

A SALUTE TO AN RMS CUSTOMER

SHINE BROS. CORP.

Century-old family business evolves to become a leader in the scrap processing industry

More than a century ago, Russian immigrants Sam and Harry Shine set out to fulfill the American Dream. After coming to America, the two brothers settled in Chicago, but eventually pooled their money and moved west as far as their resources would take them. They made it to Spencer, Iowa, and in 1902 laid the foundation for what would become one of the most successful scrap operations in the United States.

The Shine brothers began small, trading anything and everything with area residents, including furs, wool and scrap metal. Sam's son Ben joined the duo in 1942 and urged them to move to the company's present location on East Park Street. Ben bought the business in 1948 and began expanding it. His son Toby, current Owner and President of the company, joined him in 1960, eventually buying the company in the early 1980s. Toby's daughters Keven and Eva have joined their father as the fourth generation in the family business.

(L-R) Eva, Toby and Keven Shine lead Shine Bros. Corp.



"I believe one of our main strengths has always been that we're a privately owned, family business," Toby Shine said. "I'm very proud of that. Everyone working together toward a common goal is a key to success for us. That extends beyond my family. We have other families who work here as well, including key people such as our General Manager Dan Wycoff and his son Mike, who is our Plant Manager. It's a really nice legacy."

Focus on metals

With each generation's ownership came change. Fur and wool trading was phased out in the '60s and '70s, and eventually Shine Bros. focused its efforts on processing ferrous scrap (iron-based materials such as steel, cast iron and tin) and nonferrous metals such as copper, brass, aluminum, stainless steel and zinc at its 38-acre site in Spencer. The company takes in ferrous materials from about a 200-mile radius, while nonferrous materials come from all parts of the United States. In addition to working with materials at its facility, Shine Bros. also offers off-site scrap processing.

"Most of our materials come from outside sources such as other scrap dealers or individuals who salvage scrap materials and want to sell them," said Dan Wycoff, who as General Manager oversees the entire Shine Bros. operation. "Much of it is brought to us, but we pick up materials as well. In addition, we're set up with mobile equipment, which we can take to a customer's location and process materials.

"We're equipped to handle just about anything quickly and efficiently," he added. "We pride ourselves on efficiency. We bring in, process and ship out most of our materials within 24 to 48 hours. The vast majority of those materials are used in steel mills or other

industries, so we ship them out by rail car or truck. Practically everything that we process is recycled, and that's another source of pride for us. We've always believed in recycling materials; we were doing it before it became the standard thing to do. It is part of our philosophy to stay on the cutting edge of the industry."

Leader in wire chopping

That philosophy has helped Shine Bros. continue to grow and explore new areas, including wire chopping, the company's main specialty today. Shine Bros. began chopping wire in the '80s to increase its presence in the highly competitive scrap industry and has been a leader in the field ever since. The process takes nonferrous materials such as insulated copper and aluminum wire and creates "chops," or small granules of the material that can be used for a variety of purposes.

"We're one of the largest producers of wire chops in North America," Wycoff noted. "The chopping process separates the insulation from the wire. In the end you get a finely chopped material such as copper which can be used in the refining and recycling industries. It's a real benefit because in the past, that material would have been thrown away."

Biggest asset: employees

Shine and Wycoff both credit Shine Bros.' work force of nearly 100 as the major factor in the company's ability to process materials in short order. In addition to Dan Wycoff and his son Mike, key members of the operations team include Steve, Levi, Rick and Randy.

"We consider our work force our number-one asset," Shine emphasized. "Some of our best production ideas have come from our employees. We encourage independence in thought and planning processes. At any time, if employees believe something would work better, they can come to us and discuss it. They have that great Midwest work ethic. They're topnotch, devoted, hardworking and enjoy what they do. Our workers take the assets we put in front of them and get terrific production."

Wycoff said the company assigns specific tasks to each employee, but cross-training is an important aspect of the business. "We've



Operator Paul uses a Komatsu PC300LC-7 equipped with a magnet to unload scrap metal from a customer's trailer. "I like the way it handles," Paul said of the PC300. "It has good hydraulics and will pick up a lot of weight."



found that when we assign people to certain tasks, they take great pride in it, and that boosts production," he said. "But everyone is prepared to do a variety of work. That way, if we need help in an area they aren't assigned to, they can cover that other area and keep production up."

