

# Shredder Industry

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## REPORT

Over 35 Years of Customer Satisfaction

May 2004

## Staying One Step Ahead of Everyone Else



Mark R. Miller, General Manager of Andrews Destruction Services, Inc.

“The records storage part of our company has been in business in Cleveland for over twenty years, and in Columbus, Ohio, for twelve years,” says Mark R. Miller, General Manager of Andrews Destruction Services, Inc., the new destruction division of the company. “We had been

**When Andrews Record Management, Inc., decided to expand into document destruction, the company knew it wanted to purchase equipment that would meet its needs into the future, and keep it at the forefront of the industry.**

outsourcing our shredding needs, and in the last five years our volume had been increasing significantly. When our outsource vendor opted to sell his business to our biggest competitor, we chose to get into the shredding industry ourselves. We had a broker assist us in the purchasing of equipment. He was very experienced in the business, having started and sold his own shredding service. He said that based on his experience there is really only one place to go when buying equipment:

Allegheny. He said that we didn't have to bother looking anywhere else. So we didn't. We've never had a reason to regret our decision.”  
As General Manager of the company's new venture, Mark worked with the decision team at Andrews to purchase an Allegheny Cross-Shredding System, consisting of two 75 Hp. strip-cut shredders, each with 30-inch wide belts. They also purchased an Allegheny Auto-Feed System to

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## The Right Place at the Right Time

Sometimes you're at the right place at the right time. Mary Boneck, President of Kard Recycling & Shredding in New Berlin, Wisconsin, describes how her family's company was founded on such an opportune moment.

“My father, Clifford Kernen, founded Kard Recycling in the early 1970's,” Mary says. “At the time, he was a computer programmer working with a large company. He noticed that computer punch cards were just being tossed away after use—thousands of them, day after day. Those cards were made of very high-quality paper, with strong fiber content, so they had tremendous recycling value.

“He began collecting them, bringing them home and storing them in our garage. Our family had six children, and he would have us separate the colored cards from the manila ones, which were the most valuable

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**ALLEGHENY PAPER SHREDDERS**

The Total Solution to Your Shredding Needs

800-245-2497 solutions@alleghenyshredders.com  
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# Interview with John Wagner

President and Founder of Allegheny

There are tremendous new opportunities developing in our business today. This is no longer an industry strictly limited to the destruction of confidential documents. It's true that more paper is being generated than ever—and, of course, this must be destroyed in many cases. But one of the fastest growing sectors for contract shredding services is the destruction of products. Companies of all types today are recognizing their need to make sure that returned, defective or obsolete products aren't reused. The reuse of discarded products presents a tremendous liability, as well as potentially lost income.

The list of products that companies need to destroy is almost endless. Just walk through any superstore and look at what they sell. Virtually everything at one time or another may need to be rendered unusable or unrecognizable. In general, you can say that the list includes: audio and video cassettes, CD's, DVD's, electronic equipment, computers and computer hardware, toys, sporting good supplies, cameras, small- and mid-size kitchen appliances, clothing, cosmetic items, lawn furniture ... the list goes on and on.

This is an opportunity for contract shredding services of all sizes. It gives the chance for a service to branch out and contact new customers, or to take on additional work from existing customers.

## Allegheny: the only company that manufactures all types of destruction equipment

Allegheny is responding to this need in the industry by introducing three new product lines. Of course, Allegheny high-capacity paper shredders can readily destroy CD's and cassettes, so shredding services that utilize high-performance



**“Today our industry is not only about paper; many additional types of products also require secure destruction. When you can destroy paper, plastic, and products, you have value-added services that can be rendered to customers. This will allow you to stay at the forefront of the industry, and use new trends to increase your profitability.”**

strip-cut shredders can easily destroy these products for customers. In addition, we now manufacture Pierce & Shear Shredders, Security Grinders, and Product Destruction Shredders. We will build any of the technologies for you. We offer all four, or any combination of the four.

## High-Capacity Paper Shredders

Our paper shredders offer the ideal combination of security, economy, durability and high performance. Tens of thousands of record storage companies and contract shredding services all over the world use our shredders, and have for the last thirty-five years. We manufacture office paper shredders as well as high-capacity shredders and shredding systems that destroy from 500 lbs/hr. up to 25 tons/hr.

