



Concrete Recycling Makes Cents...

... for this New Jersey General Contractor

By David Huey

Ron Garofalo, President of the New Jersey LICA State Chapter believes, like nearly all LICA contractors, in land stewardship. That includes educating his fellow chapter members, and the general public, about the benefits of crushing asphalt and concrete and recycling it on site – and he doesn't mind making a profit doing it.

That's why his company, Garofalo General Contractors, Inc., based in Lyndhurst, N.J., formed a mobile

crushing division back in October of 2005. Named DAG Mobile Aggregate Recycling, this off-shoot company, named after and managed by his wife, Debbie, allows contractors and land owners to create their own stockpile of material from demolished asphalt and concrete.

Garofalo is no stranger to the business. His company has been provided general and related site work, as well as asphalt and concrete paving, for the

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New Jersey/New York Metropolitan Area for about 28 years. In that time, he has seen hauling costs and government regulations increase considerably.

"Transportation costs, including removing demolished material and bringing in purchased aggregate, have gone through the roof," Garofalo lamented. In addition, the expense and difficulties of delivering broken asphalt and concrete to landfills has increased over the years. Since these costs are the responsibility

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Above: Cutline Cutline Cutline

Left: Garofalo's machine in his yard with the New York City skyline in the background.

of Garofalo's customers, or included in the bid, it made sense to find a way to work smarter, not harder.

Then there was his personal dedication to land stewardship. As a LICA member and officer, he believes strongly in the association's stated objective: "to encourage high standards of workmanship in resource management, land improvement practices and to promote private enterprises in land improvement contracting." His personal and professional goal of educating others about the advantages and benefits of producing and using recycled concrete and asphalt (RCA) coincides with the second LICA objective: to bring "together people having similar

interests and opportunities for improving our natural resources with an adequate profit."

That profit, along with the savings for his customers and protection of the environment, started Garofalo on a search for a suitable means of using RCA as part of his site work and paving business. That brought him to the March 2005 CONEXPO in Las Vegas.

"I went that year looking for a smaller sized crusher," Garofalo said. "There were about 20 odd crusher companies that year, and I visited all of them." Finding a compact, mobile machine was not his only requirement – it had to be able to deliver usable product ¾-inch minus recycled. "No one company can do that except Rubble Master."

Rubble Master Systems is a Canadian company based in Montreal. It is a division of HMH, founded in 1991 in Linz, Austria, by entrepreneur Gerald Hanisch, the inventor of the Rubble Master Compact Recycler. Gerald had the vision "that compact versatile impact crushers and screens for on-site processing of construction and demolition waste (concrete, asphalt or bricks) but also of natural rock would bring enormous benefits to both contractors and the environment." (www.rubblemaster.com) As it turned out, Garofalo visited



Stephane Guerchon, Debbie Garofalo, Gerald Hanisch (Rubble Master inventor), Ron Garofalo and Donald Kurza of Construction & Industrial Equipment, Corp. (New Jersey), upon delivery of DAG's new Rubble Master RM80 machine.



The RM80 compact recycler excels in small to medium scale recycling operations. Here, the RM80 and an excavator make their way through waste building material.

with Rubble Master representatives at the very end of the show. Up till then, he hadn't found what he wanted. With Rubble Master, he liked what he saw and heard.

He flew up to Montreal later that year for more information and a demonstration. They must have answered all his questions. "On the drive back to the airport, we made the deal," Garofalo related.

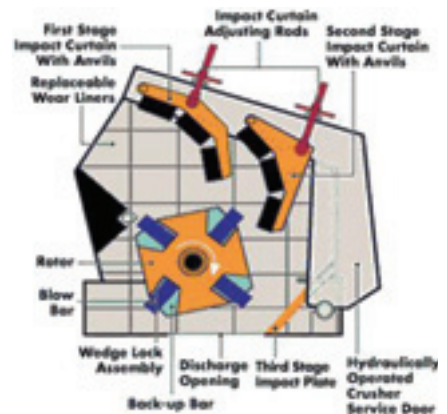
That fall, DAG was formed, with Debbie A. Garofalo as president and her husband taking the title of vice president. Debbie had been practically handling all the business matters for Garofalo General Contractors for years, according to Ron and naming her president made sense in many ways. Besides knowing the site work business intimately, her gender qualified DAG as a Women's Business Enterprise. That Minority Business/Women in Business designation would give DAG an edge when bidding on municipality jobs.

Soon after forming the company, DAG sent a brochure to 150 LICA contractor members in their service area. That primed the pump for their business. After that, "most of our

work comes from word-of-mouth," Ron Garofalo stated. To catch the attention of contractors and potential customers, DAG's Rubble Master is painted a bright yellow and purple.

What do professionals and land owners see when they pass by a site where the garish Rubble Master RN 80 mobile crusher? First, they might note the machine being unloaded from the Lowboy trailer. "We can come on the job and a half-hour later we're crushing," Garofalo boasts. With good reason – large crushers usually need an entire day to set up. That means that DAG can focus on their small-job market. Larger crushers usually require at least a week's worth of work to even come on site. "One or two day jobs are typical," Ron Garofalo adds. Though small in size, the RM80 is high in volume. I can crush 800 tons of concrete and 1200 tons of asphalt in a day.

They could notice a pile of recovered rebar that the RM80's magnate removes as part or the crushing process. If the rebar is too long, a Genesis cracker mounted on an excavator will reduce it to manageable size. That rebar can be sold as scrap.



Crusher Basics: rotor and impact plates

Two things potential customers, and the public, won't notice on a DAG site are ear-splitting racket and clouds of powdered concrete. The RM80 has efficient noise and dust suppression that makes it ideal for schools and dense neighborhoods. They also won't see trucks hauling away tons of debris and bringing in purchased aggregate. That translates into a 60% savings by crushing on site.

Not only does that save contractors money – it saves them time as well. In the densely populated East, trucks hauling material both ways have to deal with traffic delays.

That leads to perhaps the most important thing people are beginning to talk about when they see or hear about DAG and its Rubble Master: how it effects the bottom line. The Garofalos estimate that they crush about 80,000 – 100,000 tons a year. That impacts a lot of projects, saving plenty of land owners and contractors from time delays and disposal fees, as well as hauling and purchasing costs.

The benefit to the environment is not as easily quantified, but reducing the number and size of landfills certainly fits into the objectives of LICA. And when you can be a steward for the land, and make a profit doing it, that certainly makes sense. ▼