

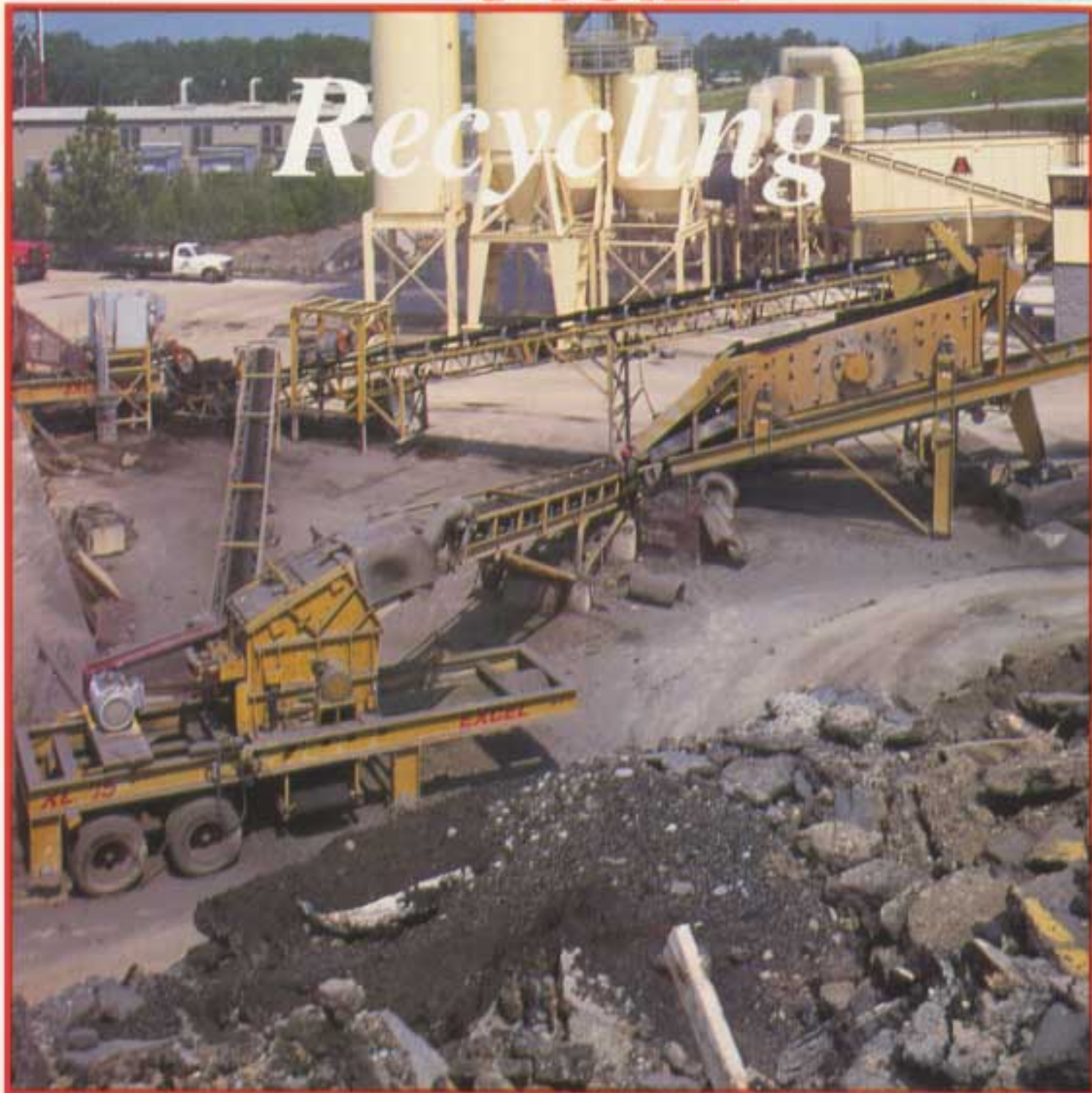
# DEMOLITION AGE

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# RECYCLING COMPANY IS MARKET-DRIVEN



Consider this. A two-acre parking lot is paved with the following materials: a six-inch base (3,000 tons) using 100% recycled materials; a two-inch (1,000 tons) asphalt binder with 80% of the materials coming from recycled asphalt paving; a one-inch wearing course (500 tons) with 60% of the materials coming from recycled asphalt paving. This is six times the recycling materials typically used for this type pavement design.

What recycler would not like to supply those proportionably high quantities of recycling materials for paving projects? It is being done everyday in Georgia, in and around Norcross that is. Single-handedly, Dykes Paving & Construction Co., Inc. of Norcross, is putting marketing might into the name recycling for such recycled materials as old concrete and asphalt paving. The key words here are marketing and products, as in "marketing products." That is the phrase Jim Dykes, president, uses in describing what his company does. "We 'develop' jobs," he says, "by developing products and marketing them in the marketplace."

Dykes' background is uncommon because his formal education includes a civil engineering degree from the Georgia Institute of Technology and a bachelor's degree in marketing from Georgia State University. Both curricula have come to good use for him in his recycling-business endeavors. He has the best of both worlds, knowledge of construction and civil engineering, and knowledge of marketing.

Dykes started the company in 1968 with \$57,000 in borrowed money. The company has grown into several divisions. Today, the materials division of the company owns two new Excel portable recycling plants and a new Astec Double Barrel asphalt plant. There are 20 employees, including the office personnel.

