

SR SADOFF IRON & METAL INFORMER

PEOPLE, TEAMWORK, EXCELLENCE

Letter from the CEO

Hello Team Sadoff!

With summer winding down and fall upcoming I wanted to take this time to thank you again for being a part of Sadoff and making us the Preferred Choice in Recycling.

These are unusual times for all of us personally and in business. We are committed to keeping you informed as information becomes available or changes regarding Covid protocols and company news. We act with the well being of you, your families and our company in the forefront of everything we do.

As a reminder, our Employee Assistance Program (EAP) is offered free to you and your family (1-800-458-8183).

Best personal regards,



Mark Lasky
Chief Executive Officer

- Sadoff Iron & Metal Co.
- Brass & Copper Awards
- Sloppy Joes Recipe
- Memory & a Healthy Diet
- Lemon Raspberry Chia Seed Pudding
- June's Active Photo Winner: Karen Eckert
- July's Active Photo Winner: Andy Staebel
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- Employee Involvement
- August's Active Photo Winner: Brent Bober
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- Milestone Anniversaries



WE ARE
HIRING

KNOW SOMEONE LOOKING FOR A GROWTH OPPORTUNITY?

Get a referral bonus when you help us find talented team members.
Reach out to Tanya Smith in Human Resources to learn more.

Sadoff Iron & Metal Co.



Sadoff Iron & Metal Co., headquartered in Fond du Lac, Wisconsin, has built its business in part by focusing on partnership, trust and transparency, CEO Mark Lasky says, with the goal of exceeding its customers' expectations.

Mark and his brothers, Jason and Brad, who both serve as executive vice presidents, are continuing the tradition that was established nearly 75 years ago when their grandfather Edward H. Rudoy founded the predecessor to today's Sadoff Iron & Metal, Block Iron & Supply Co., in 1947.

Block Iron & Supply provided new steel and building supplies and recycled scrap metals, delivering the prepared scrap to local foundries.

Sadoff & Rudoy Industries was established in 1964 when Rudoy purchased Sadoff Iron & Metal Co. in Fond du Lac. He added what Mark claims is the first automobile shredder in the state in 1967 in partnership with Neenah Foundry Co., Neenah, Wisconsin, establishing Sadoff Iron & Metal as a major supplier to steel mills in addition to the foundries the company already served.

Sheldon Lasky, Rudoy's son-in-law and Mark, Jason and Brad's father, joined the business in 1972, leaving his job as a stockbroker to take over as CEO. Under Sheldon's leadership, Sadoff continued to grow through additional acquisitions as well as through greenfield expansions. Sheldon handed the CEO title to Mark in 2008, when he took his new role as chairman of the board.

Despite these leadership changes, supplying foundries remains a focus for Sadoff Iron & Metal, as does its partnership-oriented approach.

Sadoff Iron & Metal Co. at a glance

Ownership: CEO Mark Lasky, Executive Vice President Jason Lasky and Executive Vice President Brad Lasky

No. of employees: 225

Locations: Headquarters and a second location in Fond du Lac, Wisconsin, with three additional yards in Green Bay, Manitowoc and Sheboygan, Wisconsin, as well as two scrap yards in Omaha and Lincoln, Nebraska, and Sadoff E-Recycling & Data Destruction (SEDD) processing locations in Oshkosh, Wisconsin and La Vista, Nebraska

Websites: <https://sadoff.com>; <https://sadoffelectronicsrecycling.com>

Equipment: An auto shredder and nonferrous downstream in Fond du Lac; a fines separator; two 1,000-ton shears; one shear/baler/logger; six HRB balers from Harris, Cordele, Georgia; cutting torches; mobile shears; a briquetter; a block breaker; a fleet of luggers, roll-

offs, tractor-trailers and 45 power units; and ScrapRunner dispatching software from AMCS, with North American headquarters in Boston; multiple hand-held spectrometers, a bench spectrometer and button furnace for quality testing

Services: Scrap processing and trading; third-party scrap brokerage; multistate or multisite industrial scrap management programs; electronics remarketing, data destruction and recycling through SEDD; and transportation

Foundry focused

"We're a relationship-based company, and we're a foundry- pointing company," Jason says. "When customers buy into that, then we have the ability to work with them and partner on their cost savings, whether it's producing different product blends or different things like that. Something that I think we do really well is to work with our customers, listen to our customers and, at times, to provide really out-of-the-box solutions for them, without being too specific for competitive reasons," he adds.

