

N.J. co. plots for N.F. brownfields site

Business First - by David Bertola

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Green Tire Systems is working on a deal to buy four acres of brownfields at an abandoned industrial site in Niagara Falls.

The company plans to open a 40,000 square-foot factory there in 2012 and employ around 60 workers.

New Jersey-based tire recycling company Green Tire Systems uses a recycling process called paralysis. Akin to using a giant microwave, four core components are extracted and re-sold as commodity products: carbon black, oil, steel and syngas.

"Instead of throwing tires into landfills, we claim the valuable commodities in the tire and sell them on the open market," said Green Tire Systems managing director **Benjamin Plum**.

The process, he said, supplies most of the power and heating needs that the facility would consume.

"It's a self-generating, elegant solution to deal with a menacing piece of waste," he said.

Plum said his company searched the country for a site to put its first U.S. factory, and settled on the 1501 College Avenue site because of government programs available to rehabilitate the contaminated site, the old Union Carbide plant.

According to the New York state Department of Environmental Conservation website, 1501 College Avenue is contaminated with metals, and other compounds. Work there is being conducted under New York's Brownfield Cleanup Program, which encourages private individuals, developers or businesses to voluntarily clean up and redevelop former brownfield sites.

Santarosa Holdings, Inc., the cleanup program applicant, is performing the investigation and cleanup activities with oversight from the New York State Department of Environmental Conservation and the New York State Department of Health.

Plum is hopeful the plant will open in 14 months. Jobs, he said, will include those who handle the tires to high-level engineers who monitor the paralysis process, which he said is, "complicated and requires expertise."

Green Tire Systems hasn't officially bought the land, which is owned by **Sam Santarosa**, president of [Buffalo Fuel Corp.](#) and Santarosa Holdings.

While an agreement is in place, Plum said the transaction won't become official until the State Department of Environmental Conservation grants Santarosa a certificate of completion, which allows for a variety of things, including the redevelopment of brownfield sites.