The division is growing still. This spring Dykes will purchase another Excel portable recycling plant and another Astec Double Barrel hot-mix asphalt plant. Dykes says he will need the additional plants to meet the customer demands for his recycled products.

## The Marketing

One method of marketing is to "pull" the product through the marketplace. That is, create a demand for the product at the consumer's level. This is accomplished by directly informing the consumer about the product and its benefits to him. Here, the consumers are both in the private and the public sectors. They own roads, streets and parking areas.

The reason for creating product demand with the owner is so the intermediate business (usually the paving contractor) linked with the manufacturer (the asphalt pavement producer) and the owner will comply with the owner's product specifications. Dykes not only recycles the materials but, with the asphalt plant, produces the end product that is either supplied to the contractor or his company acts as the paving contractor.

So, Dykes has his company's products pulled through the market. He calls the materials paving products, not paving materials. These products have brand names for easily identifying and specifying them. To illustrate this "pulling" marketing procedure, his company constantly develops new paving products.

Once a new product is developed, it is given a brand name and it is field tested. Dykes explains the field-testing phase, "We arrange with different owners for having the new product laid at several suitable paving projects. This enables us to observe the product's structural integrity under actual road and parking-area conditions.

"A highlight within our field-testing program is the product is installed for the same price as the specified paving materials it is replacing. We also give the owner a full warranty up to five years on the pavement. If the product fails, we will replace it, free-of-charge, with the originally specified materials. It is a fair deal for the owner, and good for us. We have an independent engineering firm inspect and evaluate the paving at the test site for an unbiased report. We want to be sure of the product's quality before it is marketed."

Once the field-tested results prove the suitability of the product, Dykes approaches interested buyers in the private and public sectors. "All our products have two things in common. They are superior to the alternative paving materials available and their installed prices are competitive with the owner's other approved paving materials," says Dykes. "This is the winning combination that enables us to get the owner to specify our product by name. All of our products come with a one-year warranty."

The company's products are many. Now the company has 25 different products including their variations. Each product can be modified to match the distinctive conditions (if any) found on a given paving project. Some of Dykes' better-known products include: Perma-Flex, Perma-Patch and Perma-Seal. These have been used for commercial and public applications, including some Georgia DOT (Department of Transportation) projects. Unlike some DOTs, Dykes says, the Georgia DOT is very receptive and supportive of new products such as his company.

But what does all this have to do with recycling? Plenty. Most of the materials in the company's products include recycled concrete or recycled asphalt pavement. Dykes reasons it this way; develop unique and superior products and market them by creating an owner-demand for them. This reduces or eliminates the competition. The contractor has to buy Dykes' product if it is specified. It is hard for the other contractors to sell against a paving system that is superior in quality yet costs no more. Of course, the greater the demand for Dykes products, the more recycled materials required.

The demand for large quantities of recycled materials comes not only from the number of projects Dykes supplies but because most of the products' contents are recycled concrete and asphalt paving.

## High Quality Recycled Materials Are Important

Dykes did not skimp on the production equipment used in producing the recycled materials. After much product investigation, he chose two portable recycling plants built by NADC-member Excel Recycling & Manufacturing, Inc. of Amarillo, Texas. He tells why he chose this brand plant, "I looked at many different plants available and think this one is the highest in quality. I also like the Excel company's policy that design-changes can be made without a hassle from them.

Some companies wanted to sell me a recycling plant off the shelf but the plants would not best match our manufacturing requirements. Well-designed plants like these Excel plants can produce the high quality materials required for our products, including uniformity in the gradation."

Plant-one features a New Allis Minerals 30x42 portable jaw plant with a 20-ft vibrating grizzly feeder mounted on a portable chassis. An Excel 200-hp, 15 HSI impactor mounted on a two-axle chassis also is included for further reducing materials size. The screening system is a New Allis Minerals ST 6x20 triple-deck incline-type mounted on a tandem axle chassis. The conveyors and stackers were built by Excel.

The plant is set up at Dykes' facility for producing recycled aggregates used for producing hot-mix asphalt products and base materials. Dykes says this plant can process concrete, asphalt pavement or shot-rock. The production capacity is up to 400 st/hr for producing 1 1/2-in base material from concrete. It can produce 150 to 200 st/hr of (minus)-3/8-in and (plus)-3/8 to 5/8-in aggregates from asphalt or concrete materials.

Plant-two is now on location at a nearby Blue Circle concrete ready-mix facility. It is processing 85,000 st of returned ready-mix concrete. The concrete was overage ordered by customers. This plant features a Lippman 30x62 jaw crusher with a 43x75 vibrating pan feeder. A 62-in x 20-ft vibrating grizzly is featured. The crusher has an automatic lubrication system installed. The portable chassis has a four-axle suspension system and hydraulic quick-leveling jacks for leveling the chassis on uneven ground. For crushing materials smaller than 1/2 inches, there is an Excel 200-hp 1520 portable impactor with a Simplicity triple-deck 6x20 horizontal screen mounted on a chassis with hydraulic leveling jacks. All the conveyors and stackers were built by Excel with an Industrial Magnetism magnet fixed above the discharge conveyor.

Processing the concrete through this plant has been very good, according to Dykes. It is crushing and screening the concrete to 1 1/2-in at a rate up to 500 st/hr with some pieces 28 inches thick by 60 inches square. Throughput materials sizes can range from 3/8-in to 1 1/2-in. Like plant-one, it also can process asphalt pavement and shot rock.



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