Mark says Sadoff does a good deal of material testing for its ferrous foundry customers using hand-held analyzers and bench spectrometers. "We are known for that, especially on the ductile side, and that has given us opportunities," he says. "As we tell our customers, we are not magicians; we can't take alloy out of material, but we can tell you what's in it, and we can segregate it."

He adds that foundry requirements can be challenging for some scrap companies to meet. "Foundries need the right material to meet their tight specifications, so they turn to us for our expertise in finding the quantity and quality materials they require," Mark says. "It's a service not all scrap processors want to provide."

"We refer to ourselves now as a boutique because not everyone wants to do what we do," he continues. "There's value-add, yes, but there's cost-add to what we provide."

From Sadoff's shredder and nonferrous downstream alone, Mark says, the company produces 13 different products. "You'll talk to some shredders around the country, and they're producing two. The flexibility and the adaptability of our company and really working with our customers has been a differentiator for us."

He says Sadoff's quality is "time-tested," adding, "We've been approved by the marketplace. We are going to do what we say. And if we make a mistake, we have a process to get down to the root cause of it and make it right. We have found that we are not judged by our mistakes as much as we are on our responsiveness in correcting them."

In addition to producing quality products, he credits the relationships that Sadoff's trading team has with consuming customers for the company's broad reach in the nonferrous sector. Despite Sadoff's locations being in the Upper Midwest, the company



Photos by Roxanne Elise Photography

supplies scrap consumers throughout the U.S. and abroad with nonferrous scrap. "Metal will move where it needs to go," he says.

Mark says Sadoff sells its scrap metal grades to consumers in 45 states. "Somebody in California is not going to do business with somebody in Wisconsin if you are not doing a quality package because that is a big screw-up if you don't get it right and you ship something that far."

Although Sadoff also has supplied nonferrous scrap through brokers to consumers in Canada, China, Taiwan, South Korea, Europe, India and Mexico, Mark says the company prefers to find domestic homes for its scrap. "We are not looking for new homes right now on the export market," he adds. "We want to know who we are doing business with."

While he says Sadoff specializes in white nonferrous metals because that's primarily what manufacturers in its operating area generate, the company also handles red metals ranging from copper chops to bronze and brass grades, as well as precious metals.

Scope and scale

Annually, Sadoff Iron & Metal handles some 300,000 tons of ferrous scrap and 120 million pounds of nonferrous scrap across its two locations in Fond du Lac and its additional yards in Green Bay, Manitowoc and Sheboygan, Wisconsin, and in Omaha and Lincoln, Nebraska, Mark says.

In addition to the auto shredder and downstream sorting equipment Sadoff operates at its Fond du Lac yard on West Arndt Street, the company operates two 1,000-ton shears; one shear/baler/logger; six HRB balers from Harris, Cordele, Georgia; cutting torches; mobile shears; a briquetter; a block breaker and a fleet of luggers, roll-offs and tractor-trailers.

Sadoff also brokers material that it doesn't process at any of its facilities. Mark says brokerage accounts for roughly 15 to 20 percent of the company's annual volume. "It can ebb and flow depending on what's hot in the marketplace," he says. "It's really been a boon to our business to be able to offer that."

While all the company's locations accept electronics for recycling, its Sadoff E-Recycling & Data Destruction (SEDD) division, which was established in 2017, operates out of facilities in La Vista, Nebraska, and Oshkosh, Wisconsin. These facilities are R2 (Responsible Recycling) certified and operate only as e-recycling and data destruction sites.

SEDD, which Jason heads, evolved from an aggregator of electronics to an information technology remarketer, recycler and data destruction firm.

