We joined the Partnership to help widen our local reach and build touchstones within the local business community.

John Kincaide was operating a transportation business when he discovered an old lead-acid car battery illegally tossed in the woods beside a restaurant parking lot. It was then he recognized the potential for a new venture, because of the 95%-98% recycle rate of lead-acid batteries in the US and Canada.

Kincaide carefully studied the e-waste marketplace. His experience in technology and transportation and logistics gave him the skill set to begin a battery recycling business.

Today, Kincaide is president of WeRecycleBatteries.com, a Buffalo Niagara Business that started with one battery and now recycles over 1M lbs. of batteries annually from e-waste, telecom and renewable energy industries. In just eight years, the company has grown into an international e-waste battery recycling brokerage enterprise. WeRecycleBatteries.com works with companies who share its principles of good environmental stewardship, ensuring proper disposal of battery products and reuse of valuable metals.

“We are in the electronic recycling industry, which has different stringent corporate and environmental practices, not typically found in the general scrap business.”

Keeping current with the Partnership.

WeRecycleBatteries.com joined the Buffalo Niagara Partnership in 2016. Kincaide is a US Permanent Resident. “We have business relationships from the Northeast United States down to Georgia,” Kincaide says. In the year that we have been a member, the Partnership has given us many resources to connect with potential customers – resources that we would not have had otherwise.”

Kincaide notes the cross-border nature of his business and the added benefit the Partnership provides for bi-national companies.

“I’m very excited about the recent strategic agreement among the Partnership and the Greater Niagara Chamber of Commerce and the Hamilton Chamber of Commerce in Canada,” he says. “Because that means we have resources in the U.S. and Canada to truly build cross-border relationships with potential customers.”

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How can the Partnership help you make connections?

WeRecycleBatteries.com offers just one example of how the Buffalo Niagara Partnership is committed to deeper engagement with our members and the community. Learn more about what membership can do for your business.