Also, Allegheny Cross-Shredding™ technology provides high-volume destruc-

tion with shred sizes that rival a grinder.

## Pierce & Shear Shredders

Our new Pierce & Shear Shredders are a cost-effective method for automated shredding. They take up a small footprint and offer 'dump and run' operation up to 10 tons/hr. All you have to do is dump material into the hopper and walk away. They readily accommodate both document and product destruction. Pierce & Shear Shredders can be used as stand-alone units, or in tandem with a strip-cut shredder to achieve cost-effective high-volume Cross Shredding. These are perfect for smaller shredding services that want to economically provide a higher level of destruction for customers.

We precision-grind the Pierce & Shear cutters so that they actually cut, or 'shear' material, not just 'hog' or chew at the material like other brands. The cutters of other brands don't even come close to each other; they just tear at the material. Our precision technology assures longer life of the cutters, as well as significantly more destruction on the first pass. The result is greater durability, longer life, and greater productivity.

## Security Grinders

Allegheny single-shaft, ram-fed rotary Security Grinders provide 'dump and run' operation up to 10 tons/hr. They provide screened output for the most consistent shred size. Our Security Grinders are 100 percent American-Made. This means a contract shredding service can save significantly because there are no import-export duties or overseas shipping costs to pay.

Since we make them right here at our factory in Delmont, Pennsylvania, I can guarantee that the design and components are the best in the industry. Plus, our innovative technology enables secure, single-pass document, plastic and product destruction. You should see our latest video, which shows some of the products that can go through our Security Grinders. How about a banker's box full of documents or microfilm? Boxes of three-ring binders? Would you believe a bowling ball? These machines

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# Conference Marks NAID's 10th Year

## Coincides with Exciting Nationwide Destruction Legislation

By Bob Johnson, Executive Director of NAID

Major nationwide developments in the confidential document and product destruction industry will be addressed at the upcoming 2004 NAID Annual Conference & Expo. The yearly gathering of NAID members and others in the industry is titled "The Trade Winds of Discovery ... charting success through distinction." It will be held May 19-21, 2004, at the beautiful Sheraton Resort and Marina in San Diego, California. Registration, hotel, and conference information is available at [www.naidonline.org](http://www.naidonline.org).

The scope of this conference has expanded considerably since last year. We will have 50 percent more sessions, and a tradeshow with 65 booths of exhibitors, which is a 35 percent increase from last year. Overall, the number of participants will exceed 600. This is significant growth, especially when considering that as recently as three years ago we had 210 participants.

Clearly, this is an indication of success, both for our trade organization and for our members. NAID's success should not be confused with our members' success. While NAID has been successful and we're proud of it, we are far more proud that we are able to help our members do their jobs. That's how we want to be measured.

The NAID website includes a description of the 16 presentations that will be held during the conference, as well as names of those who will be participating in each. From a quick review of the contents of these sessions, you'll see that a tremendous amount of practical information will be presented during the course of our time in San Diego. We invite everyone to attend, to enjoy, to learn, and to participate in the historic events that are unfolding.

### FACTA: Major industry legislation

During the conference, the morning of the 21st will be dedicated to legislative workshops focusing on The Fair and Accurate Credit Transaction Act (FACTA), which was signed into law by the president on December 4, 2003. This is extremely exciting legislation for our industry. FACTA contains a provision that could require all businesses in the country to destroy any document that contains personal information before throwing it away. This is our best chance to have a national shredding requirement, much like Georgia now has.

Technically, FACTA is 'enabling' legislation, whereby it directs a regulating federal body, in this case the Federal Trade Commission (FTC), to eventually make the rules and enforce them. The FTC has been charged with promulgating most of the rules included in FACTA because of its role as the primary federal regulator of Credit Bureaus and as the lead agency on identity theft. In regards to our industry, FACTA mandates the FTC to create a regulation that requires businesses to destroy personal information before it is discarded.