"We accepted electronics at our facilities for many, many years," Mark says. "We thought there was an opportunity" to expand beyond its role as an aggregator.

He says the company initially considered acquiring an electronics recycling company because of the "really steep learning curve" associated with expanding into information technology asset disposition and electronics recycling. Sadoff was working on such a purchase about four years ago that failed to come together, Mark says. "But we were committed to being in it, so we did it organically.

"It's a different beast because we are having to navigate different electronics recycling laws throughout the country, and some of the dynamics of the market utilize a charge model versus a we pay model," he adds.

E-Cycle Wisconsin is a statewide, manufacturer-funded program to recycle certain electronics used in homes and schools. Manufacturers of computers (desktops, laptops, netbooks and tablet computers and servers, if used by households or schools); desktop printers; and video display devices, including televisions, computer monitors and e-readers with displays of 7 inches or more in the longest diagonal direction, provide funding for the program.

The company shreds hard drives and manually disassembles devices. SEDD also offers data overwriting services, Jason says, with various levels of protection designed to meet the varying levels of data security required by its clients.

Jason says SEDD is handling more than 4 million pounds of material annually. While the company continues to see this division grow, he adds, "COVID really brought some additional challenges over the past year because technology was deployed a lot longer in the field. So, we're seeing that those refresh cycles have really been pushed out. That and issues with the supply chain in getting new equipment have really been challenging."

SEDD's business is 30 percent refurbishment and 70 percent scrap currently, Jason says. "We're actively changing the balance of that," he adds, noting that the company is working to increase its refurbishment and resale segments.



Photos by Roxanne Elise Photography

While SEDD is growing, Sadoff remains focused on supplying its foundry customers with specialized scrap blends while managing rising scrap prices.

The pricing environment

Mark says Sadoff has seen a 9 percent increase in industrial scrap generation year over year through mid-June thanks to the growth in manufacturing. Scrap pricing also has increased.

"At these levels, it gets a little scary," Mark says of pricing. "If you've been in this industry long enough, you've seen the ups and the downs and you've been clobbered over the head."

Mark says the leadership team at Sadoff is being very disciplined when it comes to its inventory turns as a result. "We hedge our copper position on certain grades. We pay very close attention on our receivables, payables and our cash flow."

He continues, "But the other thing is that the fundamentals are a little different this time. There are true supply-demand issues, so you can see where it's coming from. In 2008, it didn't seem to be supported by anything. It just went up, and nobody could really point to why. At least this time, you can see the demand. You can see the supply chain issues. You can see the influences that are happening geopolitically," Mark says.

Despite this visibility, "It still makes us a little nervous when you are on the high wire," he adds.

While Sadoff hedged its aluminum scrap briefly, Mark says it abandoned that effort because the tools available didn't work for the company. Sadoff also has looked into hedging the ferrous grades it handles. However, Mark says, "Because we deal with such specialized grades in the ferrous foundry market, we haven't found a real good application for us."

While high, Mark says ferrous scrap prices have not increased as steeply or quickly as steel prices have. "That has really decoupled," he adds. "If it was trending historically, it would probably be up another \$500 to \$600 on the scrap side. I'm not advocating for that because the higher you go, the farther you fall."

Mark speculates that the decoupling of scrap from finished steel prices could allow ferrous scrap prices to trend upward over a longer time frame and not fall as sharply should steel prices decline.

Employees wanted

Sadoff Iron & Metal Co., headquartered in Fond du Lac, Wisconsin, has 11 job openings across its nine locations in Wisconsin and Nebraska as of mid-June. The company normally has two or three job openings, CEO Mark Lasky says. However, it's finding it difficult to find the unskilled and skilled laborers it needs to fill these open posts.

Mark co-owns the company with his brothers, Jason and Brad, who are executive vice presidents at Sadoff.

Jason says the company is working with staffing agencies in an effort to fill these positions as well as with recruiters and headhunters, while Brad adds that Sadoff also has connected with technical schools and high schools.

Sadoff also attempts to leverage its community relationships to get its name out and the fact that it's hiring.

