

CASE STUDY:

REALISING YOUR POTENTIAL IN THE CRUSHING BUSINESS



SMALLMON BROTHERS WASTE AND RECYCLING, A JOURNEY OF GROWTH AND EFFICIENCY



THE FOUNDATION OF A FAMILY BUSINESS

Chris Smallmon, alongside his brother Nigel, helms *Smallmon Brothers Waste and Recycling*, a family business deeply rooted in Wagga Wagga. Originally focusing on waste collection and green waste processing, the business has diversified into concrete recycling, gravel processing and tree grinding. The foundation of their business ethos is deeply entwined with reliability, efficiency and strong support systems. As Chris mentions, *“Our focus has always been on providing reliable services with minimal downtime, ensuring our clients get the best.”*

EXPANSION INTO CRUSHING AND SCREENING

Approximately six years ago, the Smallmon Brothers identified an opportunity in the Crushing and Screening sector and seized the chance to expand. This decision was motivated by family history; previous

generations had been pioneers in fabricating crushers and drilling rigs. Chris shares, *“We realised there was a massive potential for growth in the Crushing business, and with our background, it made perfect sense.”*

Their initial foray into the sector involved trialling different machines. However, it was their encounter with the *Keestrack R3h Impactor*, supplied by SMA, that set them on their current successful path. *“We tried various machines, but the R3h stood out. It met our needs more effectively and provided a robust solution to our increasing workload,”* Chris recalls.

BUILDING A PARTNERSHIP WITH SMA

Chris' introduction to Ciaran Lagan from SMA marked the beginning of a fruitful relationship. Chris was two years into the expanding venture and on the hunt for reliable equipment to support the family business. *“Ciaran was instrumental in helping us find the right machinery,”* Chris reflects.



“The R3h Impactor was the start. Since then, we've expanded, requiring higher capacity machines.”

Keen to support Chris' burgeoning enterprise, Ciaran and the SMA team have been unyielding in their assistance, offering on-site help and comprehensive phone support. Ciaran emphasises the long-term approach of SMA, stating, *“Our relationship with clients extends beyond just selling equipment. We aim to provide continuous support and build lasting relationships.”*



THE MACHINES THAT MADE A DIFFERENCE



The decision to invest in the *R3h Impactor* was just the beginning. Chris' business soon required enhanced capabilities, leading to the acquisition of the *Keestrack K4 Scalper* – a machine designed for splitting aggregates and screening various materials. The *K4 Scalper* has been instrumental in processing not just construction materials but also soils and green waste. Chris explains, *"The K4 has helped us manage various materials efficiently, adding another layer of versatility to our operation."*

The need for even greater capacity led to their latest acquisition, the *R5h Impactor*. This high-output machine is capable of producing multiple products simultaneously. The ability of the *R5h* to handle larger jobs efficiently with reduced wear costs was a significant factor in their decision to purchase. Chris highlights the practical benefits, *"We expect the R5h to cut down wear costs by up to 40%, offering less downtime and more production. It's crucial for handling recycling processes involving steel and other contaminants."*

The similarity between the *R5* and *R3* models makes maintenance straightforward, providing continuity for their staff. Chris adds, *"The R5 is particularly appreciated for its minimal need to open the chamber, reducing wear and tear and downtime significantly."*



THE IMPORTANCE OF RELIABLE SUPPORT

Working in a sector that often involves travel and remote sites, the priority for Smallmon Brothers has always been on reliable and easy-to-maintain machinery with excellent support. SMA have proven to be an ideal partner in this regard. Chris appreciates the technical support provided, *“They help us with wear parts, machine repairs, and minimise downtime through telephone guidance. The support we get from SMA is unmatched.”*

Ciaran shares this dedication to client support, emphasising the importance of being available and reliable, *“We aim to be there when our clients need us, providing ongoing support and building a lasting relationship. It’s not just about selling a machine; it’s about ensuring it continues to deliver for the client.”*

LOOKING FORWARD: EXPANSION AND INVESTMENT

With eyes set on continuous growth, Chris Smallmon is considering adding more equipment to his fleet and keeping abreast of new technology advancements. The focus is on maintaining the momentum they’ve built so far while ensuring that their operations remain efficient and competitive. Chris is optimistic about the future, *“We are always looking to expand within a two to three hour radius of Wagga and investing in the right technology is key to that expansion.”*

RECOMMENDATIONS FOR NEWCOMERS

For those contemplating an entry into the Crushing and Screening Industry, both Chris and Ciaran have substantial advice. Ciaran suggests starting with an Impact Crusher due to its versatility and ease of mobility. From his own experience, Chris endorses this, *“The Impact Crusher is indeed a great starting point. It’s versatile and handles a range of materials effectively. For us, it was the starting block for what has become a successful part of our business.”*

The choice of machinery should also be guided by durability and production levels, even in harsh conditions. Chris strongly advocates for Keestrack and SMA machines, due to their ease of maintenance and high production capacity, *“We have been through various options, but the durability and output levels of these machines under tough conditions have been exceptional. They’ve proven their worth, time and time again.”* ■■■



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THE ROAD AHEAD

As *Smallmon Brothers Waste and Recycling* continues to evolve, their partnership with SMA remains a cornerstone of their success. From initial machine trials to expanding their equipment range, this journey underscores the importance of reliable support and robust machinery in achieving operational efficiency and growth.

Chris Smallmon's experience provides valuable insights into the Crushing and Screening Industry, highlighting the critical role of dependable partnerships and advanced equipment. The collaboration with SMA exemplifies how trust, support and technology can drive business success, setting a benchmark for others in the Industry.



ABOUT SMA

SMA has been a trusted name in the industry since 1994. As authorised dealers for some of the world's leading manufacturers of mobile and fixed crushing and screening equipment – including Keestrack, SRH by Metso Group, CMS Cepercor, GIPO, Rockster, Convir, and Sensortechnik – it offers a diverse range of solutions tailored to your needs.

Their extensive inventory features over 60 mobile crushers and

screens, both new and used, available for sale or hire. With strategic locations in Sydney, Melbourne, Central West NSW, and the Gold Coast, SMA are well-positioned to support you across Australia.

SMA specialise in solutions for the Quarrying, Mining, Recycling, and Dry Bulk Handling sectors. You can count on SMA to deliver exceptional solutions and unmatched reliability.



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