



**FOR IMMEDIATE RELEASE**

**CHANGING THE SCRAP METAL INDUSTRY  
ONE TOUCH AT A TIME**

**The Apple iTunes App Store Welcomes the iScrap App:  
The First App for The Scrap Industry**

Rockaway, New Jersey – The iScrap App Team is pleased to announce their new app called the iScrap App. This application enables millions of iPhone and iPod Touch users to locate scrap yards, see the materials they buy, send pictures of materials for questions and pricing, request containers and much more including directions, hours of operation and contact information - all in the palm of their hand.

The iScrap App for the iPhone will open up new ways for more than 50 million iPhone iOS device users (plus millions more are anticipated when Verizon welcomes the iPhone on February 10, 2011) to locate the closest scrap yards to them and find out their prices while on-the-go resulting in more eco-friendly activities and improving the environment. The iScrap App for iPhone is an experience that offers simplicity, ease-of use and quality, combined with an elegant design and innovation loved by Apple's countless customers worldwide.

The iScrap App is a complete resource for scrap yard owners. Not only will the iScrap App Team work overtime generating leads for scrap yards, the team developed the Recycler's Toolbox which allows scrap yards to have a professionally designed website without the professional price tag in a fraction of the time. Not only is the Recycler's Toolbox affordable, it is also easy-to-use. Scrap yards simply fill in the information about their scrap yard, let the iScrap App Team review the information, and their website is up-and-running within two business days. The iScrap App Team handles all of the website maintenance for them including search engine optimization.

#### Features of the iScrap App:

- The industry's leading app where customer can locate and communicate with local scrap yards.
- Check multiple scrap yards' pricing at the same time.
- Take (and send) pictures of scrap materials from right inside the app.
- Call or email scrap yards right from the app.
- Find directions, hours of operation, pricing & much more.
- Learn more about nonferrous metals, ferrous metals and e-waste.

“Since I got my iPhone, I knew there was something missing in the scrap metal industry, and it was an app,” said Tom Buechel, founder of iScrap App, Inc. “I came up with the idea for the iScrap App after the market crashed in 2008, and I lost 90 percent of my business. I know this is a revolutionary tool that will help recyclers find new scrap yards that they didn't know existed and bring scrap yards new customers and more business.”