Brad says the company also has used staffing agencies to provide temporary employees who have transitioned into full-time roles with Sadoff. A former temporary staff member, for instance, now runs the company's yards in Manitowoc and Sheboygan, Wisconsin.

While the company offers a bonus to employees who refer job candidates whom Sadoff hires, the company does not offer signing bonuses to new employees. Instead, Mark says, the company tries to sell its benefits package to potential hires. This includes a 401(k) with an employer match, paid vacation, tuition reimbursement and a health and wellness committee, he says.

"When I talk to our employees for orientation, I tell them there are a couple of things that we owe them," Jason says. "We owe them, first and foremost, a safe work environment. And, second, we owe them opportunity."

Challenging times

In addition to effectively managing risks surrounding inventory and pricing, the fire risk associated with lithium-ion batteries is an area of concern for Sadoff, Jason says, whether at the company's shredder or in its warehouses. "Batteries are a substantial risk because they are in everything," he says.

Jason also points to concerns he and his brothers have regarding the misclassification of scrap as waste and related environmental regulations that could affect its movement. "Something that needs to be messaged is that scrap is not waste but something that has economic value as a commodity," he says.

Also of concern for the company are permitting and environmental justice issues such as those Southside Recycling is encountering in Chicago as the company seeks to open a new yard in a southside neighborhood. "Some of the story gets lost



Photos by Roxanne Elise Photography

in the reporting," Jason says. "The real dynamics of what they have done to try and create mitigation in their environmental impact isn't necessarily coming out the way it should."

The scrap recycling industry will be an ongoing target of environmental justice advocates and civic groups because the related issues are confusing for the general public to understand, Jason says.

Mark adds that these groups "are subverting the regulatory hurdles that are in place and that have been met or exceeded in cases by the industrial companies that are doing the right thing."

These groups also overlook the jobs and economic benefits scrap processors and retail scrap buying bring to an area and local residents, he says.

From an environmental protection standpoint, Brad says, "A lot of these benchmarks have been met or exceeded, and it doesn't matter."

Headwinds in the transportation sector also are of concern, "whether it's rail and the desire for the railroad industry to keep serving our industry or lack of finding qualified drivers," Jason says.

Brad adds that further consolidation is brewing among railroads, which could lead to more disruption in the future.

While he says Sadoff does not own a railcar fleet, it is looking into buying or renting rail cars "because of servicing issues and the railroads getting out of the scrap gondola business, specifically."

Mark adds, "Rail is an important component for us ... and we are finding that there are options. We just need to make sure that we thoroughly vet it and do what is going to be right."

Brad says many nuances will affect Sadoff's final determination, though he expects the company will lease cars and work with some of the mills it services.

Brad says the industry is facing a "gaggle of black swan events" that are making business particularly challenging. However, he adds, "We're set up very well to handle many of the challenges."

Despite the current challenges, Mark, Brad and Jason have not ruled out expanding the business. True to the company's style of partnering with its customers, Mark says, "We like to go where our customers go. We look for growth opportunities where they make sense."





BRASS AWARD

Congratulations to our monthly brass award winners who each have received a visa gift card valued at \$25.00 along with a handwritten thank you card for their proactive efforts and actions that have been identified as above and beyond the call of duty.

Shaun Charlier, Rafael Gonzales, Gary Griessmeyer, Diana Elliott, Katie Pfeifer, Jerry Heitman, Abel Valdez, Lizz Martinson, Lori Hewitt, Paul Guerrant, Jim Brown, Mike Jarvey, Mel Oelke, Mike Weinkoetz, Trevor Wade, Chris Leisering, Philip Gracyalny, Rob Wilkum, Brian Hilbert, Ron Schlafer, Jake Schneider, Edgar Ochoa Olmedo, Steven Steffes, Bryan Heberer, Jake Schneider, Kevin Kimpel, Brad Hall, Tone Gray, Benjamin Lehman, Jonah Hayes, Logan Lisowe



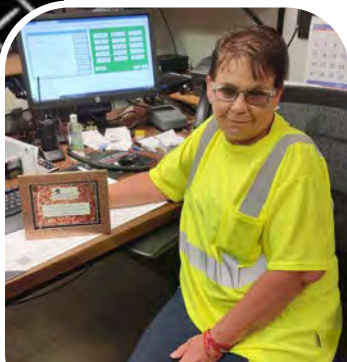
COPPER AWARD

Congratulations to our recent copper award winners who have been selected from the brass award pool. Each received a bonus of \$150.00, \$100 gift certificate to our company logo store and a lunch/snack/breakfast for their department.

