



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Ohio State University South Centers
Ohio State University Extension
Ohio Agricultural Research and Development Center

Small Business Development Network

1864 Shyville Road
Piketon, OH 45661

740-289-2071 x232 Phone
740-289-4591 Fax

<http://southcenters.osu.edu/small-business>

News Release

Geo-Tech plastics recycling

Waverly, Ohio – Geo-Tech is a plastics recycling company that started up 12 years ago in Westerville, Ohio. In 2012, the company was acquired by Wastren Advantage Incorporated (WAI). Ranked by Inc. Magazine as one of the 100 fastest growing private small businesses in the nation, WAI is driven by a desire to fill the growing need for innovative and cost-effective ways to add value and lower costs for customers.



Gordon Jones, Geo-Tech Polymers Plant Manager, shares a bit about the company, “We are a pioneer in recycling plastics for high-end use. In the simplest terms, we take plastics that have coatings on them, remove the coatings through a propriety process, turn those plastics back into high-quality material, and send it back to the customer to be used in their product or application.”

Jones shares an example, “A company making bumpers might mold a bumper and send it on to Quality Control, which is the next step in the production process. After the molding passes through a Quality Control process, the molding goes on to the painting department. Let’s say for whatever reason, the molding fails the Quality Control inspection. Now, the company has this large bumper that it can’t reclaim or grind up to feed it back into the machine because of the paint. When that painted molding comes to our facility, we grind it, take the paint off, and turn it into pellets so the company molding machines can utilize the high-quality recycled material.”

Customers choose Geo-Tech for the quality of products and services they provide including Geo-Tech’s: adherence to the most demanding industry standards, responsiveness and flexibility, and willingness to help find creative solutions to challenging problems.

Billions of pounds of plastic are used each year around the world. Only a small amount of those plastics are from recycled materials. Geo-Tech has the capacity to change that detail.

Geo-Tech is a supplier of solutions to transform plastic waste products back into high-quality resin for customers’ manufacturing applications. Waste materials are diverted



from landfills, reducing energy, and carbon dioxide use to provide their customers cost advantage, price stability, and environmental benefits. Customers save millions and the earth stays greener.

Geo-Tech's leadership is scaling operations to meet greater demand. To address unmet marketplace demand, Geo-Tech has branched out into new industries and opened a second plant in Waverly, Ohio. Markets Geo-Tech currently serves are: automotive, retail food packaging, optical media, and consumer electronics.

When the Waverly location became operational in late August 2013, Gordon Jones worked with Mike Rowe, Ohio State University (OSU) South Centers Manufacturing Extension Partnership Program Specialist, to assess some lean practices and write up some work actions. Jones reflected, "Mike did a fantastic job, and I really appreciate what he did. The OSU Business Development Network group introduced themselves to our parent group WAI on Shyville Road in Piketon. WAI brought me in to hear about the programs they offered. I thought Mike was a good fit to help us write out some of our strategies and procedures. Also Mike had worked at our site when it was operated by Mills Pride/Masco. His first-hand input has been invaluable."

Reflecting on future plans, Jones says, "We plan to expand our rate of growth as we move forward. Our focus right now is to expand into different markets. We hope to incorporate Mike into helping with core undertakings as we move forward."

If you want to bring the value of reclaimed plastics to your company or industry, call Geo-Tech at 614-797-2300 or go to <http://www.geo-tech.com>.

For more information regarding no-cost confidential business counseling from Ohio State University South Centers Manufacturing Extension Partnership, contact Joy Bauman at 740-289-2071 x111 or email bauman.67@osu.edu.

#