Specifically, Section 216 of FACTA states, in part:

*Not later than one year after the date of enactment of this section, [the appropriate agencies] shall issue final regulations requiring any person that maintains or otherwise possesses consumer information, or any compilation of consumer information, derived from consumer reports for a business purpose to properly dispose of any such information or compilation.*

The rule has been released and is now open for comment, during which the public can express interest and views on this subject to the FTC. Clearly, our interest—and the interest of everyone in our industry—is to put 'teeth' into the act—to assure that the regulations require destruction of confidential information and provide penalties for lapses.

NAID was sought out by the FTC and brought in for a three-hour discussion on what we would consider important for

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such a requirement and the challenges that would be faced in implementation and enforcement. It's a credit, I feel, both to NAID and our industry as a whole that the FTC sought us out. NAID was the only trade organization they reached out to for this input. They did so because we are specialized in the field of confidential destruction. This is the very definition of what a trade organization should do for its members, and NAID is gratified and honored by the distinction.

On January 27, 2004, Bob Haskins (NAID Government Relations Chair) and I met with the subcommittee within the FTC that is drafting section 216. At that meeting, the NAID and FTC representatives discussed:

- 1) The history of NAID
- 2) Industry standards for destruction
- 3) How information disposal companies police themselves
- 4) The effects of other recent federal and state legislation on businesses that deal in electronic and paper records

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## ALLEGHENY EMPLOYEE PROFILE:

# A Hands-On Approach

Not many people can say they've worked for the same company since they were ten. Jim Wagner, Allegheny Production Manager and son of John Wagner, can do that one better. "My father took me to work with him when I was nine," Jim says. "I was on summer vacation, but I was eager to work for the company. I'd clean bathrooms, scrub floors, help with sandblasting—any low rent thing that needed doing."

That was in the summer of 1973, and a lot has changed since then, both for Allegheny and the shredding industry. "At that time the company was located in Indianola, Pennsylvania," Jim recalls. "That was in Allegheny County—and that's how the company got its name. In 1976, we built a new factory in Delmont, where we've been to this day."

Over the years, Jim continued working for Allegheny, after school, weekends, and through the summers. He became a full-time employee in September 1982. He was eighteen and right out of high school. "I started in the assembly area," Jim says, "putting machines together, and helping construct the buildings of the factory. At that point, I was doing anything and everything. My father let me find my own niche at the company, and I'm very grateful to him for that."

At age 21, Jim was put in charge of Production. "Looking back, I can see how much the company has developed since then. In those days, most of our larger machines didn't exceed 50 horsepower—and they were all manually fed. Now, we have machines running at 300 horsepower, and we developed the Allegheny Auto-Feed system, which has become an integral part of most shredding systems today. Also, we now offer a greater variety of Paper Shredders, as well as our Pierce &

Shear Shredders, Security Grinders, and Product Destruction Shredders."

### Allegheny Auto-Feed System: creativity meets practicality

Jim was involved in all aspects of designing and building the new, more powerful shredders and optional equipment that Allegheny now manufactures. The development of the industry's first Auto-Feed



**"This has been a great opportunity, to be in a family business. I never take it for granted. I work very hard, have a lot of energy invested in the company, and want to dedicate the rest of my working life to it."**

System illustrates the hands-on, practical nature of the Wagner family. "When we began designing the Auto-Feed," Jim says, "we based the concept on a piece of equipment that had been used for years on farms. My father, being an old farmer, knew that a manure spreader—or turd hearse as they're commonly called—would slowly discharge manure across a field. That principle was what we needed when designing the Auto Feed: we wanted to process large quantities of paper, and discharge it at a predetermined speed into an inclined conveyor to feed the input conveyor of a shredder.

"So we purchased a manure spreader to examine it first hand—not the wheels and axles, just the central, functional part. Basing our new conveyor on the mechanics of the manure spreader, we developed the first Auto Feed, which worked very well right from the start. From there, the equipment evolved and became quite sophisticated. Now it's based on a sensor that automatically starts and stops a prime conveyor, which feeds the metering conveyor. We started working on the first Auto Feed in the early 1990's. Today they're practically standard equipment on all complete

shredding systems."

Jim is not afraid of getting his hands dirty. "Out of all the Wagner sons," he says, "I'm probably most like our father. In fact, when he made me Production Manager, he said, 'I don't want to ever see you wear a suit to work.' I told him he had nothing to worry about. I've been watching my father work since I was nine, and in all that time I've never seen him come to work wearing a suit."