JULY – Jim Titel



JUNE – Steven Steffes



JULY – Kathy Clark, Josh Wagner, Brent Bober



AUGUST – Eddie Bautista, Ross Sales, Eric Kramer

A Recipe for Health

Sloppy Janes

Sloppy Joes get a makeover with lean ground turkey instead of beef, plus plenty of zing from garlic, onions, peppers, tomatoes and hot sauce.

 Prep time 10 min
  Cook time 20 min
  Servings 8
  Serving size 1 sandwich



Ingredients

US Metric

Nonstick cooking spray	1
medium onion (diced)	1
medium red bell pepper (seeded and diced)	1
garlic (minced)	1 clove
lean ground turkey	1 lbs
tomato paste	1 tbsp
Dijon mustard	2 tbsp
hot sauce	1 tbsp
canned crushed tomatoes	2 cup
honey or 2 packets artificial sweetener	1 tbsp
black pepper	1/2 tsp
whole wheat hamburger buns	8

Directions

1. Add cooking spray to a nonstick sauté pan over medium-high heat.
2. Add onion, red bell pepper and garlic. Sauté for 5 minutes, stirring frequently.
3. Add turkey and sauté 5-7 minutes, stirring frequently until turkey is just cooked through.
4. Add tomato paste, Dijon mustard, hot sauce, tomatoes, honey and ground black pepper. Bring to a simmer for 5 minutes, stirring frequently.
5. Toast the hamburger buns. Fill each bun with 1/2 cup turkey mixture to make 8 sandwiches. Optional: top each sandwich with lettuce, red onion, or pickles for crunch.

SRI TEAM WELLOFF
Scrapping Unhealthy Lifestyles

Nutrition Facts	
8 Servings	
Serving Size	1 sandwich
Amount per serving	
Calories	250
Total Fat 7g	
Saturated Fat 1.5g	
Trans Fat 0g	
Cholesterol 45mg	
Sodium 390mg	
Total Carbohydrate 31g	
Dietary Fiber 5g	
Total Sugars 10g	
Protein 16g	
Potassium 510mg	
Phosphorus 240mg	

Fall Back!
 Sunday, Nov. 7



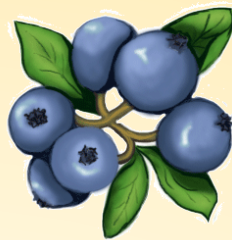
MEMORY & A HEALTHY DIET

Eating certain foods can keep your brain healthy and sharp as you age. Consider adding the below foods to your diet.



FISH

Linked with a lower risk of dementia and stroke due to it being rich in omega-3 fatty acids.



BLUEBERRIES

Protects brain from stress and reduces effects of Alzheimer's disease and dementia.



APPLES

Rich in quercetin (especially the apple's skin) which protects against Alzheimer's disease.



SPINACH

High in folic acid, can prevent and even reverse memory loss. Protects against Alzheimer's disease as well.



NUTS

Rich in Vitamin E, which slows cognitive decline as we get older. Chose Sunflower Seeds, Almonds, Hazelnuts & Pine Nuts.

A Recipe for Health

Lemon Raspberry Chia Seed Pudding



Prep time
1 hr

Servings
4

Serving size
1/3 cup pudding with
1/2 cup raspberries

Ingredients

US Metric

chia seeds	1/4 cup
unsweetened vanilla almond milk	1 cup
lemon zest	1/2 tsp
lemon juice	1 1/2 tsp
honey	1 tbsp
raspberries	2 cup

Directions

1. In a small mixing bowl, whisk together all ingredients except the raspberries. Put mixture in the refrigerator for at least one hour until chia seeds soak up the liquid and it becomes a pudding consistency.
2. To serve, put 1/3 cup pudding in a small bowl with 1/2 cup raspberries.

