

# Next-Gen Demo

The demolition industry is evolving and turning towards tech

By Ben Wheatley

**Embracing new technologies, enjoying expanded opportunities because of renewables and stocking up on more advanced equipment help describe what some thriving companies are doing now in the evolving demolition industry.**

Dennis McGarel, vice president sales and estimating at Brandenburg, points to major opportunities that now exist for his company because of renewables like wind farms.

“These types of fuel sources drive other industries and help provide work for our industry. Green energy is important, especially for companies which can handle the new technology and related equipment to complete assignments in this space,” McGarel explains. “The need for enhanced safety and environmental sensitivities are only going to get more important as time goes on.”

McGarel says growth in the industry will be fueled by contributions from a new generation of workers attracted to the challenges and opportunities found in the demolition field. “There are very great careers available in the industry. This isn’t the same old industry it used to be. Today’s workers operate in a far more sophisticated and technological environment than before,” he says. “Many younger people may not know what we offer or realize they can have a most profitable career in our industry. We are trying to attract people who have an engineering and project management mindset. There are a lot of good people involved in demolition. Together we can help make the industry even stronger,” says McGarel.

To help spread the word, Brandenburg participates in numerous college job fairs. And it is working closely with unions to suggest the types of training to implement to help attract the right workers. “There are a lot of great opportunities in our industry. Our work involves more technology and engineering than ever before,” McGarel says. “And the companies that embrace this approach are more likely to succeed than others that don’t.” ♦