

IT'S ABOUT MORE THAN

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PSC Metals is one of North America's most experienced and largest scrap metal processors. With over 40 locations in the eastern US and Canada, PSC buys, sells, and processes ferrous and non-ferrous scrap. As a result, their customers range from the smallest of scrap peddlers to the largest of steel mill foundries.

Built upon the foundation of a number of family businesses, some over 100 years old, this publicly held company hasn't let their success erode two basic family-business values — the importance of relationships and great customer service.

COLUMBUS FACILITY

The PSC Recycling Facility in Columbus, Ohio, functions as both buyer and seller, retailer and industrial operation — with both sides of the business sharing the same goals of customer satisfaction, competitive pricing, and repeat business.

"We strive to provide outstanding customer service to our industrial customers with the traditional on-time deliveries and quality of product," says Andy Kolarsky, General Manager. "At the same time, when we greet people as they come in to sell to us, we want them to have a good experience so they will want to come back with another load to sell."

These twin guiding principles of relationships and customer service are also reflected in how they choose equipment for use at their recycling yard.

"What we're looking for is the performance we can get out of a machine and the relationship we can build with the dealer,"

PSC Recycling with over 40 location in the eastern US and Canada sells and processes ferrous and non-ferrous scrap.



Tim Liff, Forkloader Operator and Scott Broughton, Shredder Manager.

explains Andy.

"With the Kawasaki 95ZV-2, that relationship formed pretty quickly. Our Kawasaki dealer is good on their service; good on their parts, and good with the equipment they sell. We bought based on price and that relationship — with the assumption that the machine would perform well — and it has."

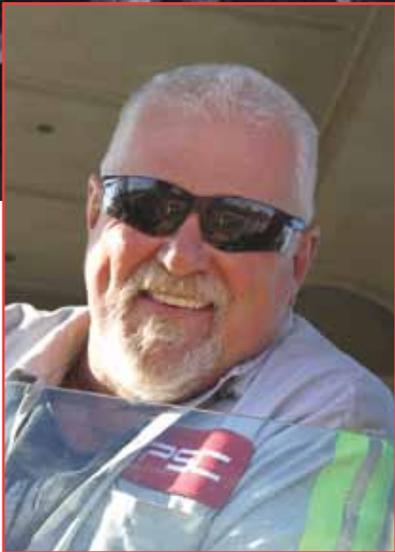
IN THE YARD

In competition with some other branded loaders, their Kawasaki 95V-2 loader has proven to be very productive and dependable.

The loader is kept busy pushing up scrap take out unloading trucks and charging the shredder the shredded material into trucks or railcars for delivery to their customers.

Scott Broughton is the shredder manager. He's had the opportunity to watch how the Kawasaki compares to other loaders on the grounds, and he's pleased with what he sees.





“The Kaw, as we call her, has plenty of power and visibility. I also like the comfortable cab, smooth ride, its power and fast responsiveness.”

— Randy Dehartogh, Operator

“I’ve run every type of loader, and by far the Kawasaki 95ZV-2 has the best ride and superior lifting capacity. You can literally operate the Kawasaki and drink a cup of coffee and not spill a drop — the ride is that smooth. You just have a comfortable, safe feeling when there’s a full load or you climb over something, even when traveling. Our other loaders feel firm, but this Kawasaki is just smooth. It has the best ride, and it’s got lots of room in the cab.”

The 95ZV-2 outfitted with Kawasaki’s scrap package first found its way onto the yard as a demo. But it didn’t take long to change PSC’s curiosity to a converted customer — one day on the job was all it took.

The 95 is outfitted with SETCO solid tires and Ride Control. The two work very well together, leading to excellent controllability.

In addition to the Kawasaki wheel loader, RECO Equipment has sold the yard other

equipment for their shearing operations, based on the same tenets of great price, great service, and a strong relationship.

Over the years, the facility has had its share of dealer reps who sell them a piece of equipment, then falter in the follow-through. But with their sales rep from the local Kawasaki dealer, that hasn’t been a problem.

“We like Rob because he keeps us current with what’s going on in the machinery world, but in a way that’s not intrusive,” says Andy. “A big thing I like is that he makes appointments. So many others just show up, usually at the wrong time of day. Maybe that was okay 20 years ago, but in today’s world, we just don’t have the time.”

PSC Metals, Columbus, Ohio, is serviced by RECO Equipment, Columbus, Ohio.