Recipes are from the:



SRI TEAM WELLOFF

Scrapping Unhealthy Lifestyles

Nutrition Facts

4 Servings
Serving Size 1/3 cup pudding with 1/2 cup raspberries

Amount per serving
Calories 120

Total Fat 5g

Saturated Fat 0.5g

Trans Fat 0g

Cholesterol 0mg

Sodium 50mg

Total Carbohydrate 18g

Dietary Fiber 9g

Total Sugars 7g

Protein 3g

Potassium 200mg

Phosphorus 135mg

Get Out and Get Active

Congratulation to June's Active Photo Submission Winner for a \$25 gift card – Karen Eckert!

June - 2021
Active@sadoff.com
Winner!

Congratulations
Karen Eckert!

\$25
Gift Card

-Karen Eckert
(Sheboygan)
Getting a Workout in!

Get Out and Get Active

Congratulation to July's Active Photo Submission Winner for a \$25 gift card – **Andy Staebel!**



42

PARTICIPANTS

12,480,061
TOTAL
STEPS

6,240
MILES
WALKED

JUNE

Steps Challenge

Congratulations to
Jan Johnson & Josh Wagner
on winning a vacation day!

41

PARTICIPANTS

11,079,724
TOTAL
STEPS

5,539
MILES
WALKED

JULY

Steps Challenge

Congratulations to
Shelly Lackey and Jay McPherson
on winning a vacation day!

40

PARTICIPANTS

10,914,120
TOTAL
STEPS

5,457
MILES
WALKED

AUGUST

Steps Challenge

Congratulations to
**Micheal James (F1) &
Raquel Lord (F1)**
on winning a vacation day!





OUTBOUND TEAM

KNOW & MEET CONSUMER EXPECTATIONS

- ▶ Be a consumer spec expert
- ▶ Ensure all material meets the consumer requirements
- ▶ Be the final quality checkpoint

Ensuring that all materials meet exactly what customers specify **MAKES US THE PREFERRED CHOICE.**

SAFETY, SATISFACTION AND
PREVENTION OF POLLUTION FOR
THIS WE ARE ALL ACCOUNTABLE!

SR SADOFF IRON &
METAL COMPANY
THE PREFERRED CHOICE IN RECYCLING

Employee Involvement (remembering a fatality)

Last month, on August 10, we scheduled time at each facility to stop, and "Take A Moment for Safety."

The reason for doing so, was to embrace the 10-year anniversary of a fatality that occurred on Sadoff grounds to a young man named Dan Lehner. Using the word 'embrace' may sound strange, but that's EXACTLY what we must do when it comes to safety. Any time we let down our guard, become complacent, take a shortcut, or just plain do not follow safety policies we can place ourselves in harm's way.

It was a time taken out of the day to discuss what can go wrong and why...to explain how WE (you & I) have the utmost control over every situation we place ourselves in. We also are EMPOWERED to stop unsafe behaviors and actions when we observe them in the workplace.

Every safety program has two major objectives: injury prevention/hazard mitigation and compliance with state and federal regulations. The program should also play a key part in improving employee morale and mental health as well. It has to add value and keep management and employees interested. Avoiding fines and penalties in the event of an OSHA inspection is just another benefit to a great safety program.

However, injury prevention and compliance doesn't always go hand in hand.

It's possible to have very few injuries and no compliance OR great compliance and lots of injuries. To get both, safety has to become part of the organizational culture. The success of an environmental, health and safety program depends on the participation of everyone within the company. Without buy-in at ALL levels, the safety program will be just another book on the shelf collecting dust.