Jim has worked with Allegheny in virtually every department of the company. "In the late 80's and early 90's, I did a lot of installation and servicing," he says. "I traveled all around the country. It was a great chance to meet people and find out what we can do for them.

"Now, I meet with 99 percent of the customers who come to the factory. I discuss their needs, and the capabilities of our equipment. Over the years, I've had the chance to sell, build, run the shop, handle installations, go out on service calls, and take service calls on the phone. That's one of the things I'm proud of—when customers call Allegheny with questions, they often end up talking directly with the people who actually make the equipment."

Jim enjoys the process of talking with customers, and he has a straightforward approach to selling. "I don't sugarcoat things," he says. "I feel that people appreciate hearing things as they really are. I'm very upfront and honest with customers. I sell by knowledge of equipment. Most customers seem to value that."

Jim has seen firsthand the changes in the shredding industry over the last several decades. "In the early 80's, people weren't knocking on our door, we were knocking on theirs. That has changed considerably. Now, with identity theft and dumpster diving, shredding is a necessity of business."

He says the last 5-10 years have seen the greatest growth. "A lot of individually owned companies came into shredding through the 90's, and a number of quite large companies started coming in toward the end of the decade. The initial growth was spurred on by the need for document security, but when significant revenue

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are virtually indestructible, and all you have to do is dump the material into the in-feed hopper and let it grind away until it's finished.

They're designed and manufactured with the quality and reliability people in the industry have come to expect from Allegheny. You'll get more tonnage per horsepower than any other brand, and you'll have a machine that will last for years.

## Product Destruction Shredders

This line of equipment allows you to effortlessly destroy returned, defective,

or obsolete merchandise. Our Product Destruction Shredders provide the total destruction of product identity and usability by crushing and shredding materials into non-identifiable pieces—in a single pass. They solve security and liability problems by destroying high volumes of products ranging from CD's to computer hardware, electronic equipment to automotive components.

Please call and ask for our new video, which shows the Product Destruction Shredder right here in our own factory. You'll be excited by what it can destroy: steel folding chairs, metal filing cabinets, large truck tires ... you name it.

To conclude, our industry is growing at a faster pace than ever before. And it's not only about paper; many additional types of products also need secure destruction. When you can destroy paper, plastic, and products, you can provide value-added services to customers. This will allow you to stay at the forefront of the industry, and use new trends to increase your profitability.

*John Wagner is President and Founder of Allegheny Paper Shredders Corporation in Delmont, Pennsylvania. He can be reached at: (800) 245-2497. E-mail: solutions@alleghenyshredders.com*

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for recycling. When we had enough cards sorted, he'd rent a trailer and take them to a nearby salvage dealer. With so many in our family, it was good extra income."

The part-time work eventually became



**Mary Boneck, President, and Tom Kernen, Vice-President, of Kard Recycling and Shredding, Inc.**

a full-time profession. "Ultimately," Mary says, "my parents realized that they could make recycling a full-time job. My mother, Bernadette, helped develop the business with my father. Together, they began to approach the larger companies in Milwaukee, which at that time were just tossing their punch cards and white print-out paper away. Most of the companies were delighted to have someone pay for the paper—and haul it away for them."

Mary points out that the name of the company plays on the word 'card,' which first inspired her father. He changed the first letter to 'K' because of the family's last name—and thus, Kard Recycling was born.

Mary has been in and out of Kard over the years. "As a teenager, I of course complained when my parents had me work Saturdays and summers. But it gave me the opportunity to learn the business from the ground up. When I started working full-time in 1990, I began in sales, and then moved into administration. My father retired in 1994, and I became President. My brother, Tom, who has worked full time at Kard since 1977, became Vice President." He manages the entire production end of the company.

During the company's first years, in the early 1970's, the company sorted computer cards and printouts, but did not have a baler. "We filled up refrigerator boxes," Mary recalls. "We sorted into different boxes until we had a full semi-load for the mill. Finally, we bought a down-stroke baler, which was soon followed by a horizontal auto-tie. We began shredding in the early 1980's when a few large accounts requested that their documents be destroyed.

