



## RECYCLING

# Recycling has evolved

By David Gold

*Have you met your local auto recycler lately?*

**A**uto recycling is undergoing some interesting changes. Gone are the days when a big burly, grumpy junkyard dog of a counterman with a cigar dangling from his mouth would greet you at your neighbourhood auto recycler.

It is the end of an era. Sales representatives who are multiculturally diverse, helpful, knowledgeable and educated have replaced old-timers.

### Modern techniques

Automotive recycling is a modern business using modern techniques. The industry has changed and so has the mentality of many professional auto recyclers.

While this evolution has taken far too long to come about, it is important to note that today there are networks of auto recyclers who desire to make the whole industry better.

### Obvious benefits

The value and need for auto recycling is substantial. The obvious benefits are to the consumer as we provide quality, low cost alternatives for vehicle replacement parts.

Another major part of the auto recycling process is the environmental benefit to the community.

In a typical modern business, inoperative motor vehicles are brought into a facility where the hazardous recyclable fluids are properly drained.

Undamaged parts are then dismantled from the vehicle, cleaned, tested, inventoried and stored in a warehouse until sold. The remaining vehicle hulk is then prepared for scrapping.

### Customer service is our business

The auto recycler's goal is to help customers keep their car working by supplying quality used OEM parts. Increasingly, modern auto recyclers have taken the position that while the used part is our product, "customer service is our business." And this means their business practices have changed.

*The value and need for auto recycling is substantial.*

And this change (or evolution as I like to call it) of the auto recycling industry stands to benefit the customer at large.

Like any business, auto recyclers are nothing without their customers.

The customer friendly business philosophy does away with the "You buy it, you own it," guarantee and replaces it

with extended warranties, including lifetime warranties.

### Accreditation

Auto recyclers have also bonded together to create industry wide accreditation practices, (modeled after ISO 9000).

These are currently being implemented to create better businesses and uniformity throughout the industry.

Technology has also enhanced how auto recyclers can do business with collision repair facilities. Auto recyclers can now e-mail pictures of any automotive part requested.

This helps to greatly reduce incidences where the wrong part is delivered and makes ordering much simpler.

### Parts priced to sell

Auto recyclers' web sites now include their online inventory, including prices! Now more than ever, parts are priced to sell.

I would encourage you to meet with your local auto recycler, to enhance and strengthen the understanding between our associated businesses.

With communication, auto recyclers can continue to evolve in a direction which helps you, our customer. ☑

*David Gold is co-owner of Standard Auto Wreckers, Scarborough, Ontario, and Executive Director of the Automobile Recycling Association's Eastern Canada/Region 11. David Gold can be reached at [david@standard.actual-america.com](mailto:david@standard.actual-america.com). The company website is [www.standardautowreckers.com](http://www.standardautowreckers.com).*