Buy-in, or the willingness of an employee to follow the rules, is an important ingredient in a successful program. Most people are willing to work safely and don't 'decide' to get hurt, but there is a natural resistance to change. Then injuries happen. A bigger problem exists when people expect to get hurt on the job. Injury prevention and focusing on doing your job in a safe manner are critical to success, and everything else just gets better. Production, quality, and employee morale all improve.

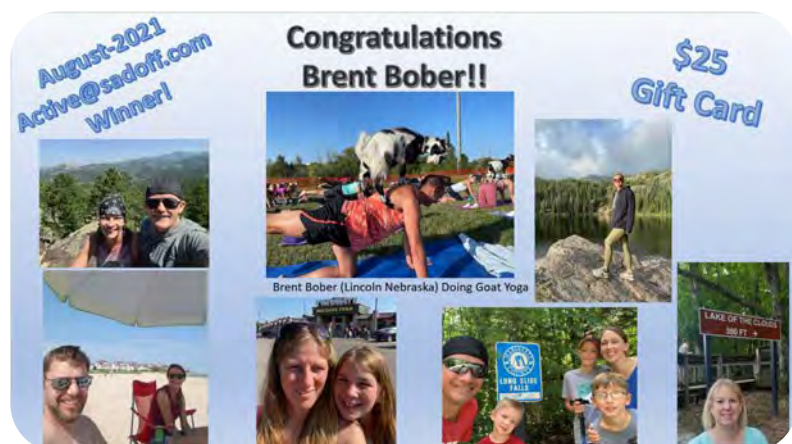
At Sadoff, we encourage input from ALL employees to identify the safety hazards associated with the day-to-day tasks. Together we learn from each other, identifying what went right, what went wrong and what can be done to correct/prevent it in the future. We need ideas, suggestions, comments, concerns, etc. to be brought up as often as they are thought of...and then some.

August 10, 2011 is a date we shall never forget.

In memory of Dan Lehner...

Get Out and Get Active

Congratulation to August's Active Photo Submission Winner for a \$25 gift card – **Brent Bober!**



Why is Customer Service Important?

Revenue increases with good customer service.

Revenue dictates every business decision. Companies measure success or failure based on money in minus money out. Profitability is king.

The number one reason why customer service is essential in a business is that it correlates to revenue: 84% of organizations working to improve customer service report an increase in revenue.

Happy customers build a better reputation.

A positive reputation leads to higher growth. Reputation goes a long way in a business. It attracts customers, investors, partnerships, and employees. When seeking to improve reputation, start with excellent customer service. After a positive customer experience, 69% would recommend the company to others.

Retention correlates to customer satisfaction.

Customer retention carves the most straightforward path to business success. Keeping current customers happy results in more stable revenue and more accurate predictions. When you master not just attracting customers but retaining them, it sets a solid foundation for your entire organization.

Churn decreases with more customer care.

Churn measures the amount of customers who leave a business after purchasing. It provides a relatively cut-and-dry measurement of satisfaction. Customers churn when they're unhappy. When it comes to churn, the importance of customer service is evident: 89% of consumers begin doing business with a competitor following a poor customer experience.

Employee happiness correlates to customer happiness.

Customers aren't the only ones who have options. Good employees are in demand in any economy. Employee happiness goes beyond a paycheck (and I'm not talking about snack perks). Gallup found that highly engaged employees achieve a 10% increase in customer ratings.

Company culture strengthens with improved customer sentiment.

When you create a culture of serving people, your employees follow suit. Teammates work together with kindness, compassion, and, above all, respect.

The term "company culture" elicits a buzzword. Some companies write it on the office walls or make their employees memorize it. You don't need to do all that. Company culture exists whether or not you define it.

Brand awareness soars with positive customer experiences.

Popularity doesn't lose its significance after you leave high school. The coolest brands on the blocks — meaning those with the most and best brand awareness — get all the fame and fortune. Positive customer experiences play a huge role in brand awareness, as they often lead to word of mouth advertising

Marketing spend lessens with more customer advocates.

Customer marketing involves turning existing customers into advocates. Save money and time with every loyal customer. Not only do they purchase more, but they also bring in new business.