"At that time, we used a grinder for destruction, but sold it when the demand for destruction diminished. Then, around 1990, demand picked up again and we began looking for a shredder. We were fortunate to find a used Allegheny 20 Hp., which was sufficient for what we needed then. We used that machine every day, and never had a bit of trouble with it. The demand for shredding kept increasing, and a few years later we upgraded

to an Allegheny 100 Hp. That machine has been humming ever since and we've never had a problem."

In 1995, Wisconsin mandated that office paper could not be placed in land-



**Kard's Allegheny 36-1000C, 100 Hp. shredder.**

fills. "That really boosted our business," Mary says. "Then, in 2000, Wisconsin passed a privacy act—Wisconsin Statute 895—mandating the disposal of records containing personal information."

Picking up a cue from their father's foresightfulness years before, Mary and Tom were prepared for the new state-wide regulations. "We saw it coming and geared up our marketing in advance. And, of course, we had our shredder, which was geared up and ready to go. Our growth has been exceptional since then. Today, we destroy about 400 tons of confidential documents every month—and send out a semi-trailer almost daily. We have a couple gals who are dynamos

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## ONE STEP AHEAD *continued from page 1*

maximize efficiency and throughput. “We do a 1 1/2 in. first cut and a 1/2 in. second cut,” Mark says. “We wanted the most secure shred size possible. From a marketing standpoint, the Cross-Shredding system has helped us differentiate ourselves from our competitors. In particular, our largest competitor has bought out several shredding services in the area, and we knew that they would be combining equipment to offer cross-shredding.”

“There’s only one thing we probably should have done differently,” he adds. “As a budget measure, we bought a manual-tie baler instead of an auto-tie. If we had it to do over again, we would buy the auto-tie. But we bought with the understanding that Allegheny will take the manual tie back on trade when we upgrade to the auto tie, which probably will be happening in the next four to five months. Even so, our paper brokers are enthusiastic about the bales we provide. We sort two grades: sorted office waste and sorted white ledger. And of course we sort cardboard as a result of the boxes in which our records are stored.”

Andrews is in the unique position of having been in the records storage side of the business for several decades. This allows it to feed outdated records to the destruction center for shredding. Andrews Records Management’s Cleveland facility consists of a 132,000 sq. ft. warehouse, with 1.2 million cubic feet of paper in storage. The company’s Columbus facility, located 120 miles south of Cleveland, currently consists of 51,000 sq. ft., with 550,000 cubic feet of paper in storage. Andrews has broken ground on its second facility in Columbus, which will add 42,000 sq. ft. The new facility is scheduled to be completed in August 2004.

“Including the documents coming out of storage in Cleveland and being trucked over from Columbus, we destroy about 250 tons of documents a month,” Mark says. “Of course, we’re also marketing out destruction services to other

businesses in the area, and have been increasing our volume substantially each month.”

When starting its new destruction service, Andrews leased a facility to house operations. To construct a permanent facility, the company has purchased six acres adjoining its existing Cleveland location and plans to break ground in the spring of



**All in a day's work for Andrews' Allegheny 75 Hp. Cross-Shredding System.**

2005. The new facility will start at 40,000 sq. ft., with plans to add on in 40,000 sq. ft increments, as volume dictates.

### **Purchasing with future needs in mind**

“We talked with Allegheny about building a system that would satisfy our needs now and in the future,” Mark says. “Allegheny designed a Cross-Shredding system to go into the leased facility we now have. The system will be converted when we move into our new facility, which is still on the drawing board. Currently our equipment is entirely above ground. We’d like to do a pit when we move into the new facility, so all the equipment was designed to be used in a pit environment when we’re ready. Allegheny was very helpful in the design process, providing us great flexibility. We sent them the design of our current building, and they made recommendations on how to lay out the equipment. We placed our order for the shredding system in December 2003, and it arrived a few months later.”

Mark is enthusiastic when asked about Allegheny’s service. “Allegheny has been phenomenal in their customer service,” he says. “They have been very quick to respond. I commend them on the way they service and stand behind their equipment.”

