

RECYCLING SUCCESS STORY: WHEEL PROS & PRATT RECYCLING

WHEEL PROS®

Link: <https://www.wheelpros.com/>



Link: <https://recycle.prattindustries.com/>

Wheel Pros

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Pratt Recycling

Pratt Recycling seeks to help companies meet their environmental goals. “The company is dedicated to the sustainability of the environment, its customers and its people. The cornerstone of Pratt’s mission is to protect and nurture the planet’s natural resources while reducing our impact on the environment by ‘Harvesting the Urban Forest.’ ”

Working Together to Achieve Sustainability Goals

Wheel Pros is a lead designer, marketer, and distributor of branded aftermarket wheels. Their leading brands, including America Racing, KMC, XD, American Force, Asanti, and Moto Metal are known in the vehicle arena worldwide.

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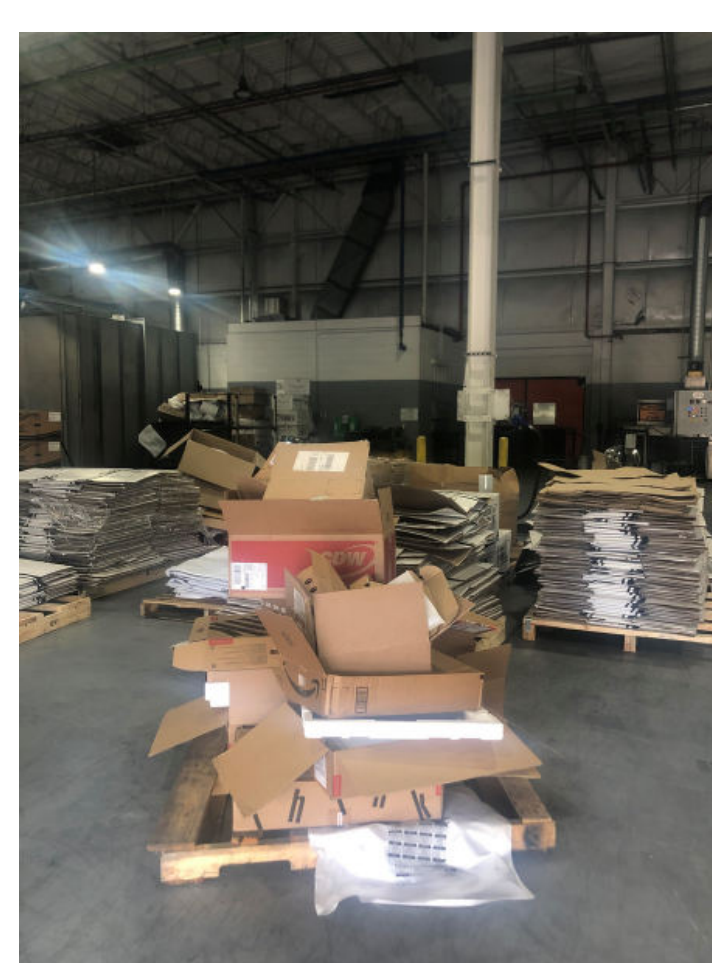
Since 2018, Wheel Pros have revolutionized their process and making it their goal to be a Zero Waste domestic manufacture by 2030. In their Machining departments, they have gone to recycling coolant through an oil-water separator and then back into the machines. Once the liquids have reached their end-of-life stage (to reduce the haul away drastically), they use an evaporator system. In 2018, they were hauling off 4500 gallons a week in used coolant water. After the recycling efforts were put into place in 2019, Wheel Pros reduced their haul off to less than 300 gallons a week.

As they continue the pathway to achieving their goals, Wheel Pros noticed a large amount of cardboard going into the landfill. Looking for resources and contacts to attain their Zero Waste goal, Wheel Pros contacted the South Carolina Department of Commerce, Recycling Market Development. The Recycling team helped them find solutions and connected Wheel Pros to recycling companies. Once Pratt Recycling linked with Wheel Pros, cardboard no longer went it the dump; it went in the recycling container for recycling.

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Since the connection, Wheel Pros is diverting approximately 30 - 40 tons a month of cardboard from the landfill. To bale their cardboard, they are renting a 60 ½ vertical downstroke baler. Considering that a significant amount of cardboard is recycled, Wheel Pros should generate revenue. Wheel Pros have seen a reduction in landfill usage by 67% YTD. With this reduction, they have seen an increase in recycling efforts, generating a revenue stream to offset infrastructure investment costs. Thanks to their collaboration of different department teams, they have made some creative efforts in moving towards that 2030 goal of Zero Waste.

Wheel Pros goes above and beyond to protect the environment they care about and promote sustainable operations. Kris York, Wheel Pros Safety & Compliance Officer, stated, “we are taking a hard look at not only our sustainability in our communities but also as a global partner to the environment.”



Shifting to promote Sustainability

The Recycling Market Development staff at the South Carolina Department of Commerce provides business matchmaking support, administers one-on-one materials management consultation, works with existing and emerging markets for materials, and tracks the economic impact of the recycling industry.

Recycling is a green growth industry in South Carolina, home to over 300 recycling companies including collectors, processors, recycled product manufacturers and equipment makers. The economic impact of recycling now exceeds \$13 billion. In addition, the recycling industry has the ability to scale up employment at a higher rate than the average South Carolina industry with an employment multiplier of 2.4 - this means for every 10 jobs in recycling, there are 14 others created in the SC economy.

Connecting Companies with Recyclers