Valued customer service unites goals and processes.

When everyone at a company has the same end goal, the entire workflow becomes streamlined. First, place the ultimate emphasis on your customer, then move through each department to align them behind customer service.

Business longevity relies on satisfied customers.

Providing an excellent customer service experience is the surest way to keep up the momentum and minimize losses.

Word Search Contest – Win \$100 for Our Company Store:

How to Participate:

1. Complete the below word search
2. Include your name in the space provided
3. Send the completed page with our intercompany mail to the Fond du Lac office attention Jason Lasky. You are welcome to ask your supervisor to assist in getting it to FDL.
4. Completed entries will be entered into a drawing for a chance to win a \$100.00 gift certificate for use at our online company logo store.
5. All entries must be received by November 20, 2021

Congratulations to our winners from the last issue:

- Chris Moss
- Tenille Graf
- Leesa Tilstra
- Laurie Darnick
- Stacy Freund








*Check us Out on Youtube -
simply search Sadoff Iron & Metal*



SR SADOFF IRON &
METAL COMPANY

THE PREFERRED CHOICE IN RECYCLING

Sadoff.com | Connect with us:     

Name: _____

Scrap Search

T Q U A L I T Y W G Q Y K S H A H B U T H S F G N Z F R F Z
M Z S I G K B E A U Y F Q L C M I D U B P P A D E W O Z C L
V F F C P T T Q S S A T I S F A C T I O N F W R B I R M T H
C V O O N A R N T Q O G H E A L T H C A R E S E R S F A P G
C W J M N J A T E E O I A W T W H Z V J U K T N A C I T P J
U I F M Q P N I S O P D E V W M O B Y E G R R E S O G E R T
L S J U U I S N E B P V S N N D L K Q Z E A T W K N G R O S
T A T N R T P S R R O O P I M S U K C P W R D J A S S I C C
U U C I Z N O P V E R X X Z N R E C Y C L I N G Z I P A E R
R K F T S P R E I A T R U D O Y P J Y R W D I E L N E L D A
E Q G Y E S T C C K U I R O B E L O W E L L N E S S C A U P
H U X G C F A T E R N G S U S T A I N A B I L I T Y T C R M
X F L R U M T I S O I U T E W X U T V M R Y R X O K R C E E
O P V V R K I O Z O T T G U M H M T E A M W O R K L O E S T
W I S A I J O N H M Y U P C Y C L E Z Z K P A F L F M P J A
U W N Z T S N E S R F U E S D X R W V U V X Q O P J E T Y L
P U A Y Y A M W V I C Q F Q V V F B U P V A P D B L T A M C
G B I E D F D U J Z E E X P A N S I O N S S Y B Q Q E N I S
R J L N E E E W P O S I T I V E A T T I T U D E R Q R C U G
A P V V V T D K V J K A N D B X U M I O B Q H W H C G E J P
D A X I T Y U D H C H E M I S T R Y U V W I Z O H P I N Z L
E R W R T D C T L N E S W N E Q P C J Z H K J H S N N C O Q
S T E O D J T I J P T X A Y U U E L E C T R O N I C S M W M
M N I N F X I F P I N V E S T M E N T S O N H Z W W V V Z M
D E G M W N O J E Y D W O Z N R L H S F W F A F B P I C O F
N R H E U R N A Z Q V F X R O W Q J H R I G I V Q N K X G P
M S T N L H S O F T F F L J P U D W R Q N H S K K F T L R E
M H S T S S X C U S T O M E R J Y T F L N C O X M R I F N Z
G I D X N F Y I J O K N S X F G J W Q J E N Z F K L X M V S
G P L X E Z S A N N C S O R T I N G M K R N H P C O C T X I

Material Acceptance

Positive Attitude

Sustainability

Waste Services

Transportation

Satisfaction

Spectrometer

Opportunity

Electronics

Investments

Environment

Partnership

Scrap Metal

Inspection

Deductions

Healthcare

Wisconsin

Chemistry

Security de

Wellness

Expansion

Recycling

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