Andrews Records Management also owns a software company (Andrews Software Inc.), which provides software designed specifically for the management of records storage centers. “We have about 150 installations of our software,” he says. “In addition, we’re designing a software module that will enable a records storage operation to run a records destruction center. Many companies in records storage are expanding into records destruction, and vice versa. Andrews believes that its destruction software application, ‘Veri-Shred,’ completes its package of information-management software products.”

When speaking with Mark, it’s apparent that he and his company have been successful because of their attention to detail—and because of their foresight in planning. One aspect of operation in which both these qualities show is the company’s appreciation of equipment maintenance. “Downtime is costly and mostly avoidable,” Mark says. “We’ve designed a sheet, based on Allegheny recommendations, which lists all maintenance operations in a format we can hand to the operations manager. It shows that once a week we need to do this, once a month we need to do this, and so forth. When you don’t follow the maintenance schedule, it ends up costing money.”

The Andrews companies have an exceptionally streamlined and efficient operation. “We have about 75 employees,” Mark says. “That includes nine drivers, three outside customer service people, and three sales people—all of which we share between the records storage and records destruction sides of the company.”

Mark’s father, Lee Miller, and Tom Marshall are co-owners of Andrews. Interestingly, Mark worked at Andrews Records Management 12 years ago and left to form several other businesses. He returned last year when Andrews began its shredding operation. As he likes to say about his absence and re-joining the company: “It’s amazing what my father learned in the last twelve years.”

Mark’s workweek leaves little time for outside interests, but he enjoys making improvements around the home, playing an occasional round of golf (he shoots in the high 80’s to low 90’s), and spend-

ing time with his wife, Deb, who works as a commercial claims manager for an insurance agency. Deb's hobbies include jewelry making and baking.

When looking back at the purchase of their Allegheny Cross-Shredding System and optional equipment, Mark says that his company knew from the beginning that it wanted to go with the best. "You might say the 'Andrews philosophy' is that we always try to stay one step ahead of everyone else. That's why we bought the best equipment we could find. Since then, I've had the chance to visit other facilities around the country, and to view their shredding systems in action. We're very satisfied with what we have, and look forward to moving into our new facility so we can really get up to speed in this industry."

*Mark R. Miller is General Manager of Andrews Destruction Services, Inc., headquartered in Cleveland, OH. He can be reached at 800-260-7556. E-mail: mmiller@andrewsrec.com*

Andrews, a diversified company, consists of: Andrews Records Management, Inc.; Andrews Software, Inc.; Andrews Destruction Services, Inc.; Andrews Consulting Services, Inc.; Andrews Imaging Services, Inc.; and Andrews Moving & Storage, Inc. (United Van Line agent).

#### **HANDS-ON** *continued from page 4*

became available from recycling paper, the industry began to really take off. That was the big switch in the 90's, when there was money to be made in this industry."

He feels that there has never been a more exciting time for shredding. "The industry is expanding every year, with new companies coming on board and new types of equipment being demanded by customers. It's difficult to tell now which of the four main types of equipment will predominate in the future: Paper Shredders, Pierce & Shear Shredders, Security Grinders, or Product Destruction Shredders. This will probably be determined in the next few years. At Allegheny, we'll be prepared to offer all four types. Personally, I feel that one of the best and most economical alternatives is to place a Pierce & Shear Shredder in tandem with a strip-cut paper shredder to achieve Cross-Shredding. This increases security, increases volume, and decreases labor."

Jim works long hours at the Allegheny factory, but in his all-too-brief off time he enjoys activities with his children: Adrienne, 10, who plays soccer; Brianna, 13, who is involved in softball and track; and Jeffrey, 14, who wrestles. Also, Jim loves to ride his Harley-Davidson motorcycle, a custom red Soft Tail Deuce.

Even with his time-consuming respon-

sibilities at the factory, Jim loves his work. "This has been a great opportunity, to be in a family business," he says. "I never take it for granted. I work very hard, have a lot of energy invested in the company, and want to dedicate the rest of my working life to it. This is what I do. I've been involved with shredders since I was nine years old. It's what I know. The flexibility that was given by my father as I found my niche in the business provided me with vast knowledge of this industry. I feel fortunate for the opportunity I've had—and am confident that there's a great future ahead."

