

SELKIRK RECYCLING BECOMES STEEL PACIFIC RECYCLING

Steel Pacific Recycling is a new name for a long-standing Vancouver Island company, and one of BC's recycling pioneers. Steel Pacific Recycling was formed when Harper's Recycling purchased Budget Steel in 2005. For the past two years they have been operating under the temporary name "Selkirk Recycling."

"Now that we have had a chance to assess the strengths of each business and make key decisions about how to move forward, we felt that a new name was needed," says Steel Pacific President Barry Waters. "Plus we wanted a name that better reflected the work that we do as the fair and ethical leader in the metal recycling industry."

Although the name is new, the company has been around for more than 50 years. Harper's Recycling was a family owned and operated business for 3 generations. It got its start when Glen Harper began collecting and disposing of scrap metals on the construction site of the Crofton mill. Budget Steel was established in 1981 and specialized in the collection and processing of scrap steel and iron, as well as nonferrous metals such as copper, aluminum, stainless steel, brass and lead.

Steel Pacific is the modern face of the 'scrap' business, and brings a new level of investment, innovation and integrity to the industry. They also bring a long-standing and deep commitment to environmental responsibility.

"We pay attention to all of the environmental factors that come into play when handling recyclable materials," says Executive Director Andrew Ketch, "from how we dismantle a building or piece of equipment to make sure we recover and re-use as much material as possible, to how we safeguard against run-off and spills at all of our depots, to how we work to find the right markets for our recycled products. We won't sell to just anyone; they have to share our environmental values."

Ketch cites the example of how they will only sell recycled electrical wire and cable to buyers who manually separate the wire from the plastic sheathing – and then recycle the sheathing. "If a buyer uses burning to remove the plastic, then we won't sell to them," says Ketch.

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Vancouver Island residents will see evidence of Steel Pacific's new name and look along the highways. Steel Pacific's fleet of trucks and massive recycling bins are being repainted over the coming weeks to sport the company's modernized recycling 'loop', and their new tagline: keep it in play.

"We conserve energy and natural resources while reducing waste. We take old cars, refrigerators, wood, stoves, batteries, pop cans, bicycles, buildings, bridges, paper, farm equipment, plastic containers, ships, airplanes, cardboard, barges – and repurpose them for the good of the earth. This is what we mean by 'keep it in play,'" explains Waters.

Steel Pacific Recycling is the fair and ethical leader in the metal recycling industry. As recycling pioneers, they have been helping customers and communities conserve energy, offset carbon, protect the environment and preserve precious natural resources since 1957. Steel Pacific's recycling operations are the biggest and most progressive on Vancouver Island, and include efficient, high-value materials recovery and waste management, as well as environmentally friendly demolition and site remediation.

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