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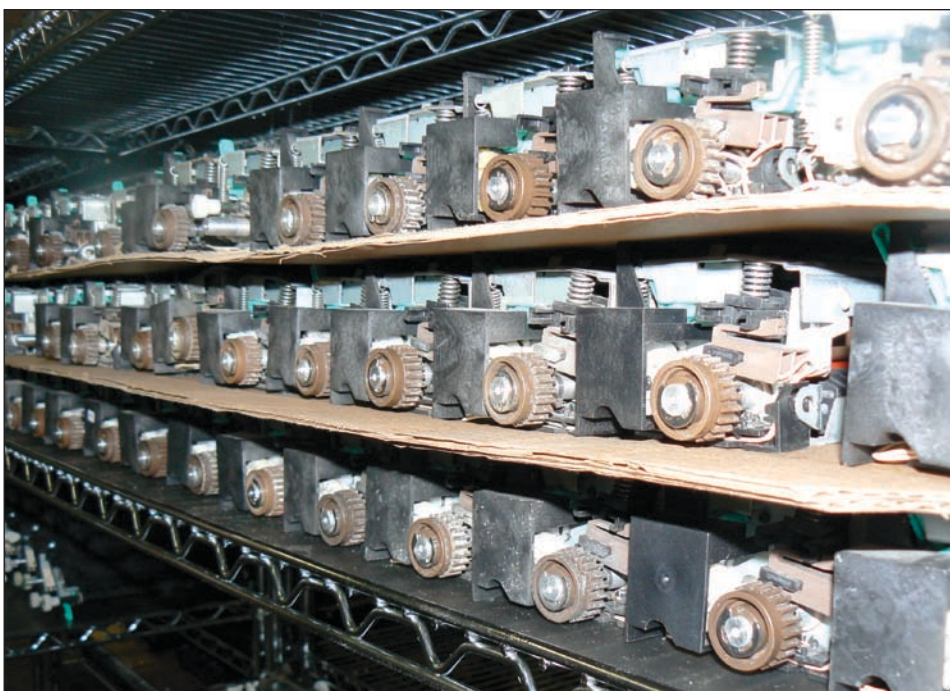
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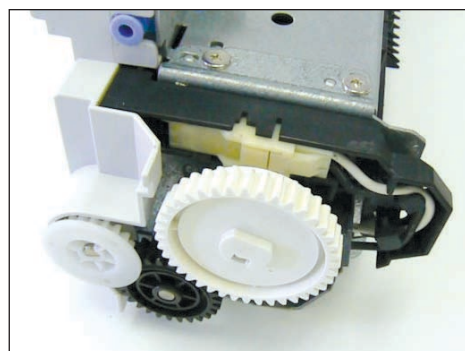
A Supplement to NJBIZ



Metrofuser collects electronic parts and devices from around the country with the aim of refurbishing and recycling them.



Metrofuser recycles whatever it can't reuse, like these aluminum rollers.



Parts come out looking like new after being remanufactured.

METROFUSER

Metrofuser – *Fast Facts*

Year Founded: 2003

No. of Employees: 43

Products/Services: Remanufacturer of laser-printer parts for the office-equipment industry.

Mission/Value Statement: Our business is to be a leading innovator, developer and marketer of worldwide services, products and systems, which provide superior value to our customers in meeting their service parts needs, while conserving resources and preserving the quality of the environment.

METROFUSER LLC

Will DeMuth, Chief Operating Officer
Roselle, Union County

Laser printers are a staple of the modern office.

Metrofuser is making sure the devices don't become staples of the modern landfill once they break down and stop spitting out crisp, clean copies.

The six-year-old company collects old printers, takes them apart and breathes new life into them so they can get back to work. Parts that can't be reused are recycled wherever possible.

Most of the components of a laser printer or related equipment can be reused up to half-a-dozen times before they reach the end of their life-cycle, according to Metrofuser. Occasionally, company engineers end up finding and fixing the weak spots in original equipment, making the remanufactured version even better than new.

Often, the remanufacturing process ends up extending a device's useful life for much longer than it would have been otherwise, Metrofuser says.

Indeed, Metrofuser collects and even purchases defective machines, knowing that it can rebuild them into a "like-new" state. A collection returns program makes it easy for companies to send in old printers, scanners and other equipment.

In 2008, Metrofuser estimates it reclaimed 200,000 pounds of electrical and mechanical parts and rebuilt 40,000 mechanical and electronic parts.

Customers who buy those remanufactured parts from Metrofuser earn discounts when they promptly return the old, defective parts, which are then rebuilt themselves, completing the cycle.

Metrofuser does not let its environmental commitment end with the remanufacturing process.

The company is a strong proponent of recycling across the board, even now that falling commodity

prices have diminished what the company gets in return for its sustainable activities. The company perseveres because it believes recycling is the right thing to do, regardless of any financial consequences.

The parts of a printer that are replaced often are made from materials like aluminum, gold, tin, brass and plastic, all of which can be sold as scrap.

Metrofuser estimates it reclaimed 12,000 pounds of aluminum alone last year. In addition, the company recycled 82,000 pounds of paper and cardboard.

The ultimate goal is a 100-percent recycling rate, which Metrofuser is working toward through its own efforts and by raising awareness among its business customers.

Last year, the imaging-recycling industry nationwide saved 131 million pounds of solid waste from ending up in landfills.

For Metrofuser, the next steps include developing a program to recycle all plastic resins.

Metrofuser's environmentalism extends beyond recycling to its packaging.

The company sends its customers reusable packing material for sending in parts for repair. And the company requires all its overseas vendors to consolidate packing to reduce the carbon footprint of their products.

An e-invoicing program, launched this year, already has eliminated 30 percent of the paper used for billing and delivery.

Metrofuser is led by co-presidents Eric Katz and Will DeMuth.

Katz is an entrepreneur whose past experience includes co-founding Jumar Technologies, a New York-based software company.

DeMuth brings experience in marketing communications and product development.