Jim says that his father allows him to make his own decisions in the shop. "He comes to me when he has questions," Jim says, "and that's satisfying. But he knows his own mind. He founded the company, and he knows more about this industry than anyone."

Jim pauses, and you can see a smile forming as he says, "Maybe after another 24 years, when my father is 100, I might get the chance to run this company with my brothers."

*Jim Wagner is Production Manager at Allegheny in Delmont, Pennsylvania. He can be reached at (800) 245-2497. E-mail: solutions@alleghenyshredders.com*

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in operation, in particular my brother's wife, Gina Kernan, who heads up the department, and her assistant, Mary Nord. They do a quick sort as they load the conveyor, and constantly try to outdo themselves."

Mary recalls the company's decision to purchase its Allegheny 100 Hp. shredder. "We did our due diligence—and Allegheny was our clear choice. Of course, we had an exceptional experience with our former equipment, but the value of the larger Allegheny shredder helped our decision."

With 16 employees and growing, Kard Recycling & Shredding is currently in expansion mode. Kard recently opened a facility in Madison, Wisconsin, about an hour from New Berlin, and is in the pro-

**"Success in this business means being able to solve problems for customers. Our company was founded on that principle, and we're working hard to continue this tradition into the future."**

cess of purchasing additional destruction equipment from Allegheny.

Mary has two daughters: Hilary, age 20, who attends the University of Wisconsin in Madison; and Holly, 18. Mary's husband, Jeff, is self-employed. "My daughters have spent many Saturdays working at the facility," Mary says. "They complain the whole time—just like I did when I was their age. At least they're getting a ground-floor understanding of

the company and of business in general. They may or may not want to work with us eventually, but the experience is good for them."

Kard Recycling & Shredding has grown and prospered because of hard work and creative thinking. "My father still pops in once and awhile to see how we're doing," says Mary. "I know he's proud of what the business has become, and we're grateful to him for all his hard work over the years. Success in this business means being able to solve problems for customers. Our company was founded on that principle, and we're working hard to continue this tradition into the future."

*Mary Boneck is President of Kard Recycling & Shredding, Inc., headquartered in New Berlin, Wisconsin. She can be reached at (262) 786-7307. E-mail: maryb@kardrecycling.com*

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- 5) The impact and costs of such rules to small and mid-size businesses
- 6) The general view of the business community concerning such regulations.

In general, the meeting was very informative to all. The FTC group indicated that the law would be broadly applied—and that they intended to make it meaningful. As one of the FTC representatives put it, “We [FTC] are having a hard time seeing who this [destruction] requirement will not cover.”

This legislation will affect people down to the household level. If someone

employs a nanny and has records that contain personal information about her, they will have to destroy them before throwing them out. Businesses of all types and sizes simply will not be able to put confidential information in the trash anymore. On the national level, this could potentially increase our industry exponentially.

We had the opportunity for input during the initial discussion. Our next chance is during the upcoming two-month comment period. At this point, one of NAID's roles in the formation of this first national shredding requirement is to pull together a team to contribute the resources that can secure the greatest nationwide response.

NAID, along with several large shredding members of NAID, is developing a government-regulations war chest, and we are also looking to our vendors to contribute. A strong FACTA would expand confidential destruction markets far more than even HIPAA or other recent regulations.

One important distinction is that influencing a regulatory body during a comment period is not considered lobbying. This is not a lobbying initiative. We simply want to get enough public interest in this issue so that hundreds of thousands of citizens will comment on the need for a strong requirement that businesses destroy confidential information.

NAID is coordinating efforts for this activity. As they say, “Success is where preparation meets opportunity,” and we're grateful that during the last ten years, our organization has grown to the extent that we can help organize on a national level.

We have an entire morning set up at the conference to inform and inspire NAID members and other attendees. Most of this will be dedicated to FACTA.

NAID members will be kept informed in the meantime. Please do not hesitate to contact me directly with any questions you may have in formulating your response to this exciting opportunity.

*Bob Johnson and his staff at NAID can be reached at (602) 788-6243. E-mail: [exedir@naidonline.org](mailto:exedir@naidonline.org)*



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