

# INDUSTRIAL RECYCLING: Pavement Recyclers, LLC

WEDNESDAY, 09 MAY 2012 19:35 FELICIA HUNTER

70 Platt Road, Shelton

pavementrecyclers.com

Founders: Greg Harla, director of sales and marketing; Alan Thompson, technical director; David Brennan, managing partner

3 employees (plus 8 equipment dealers throughout the United States)

## A Path Paved with Good Intentions

**Green mission:** Creates new, recycled product by using all of the original resources and little or no harmful emissions

"Basically what our equipment does is take a 100-percent recyclable resource and recycles 100 percent of it into quality reusable asphalt," explains Harla.

But here's the kicker: The recycling process, says Harla, is far greener than that of comparable brands, with next to no petroleum burn-off.

That's achieved through a patented heating process that produces only environmentally friendly steam during the course of conversion. No pollutants are emitted, says Harla, director of sales and marketing for Pavement Recyclers.



Harla established the company along with Technical Director Alan Thompson and Managing Partner Dave Brennan. While Brennan came from a family involved in the construction business, Harla had worked in a number of fields, including real estate and telecommunications. He holds an MBA in marketing from Sacred Heart University. Knowledge and experience in that area, along with a "general interest in the [recycling] industry" helped prep him for his current position.

When Harla took a closer look at the industry, he became convinced that Bagela Asphalt Recyclers was the right product line for the company.

Before that, Harla says, "I didn't know the product even existed. When I researched it and I saw it, I said, 'This thing's incredible.' The piece of equipment is fantastic."

The 100 percent re-use is what impressed him most.

"Asphalt is one of the few commodities with which you're able to do that," he says. "With tires and glass there's always some sort of by-product. Asphalt is 100-percent recyclable."

In addition to providing what he considered an outstanding product, Harla also looked at the potential for sales. He saw "a market that could be developed with this," he says.

Pavement Recyclers customers are about 50-50 between private contractors and municipalities. The state of Connecticut is among its clients. So are other states, including Kansas and Texas.

Among several testimonials the company has posted on its website is a comment from Danbury contractor Bill Stanley Sr. "Recycling asphalt is going to give us the ability to produce product when we need it, giving us independence from the asphalt plant's production schedule," Stanley is quoted as saying in a February 29 *Construction Equipment Guide* article.

Even though there's a growing emphasis on green manufacturing and production throughout the country, this method of asphalt recycling remains fairly novel, says Harla. He's charged with getting the word out. He does that by providing information on the company's website and at trade shows, among other outlets.

"My job is to promote the concept along with the equipment," Harla says. "It's more about educating the markets that this technology is available. And not only is it available, we sell it."