

Alcoa presents automated plan to reclaim cans

By MAURIE WALKER

What are beer and soft drink distributors to do when they are deluged with thousands of empty cans after Michigan's container deposit law goes into effect?

Alcoa, the nation's largest aluminum producer, says it has an answer.

The company has offered wholesalers an automated machine to flatten cans and load them into trailers. The recovery system, it established statewide could recycle 60 million cases of cans annually, according to Alcoa officials.

These 40-foot trailers, where the redeemed containers can be stored, will, when fully loaded, be hauled by Alcoa to a regional processing center. There the mixed aluminum and steel cans will be sorted and weighed.

Aluminum cans will be compacted into 800-pound bales and shipped by rail to Alcoa reclamation plants in Indiana and Tennessee. Steel cans will be sold to steel companies.

"ALCOA'S MICHIGAN automated can processing system will be as fast and productive as modern technology can make it," said George Herrman, Alcoa's manager of aluminum reclamation.

"There's a potential 24 million pounds of aluminum cans and 78 million pounds of steel beer cans awaiting recovery in Michigan," Herrman said. "Soft drink containers will raise these totals even higher. We're going to do our part to recover and recycle every metal beverage can in Michigan."

Herrman said all of the state's more than 200 beer wholesalers and 32 soft drink bottlers have been invited to participate in the container recovery program.

The company initially has committed \$2 million for equipment and facilities to support the Michigan activity, including machines to flatten and load cans, trucks and trailers and one receiving center. The latter will be in this area and will have specialized

can processing equipment. The scope of the program could be increased significantly to accommodate a greater number of participants.

SEVERAL AREA wholesalers, including Wayne Distributing Co. Inc. of Livonia, have joined the program. Herrman said more than 60 Michigan wholesalers have joined the program.

Herrman said an estimated 70 per cent of Michigan's packaged beer is sold in aluminum and steel cans. This is equivalent to 60 million cases of 24-ounce containers.

"Alcoa expects that a very high percentage of these cans will be redeemed. About 40 per cent of packaged beer (22 million cases) is sold in aluminum cans."

Herrman said the aluminum industry is committed to recycling aluminum "for reasons which make economic sense."

"In a world of increasing energy costs, recycling saves 56 per cent of the energy needed to produce aluminum from ore. The value of aluminum as a resource argues convincingly for its recovery and reuse."

He said that in 1977, Alcoa recycled 2.2 billion aluminum cans, about 94 million pounds of metal. This, he said, is the equivalent of about half the annual production of an average aluminum smelter.

According to Herrman, advantages to wholesalers in requesting the Alcoa service, which includes equipment, maintenance, prompt removal of cans, a storage trailer that gives maximum security against loss and also acts as a means of warehousing cans, and a proven system for determining weights and value of used aluminum and steel cans.

"In addition to being a dependable metal source, can recycling in major quantities is an attractive alternative to building new primary aluminum plants. Facilities to remelt used aluminum containers may be built in a fraction of the time and at a cost far less than building a new smelter," Herrman added.

O & E names county ad chief



ROBERT J. KOLB JR.

Robert J. Kolb Jr., formerly an advertising executive with the Detroit Free Press, has joined the staff of the Observer & Eccentric Newspapers as retail advertising manager for O&E's Oakland County editions.

In making the announcement of Kolb's appointment last week, Advertising Director George Hagan said Kolb's headquarters will be in the company's Birmingham building at 1225 Bowers.

Kolb is a resident of West Bloomfield and moved to this area from his native Akron when he became affiliated with the Free Press in 1971 as a staff account representative in the retail department.

Previously he had worked for the Akron Beacon Journal and for the Fred J. Kolb Co., a family-owned printing business in Akron.

At the Free Press Kolb was promoted to the position of sales supervisor in 1975 and to co-op advertising coordinator in 1977.

Now 38, Kolb is a veteran of the U.S. Air Force. He studied marketing and business at the University of Akron. He and his wife have five children.

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The Children's Leukemia Foundation and the American Red Cross will sponsor a blood drive Sunday, July 9, with the Red Cross bloodmobile, stopping at the Leukemia Foundation Headquarters 10 a.m. to 3:30 p.m.

Blender can prepare baby foods

With a blender or a food mill you can prepare foods for your baby, or a family member on a special diet.

Observe the utmost cleanliness for your hands and utensils, and use only fresh food since canned or frozen foods are generally salted or sugared.

Add the food to the blender with a small amount of liquid. Blend until smooth.

The best rule for storing is to freeze rather than refrigerate. Food in small amounts can be frozen in a clean ice cube tray or paper cupcake liners. When frozen solid, store cubes in moisture-proof containers or freezer bags.

Food may be kept in the freezer for up to one month. Reheat in a glass custard cup in a pan of hot water.

Report when stolen

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Observer & Eccentric

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