The best in equipment

While employees are the number-one asset of the company, good equipment is a close second, according to Wycoff. Shine Bros. makes it a point to have the best machinery possible so it can efficiently process the large volume of materials that pass through its yard daily. "We've always had the philosophy that having the best equipment makes the job easier for our people," Wycoff pointed out. "That keeps our costs low because there's less maintenance, and it increases our production. Our equipment is there to augment our employees so they can get a large amount of work done in a good, safe environment."

Shine Bros. uses several specially adapted Komatsu excavators at its facility in Spencer, Iowa, including this PC300LC-7 equipped with shears for cutting large piles of scrap metal into more manageable pieces. "I've been buying Komatsu equipment for several years," said Owner and President Toby Shine. "They're good, dependable machines that are trouble-free."



Levi,
Maintenance

Continued . . .

Shine Bros. looks for new opportunities

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Dan Wycoff,
General Manager



Mike Wycoff,
Plant Manager



Steve,
Foreman



Operator Randy uses a Komatsu WA500-3 wheel loader with a nine-yard bucket to load a truck at the Shine Bros. facility in Spencer, Iowa. "I like the visibility and the power of the WA500," he said. "It will load a truck in a couple of minutes and a rail car in about 15 minutes. That's good production."

Specially equipped Komatsu excavators purchased from Road Machinery and Supplies through Sales Representative Doug Miller play a vital role in Shine Bros.' processing efforts. Shine Bros. owns two 73,210-pound PC300LC-7 excavators, one equipped with shears and one with a magnet. Shine Bros. also has three PC300 machines equipped with magnets and one with a grapple, as well as a PC220 equipped with a shear.

"I've been buying Komatsu equipment for several years," Shine said. "They're good, dependable, trouble-free machines. We expect to get about 20,000 hours out of them before we do any major service work. Our maintenance people like them because they're easy to work on and our production people like them because they can be sure the machines will be ready to go when they are."

Wycoff said RMS adapts the excavators to meet Shine Bros.' needs. "For instance, we may order a machine with the purpose of running a magnet, so we talk with Doug and the people at RMS to have it equipped with everything but the magnet. RMS will install all the necessary equipment needed and then we install the magnet. They'll put on the proper

pipng to make sure it's got the right volume of oil or fluid to run whatever attachment we want. This is a specialty business, and they do a very good job of making sure we have the right equipment set up for our particular needs."

In addition to Komatsu excavators, Shine Bros. uses a Komatsu WA500-3 wheel loader to load trucks and rail cars. The machine is equipped with a nine-yard bucket to handle massive volumes of material in short order. "It has great power and load capacity," Dan Wycoff said. "It can load a rail car in 15 minutes, which is tremendous. We have a quick coupler on it so we can easily switch over to forks for loading flat beds. It will pick up a whole stack of car bodies. That's a sizeable load."

Shine Bros. handles maintenance and repairs on the machines, but uses RMS for service as needed. "We haven't had to use RMS for service too much because the machines are so reliable," Wycoff said. "When we do need something, RMS has been very attentive to our needs and gets someone out to our facility as quickly as possible. We have a very good relationship with Doug and RMS."

New opportunities

Shine Bros. installed an auto shredder in 2004 in an effort to stay on top of the scrap industry. The machine works much like the wire choppers, only on a larger scale, according to Wycoff. "In the past, much of the car would go to waste because the materials were mingled together," he explained. "This allows us to separate out different types of metal as well as waste products. It's an opportunity to get the most out of the auto."

Opportunities are something Shine Bros. is always looking for, according to Toby Shine, who is also an owner of TJN Enterprises, Inc., a company that operates scrap yards in Sioux Falls, Yankton, and Watertown, S.D., Worthington, Minn., and Estherville, Iowa. "We're always looking ahead to see what we can do to better serve our customers and how we can process materials more quickly and more efficiently. Shine Bros. has evolved into what it is today because we're willing to explore new areas and we'll continue to do that." ■

