-850 tons of flattened cars per week and with such a large volume we typically have the best pricing around. We use modern 3 sided trailers and great truck drivers making the process extremely efficient and we pay promptly. You will receive top pricing on both your flattened cars and your catalytic converters. If you do not want to crush the cars yourself, we'll do it for you at a very reasonable rate. Call 603-437-3000 today to get on our schedule.

## Customer Service You Can Count On *Continued from Page 4*

time doing a spring-cleaning they just might be more inclined to stop making messes and creating clutter. Remember you don't have to take the time to clean up a mess if you don't make a mess in the first place.

What about all those file cabinets jammed packed with those ever so important files that we all have the compulsion to file away for later. People this is the 21st century and "we've come a long way baby" so stop collecting and filing and start scanning and saving those files electronically. You will be surprised how much more room you have for more important things. The IRS and other agencies accept scanned original documents and receipts. There are many cost effective systems that can handle any need. I personally use the Neat Scanner System, as it is simple and easy to use. I do not spend any time filing anymore. Now I just have to look on my computer for anything I want to locate. Offices should have fewer files cabinets (they collect lots of dust anyway) and streamlining with a scanner and shredder (creates packing material) is the best way to go. Besides cleaning up you will find the effort to locate what you are looking for more stress-free. When you need to send a copy you won't have to locate the file, copy and send you will just locate while sitting at your desk and hit send.

Lets look at the dismantling area next. Do you provide clean clutter free workspace for your dismantlers? They may start off that way but we humans love to collect and keep things we love near. I have been in facilities with dismantling areas so cluttered I am not sure how productive anyone could be in that environment. All the essentials should be within reach of your dismantlers and provide them with wheeled carts to put parts on that are to be tagged and racked. Provide them ample space for their ever so important tools and encourage them to clean up and put away everything at the end of each

workday so they are prepared to start fresh in the morning. Productivity will increase in a clutter free environment. These changes will not happen overnight but keep encouraging all your employees to be proud of where they work.

The same goes for all areas of your facility whether it is the inventory stocking area, shipping and receiving, the vehicle outside storage area or the restrooms. Start first with any area that your customers might see and progress out from there. Every morning after you have begun your spring cleaning stop at the entrance to your business and really look around for the things that jump out at you that need some attention and plot out the changes you need to make then "just do it".

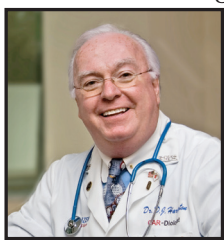
Not all of us can afford a relaxing employee lunchroom but do provide somewhere for your employees to enjoy their breaks and lunch. A small picnic table outside in a shady or covered area is so nice this time of the year and won't set you back financially. Make sure any area you set up for them to use is one they take pride in and strive to keep it clutter free as well. Set some lunchroom rules and stick to them. We used a cleaning rotation that worked well as it was a reminder not to be too messy because one week it would be your problem to clean up. This system works well around other areas of your facility as well. Keeping your facility tidier will instill a stronger sense of pride not only in you but your employees and customers.

Spring into action with those dusters, brooms, and mops and pledge (no pun intended) to make 2016 a cleaner brighter and more organized year.

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## "And Then Some" By D.j. Harrington



I've been writing for the Recore Trading newsletter for a while now. I wanted you to know that I'm speaking at URG this year as I did last year. At the end of my talk, I will end it with a phrase, "And Then Some". It's a well-used phrase because lots of people say it. If you're out to dinner with friends, the server always offers a tantalizing dessert. You bite and devour as much as you can hold, "and then some".

At work, your schedule is extremely full; you couldn't find time to do one more thing. However, your boss shows up and says, "If you could take on one more project this month," and adds, "There's a 'nice bonus in it for you.'" Your "And then some" kicks-in. You realize you just need a little more positive know-how that enables you to meet the "And then some" challenge. The poem below has been written specifically for the wonderful people at Recore Trading Co. and the readers of the Recore Trading newsletter. Enjoy!

