

"WORLD'S LARGEST RECYCLING PROJECT"

AGC MEMBER RMCI CREATING & SELLING SIX MILLION TONS OF AGGREGATE



As of August 1, 2005, all six million tons of asphalt and concrete will have been removed at Denver's former Stapleton International Airport. This project, run by AGC contractor

1: RMCI will retain 100 acres of the Stapleton site for aggregate stockpiles and storage until all six million tons of it are used or sold or until their 10-year contract with the city of Denver expires.

2: The 13,000 pound weight dropped by RMCI's guillotine breaker makes the initial cracks in concrete runways averaging 24 inches thick.

Recycled Materials Company Inc. (RMCI) of Arvada, Colo., has been dubbed the "World's Largest Recycling Project" and rightfully so. But while recycling anything these days seems a noble undertaking, none of it matters if there are no buyers for a recycled product.

THE PROPOSAL

For many years before RMCI got the job, RMCI President Mark Wachal was directly involved with the Stapleton project. Ultimately, RMCI management submitted a proposal to the city of Denver that was unlike any it had prepared in the past. RMCI asked for 10 years to remove, recycle, and sell all six million tons of aggregate, keep it all on-site, save area landfills from the burden, and save Denver \$33 million.

DRUMMING UP BUSINESS

RMCI will not accept a dime from Denver. Rather, the company depends on its own experience and marketing prowess to make money through industry partnerships and aggregate sales. Obviously, consistently exceptional recycled products are key to the project's success.

Research conducted by the Colorado School of Mines proved that the quality of the concrete aggregates was higher than comparable virgin aggregates used in ready-mixed concrete. "Airport pave-

ment construction is some of the highest quality in the industry, therefore producing high quality rubble," Wachal remarks. But he also knows that recycled products carry a stigma of being "used" and "substandard."

To overcome that stigma and turn it around, RMCI adheres to its vision, which Wachal summarizes by saying, "We never want to produce a product that we have to apologize for."

HIGH-QUALITY PRODUCT LINES

The exceptional products coming out of the Stapleton project range from the predictable to the more innovative. Aggregate base course, dry screened rock, and washed sand are all on the menu at RMCI's Stapleton Recycle Center. But more interestingly, so is "Staple-Stone" concrete, a stackable rip rap product being used in landscaping projects by the city of Denver's park district. More recently, RMCI teamed with A-1 Organics of Denver, Colo., to use recycling byproducts in combination with recycled wood to create topsoil and other soil amendments.

SATISFIED CUSTOMERS

In recent years, RMCI has cultivated a variety of customers for its recycled products. Some of the recycled aggregate from

Stapleton has never left the property, but is instead being used in the award-winning Stapleton redevelopment as base course, pipe bedding, ready-mix concrete aggregates, and landscaping materials. And Stapleton's legacy continues at Denver International Airport (DIA), where recycled aggregates were mixed into the new runways and taxiways.

RMCI's client list also includes:

- ☐ Environmental Protection Agency
- ☐ Colorado Department of Transportation
- ☐ Army Corps of Engineers
- ☐ Transportation Expansion Project (T-REX)
- ☐ Adjoining cities and counties
- ☐ Extensive private market

PR OPENS NEW DOORS

The business of the "World's Largest Recycling Project" has led to exceptional media exposure for RMCI. Always looking for new, great media outlets, RMCI and the Stapleton project have cultivated good press locally and nationally through television, cable documentaries, and national magazines.

Having recycled enough aggregate at Stapleton to re-pave a two-lane highway from Denver to Chicago, RMCI finds itself consulting with businesses and governments around the world that need the company's new-found expertise.

—By **Shawna Bohan**, manager, Redmann Mahoney LLC of Centennial, Colo. Bohan conducts public and media relations services for the heavy, highway and utility construction industries in Colorado.

FOR MORE INFORMATION

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