

SHERCOM INDUSTRIES: WINS ABEX, ANNOUNCES EXPANSION

Award winning Saskatchewan Tire Recycler and Manufacturer increases capacity to meet needs of growing province and industry demands.

As one of the oldest facilities of its kind in Canada – and as the only fully integrated tire recycler/manufacturer in Saskatchewan, now processing over 25 million pounds of tires annually – Shercom has helped create the booming Green Industry. Ken Cheveldayoff MLA recently congratulated Shercom Industries on receiving the 2013 Environment ABEX Award from the Saskatchewan Chamber of Commerce on October 26th in his monthly newsletter:

“As a world class, fully integrated tire recycler, they collect and process rubber tires and manufacture high quality recycled rubber products for their customers at their plant in Saskatoon. As Minister of Environment, I have had the opportunity to meet with this outstanding business on numerous occasions and am grateful for the work they do transforming tires from an environmental hazard into a usable product allowing their customers to participate in the environmental sustainability of our planet.” *(From a Provincial Point of View for November 1, 2013)*

The credit for this long term growth and success lies with the people of Saskatchewan says Shane Olson, company founder and Saskatoon-based entrepreneur, “As much as we get credit for recycling, in reality, all we are doing is changing the shape of tires. It's not recycling until someone uses the newly manufactured product. Therefore, it is our customers who are the real recyclers, and they deserve the credit and congratulations.”

Shercom is now announcing plans to expand even further throughout 2014:

- Purchasing and commissioning two new state-of-the-art shredding/processing lines – making Shercom the first in North America to employ the new processing technology
- Adding 7200 sq. ft. of manufacturing space to Saskatoon facility enabling Shercom to produce more than 1 million pounds of molded products as well as over 1 million pounds of rubber mulch annually
- Expanding network of Rubber Paving Dealers (already in every region of Canada) into the United States and internationally into markets such as the Middle East.
- Working with Retail Partners and Tire Collectors to bring in and process up to 1 million pounds of tires per week.

The development of Shercom Industries as a company is part of another Made-In-Saskatchewan success story, as Shane Olson (raised on a Saskatchewan farm) has overcome many significant obstacles over a 20 year history that pre-dates the current public awareness of the critical role recycling plays in sustainable industry.

“It is hard to believe, that what started out with one truck, and one product, has resulted in being able to process over 100 million pounds of tires in these last five years.” Shane comments, “Our continuing commitment to improvement is so important, in light of the increasing competition from manufacturers located outside of Saskatchewan both throughout Canada and the US, and from as far as China and Europe. This is good news for Shercom from the standpoint that the industry is growing, but we recognize the need to offer a better product at the best price in order to be sustainable. This new expansion should give us the competitive edge we need to keep pace in Saskatchewan’s growing and outward reaching economy... it’s an exciting time.”

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