### And Then Some

*Recore Trading and their readers go the extra mile.*

*And then some.*

*These three little words are the secret to success.*

*And then some.*

*Top RTC people always do what is expected.*

*And then some.*

*They are the "B" team...Be here when we open, be here when we close.*

*And then some.*

*They are thoughtful to others. They are considerate and kind.*

*And then some.*

*RTC people and their readers are enthusiastic, upbeat and friendly to all.*

*And then some.*

*They meet their responsibilities and they deal with everyone squarely.*

*And then some.*

**Continued on Page 8**

### HUGE VOLUMES OF WHEELS

Recore Trading buys a huge volume of wheels every month and dealing with the end user affords us the ability to pay the highest prices possible. Roll off container with pick up service available with immediate cash payment. Remember, you do not have to clean your wheels!



## USED EQUIPMENT FOR SALE

**2012 OverBuilt Baler/Logger**

**OverBuilt 550 Shear Baler**

**Make an Offer!**

**\$200,000 OBO**

***We will entertain  
any reasonable offer!***



**Call us for Spring Special  
Pricing on New Crushers & Baler Loggers**



**For more information on all new and used equipment email:  
sales@overbuilt.com or call 605-352-6469 or 800-548-6469.**

**"Featured on Fox Business News Manufacturing Marvels"  
Check out the video on our website at: [www.overbuilt.com](http://www.overbuilt.com).**

## Laughter Is The Best Medicine

### Mrs. Jones, do you know me?

Lawyers should never ask a Mississippi grandmother a question if they aren't prepared for the answer. In a trial, a southern small town prosecuting attorney called his first witness to the stand, a grandmotherly, elderly woman.

He approached her and asked, "Mrs. Jones, do you know me?"

Mrs. Jones responded, "Why yes, I do know you, Mr. Williams. I've known you since you were a little boy, and frankly, you've been a big disappointment to me. You lie, you cheat on your wife and you manipulate people and talk about them behind their backs. You think you are a big shot when you haven't the brains to realize you never will amount to anything more than a two-bit paper pusher. Yes, I know you."

The lawyer was stunned! Not knowing what else to do, he pointed across the room and asked, "Mrs. Jones, do you know the defense attorney?" Mrs. Jones again replied, "Why yes I do. I've known Mr. Bradley since he was a youngster too. He's lazy, bigoted and he has a drinking problem. He can't build a normal relationship with anyone and his law practice is one of the worst in the entire state. Not to mention he cheated on his wife with three different women. One of them was your wife. Yes, I know him."

The defense attorney almost died. The judge asked both counselors to approach the bench and in a very quiet voice said, "If either of you idiots asks her if she knows me, I'll send you to the electric chair."

Submitted by M.L. Norwood Auto Recycling

### OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment.



## "And Then Some" *Continued from Page 7*

RTC people along with their readers are good friends and helpful neighbors.

### And then some.

They are hard-working, independent and, honest and loyal.

### And then some.

They are comfortable with people, streetwise, ambitious and goal-oriented.

### And then some.

I am thankful for Recore Trading and their readers because they make the world a better place. Their spirit of **enthusiasm and service is summed up in these three little words.**

### And then some.

See you next time.

(Editor's Note: When we received this as D.J.'s article for the month we first thought maybe we shouldn't run it. On further thought though when someone says such nice things about you totally unsolicited there is only one right response. We have to graciously thank D.J. and run his article. Thank you D.J., you are one of the kindest, nicest people I know. God Bless. Pat Finnell)

Correspondence regarding this article should go to: Phone Logic, Inc., 2820 Andover Way, Woodstock, GA 30189

D. J. Harrington is an author, journalist, seminar leader, international trainer, and marketing consultant. He works primarily with customer service personnel, and his clients include such world-class companies as General Motors, DuPont, Caterpillar and Damon Corporation.

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Recyclers  
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MEMBER



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