



REVISTA LOGÍSTICA REVERSA

Serving the Automotive, Health Sciences, Retail, and High Tech Industries



How Intel's Reverse Logistics Strategy Took Customer Excellence to the Next Level

Page 16

**RLA CONFERENCE & EXPO:
SÃO PAULO 2014**

Edition 66



OFFICIAL MAGAZINE OF THE
REVERSE LOGISTICS
ASSOCIATION®

Conferência e Exposição sobre Logística Reversa no Brasil

De 16 a 18 de Setembro

à Patrocinado pela "Reverse Logistics Association"

- Participação de profissionais de todo o mundo inclusive da América do Sul e Central
- Principais OEMs e Varejistas estão procurando por empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.

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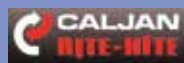
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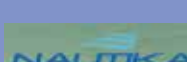
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How Intel's Reverse Logistics Strategy Took Customer Excellence to the Next Level

By Stephen Noonan and Caroline Smith

Global Reverse Logistics (GRL) is the organization within Intel chartered with delivering Reverse Logistics Supply Chain solutions across all Intel products. Our global team provides support for all Intel products to over 20,000 customers across more than 100 countries. We are part of the overall Intel Supply Chain structure which was ranked number 8 in the Gartner1* "Supply Chain Top 25 in 2014." One of GRL's main value propositions is delivering customer excellence to ensure we build on brand loyalty and retention.

Articles



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The Birth of Reverse Logistics of EEE in Brazil

by Salete R Pezzo

My initial thought was to write an article with the title "A Brief History of Re-verse Logistics of EEE in Brazil", but I soon realized that even though reverse lo-gistics has been ...



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QR Tags for Reverse Logistics

by Ken Jacobsen and Paul Rupnow

The Standards Committee of the Reverse Logistics Association is developing what will become a dictionary of standardized content tags to facilitate functions of reverse logistics.



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Reverse Logistics as a Legal Demand in Brazil: The Solid Waste Act

by André Luiz Pereira

In Brazil, at 2008, only 27.7% of the cities surveyed laid their Solid Waste in sanitary landfills¹. Nearby 22.5% of the cities deposited trash in controlled landfills, and 50.8% intended to discard it in open dumps.

Feature Articles



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Returning Thoughts

by Paul Rupnow

The Consumer Electronics Association CEA - A Wealth of Knowledge to Reduce Consumer Product Returns.

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RL Magazine will publish 12 issues annually — 12 new digital editions! Reverse Logistics Magazine welcomes articles and abstracts. Please send to: editor@RLmagazine.com

Articles



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Socio-Ecological Model in Reverse Logistics

by Dr. Ing Jose Antonio Valles Romero

It present concepts for the study of recycling of life products, analyzing the implications of operational and tactical originate, we explore the concept of reverse logistics within the general framework that integrates and explores models for systems analysis employing reverse logistics operations research techniques in their formulation and resolution.

Video



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What is the Reverse Logistics Association?

by Reverse Logistics Association

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Message from the Editor

CALL FOR ARTICLES

A couple of times each year, the Reverse Logistics Association puts out a notice for a Call for Stories and Articles for our magazine. We know that there is so much information out there, but we need it sent our way. If you have a white paper, recent information, or a good RL story to share with the rest of the Reverse Logistics world, please get in contact with me.

Here are our [Author Guidelines](#) for your review. But if you're not sure, please inquire, and we can work together to make a great piece for our *Reverse Logistics Magazine*.

AUTHOR GUIDELINES:

Reverse Logistics Magazine is published digitally monthly. Our readers are senior and mid-level managers responsible for the reverse logistics activities within their companies. Readers also include educators and management consultants who need to keep current with the latest reverse logistics trends.

Examples of Types of Articles:

Reverse Logistics Magazine welcomes articles on innovative reverse logistics techniques, new research findings, instructive company case studies, 'how to' articles, and practical application stories.

Article Preparation Checklist:

When submitting articles, please use the following guidelines:

- Aim for an article length of 2000 (cover story), 1500, 1000 or 750 words.
- Include a title of the article along with a brief abstract highlighting the key points.
- Include a brief biography and digital photo of the author(s).
- Article content must be non-promotional.
- Number and caption all exhibits, charts, and tables.
- Consecutively number references to books, articles, or other sources.
- Include a statement confirming the submission is exclusive to *Reverse Logistics Magazine*
- All graphics and images should be high-resolution, 300 dpi.
- Zip all files and e-mail to them to the Editor (editor@rlmagazine.org). For very large zip files, please email us (editor@rlmagazine.org) for the FTP login information.

Each prospective article is reviewed by members of our Editorial Advisory Board. Our editors will edit the article to maintain a uniform level of consistency and professionalism.

Exclusivity is required for any submission to be considered for publication. The article should not appear in another publication. It is the author's responsibility to obtain permission to reprint long quotations or use tables, figures, or graphs previously published with copyright restrictions.

Thank you,
Felecia Przybyla
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Industry Committees are set up to provide a standing forum for Reverse Logistics Professionals to meet on a regional and global basis and discuss common Reverse Logistics issues at the RLA Conferences & Expos. Industry Committees educate the industry on reverse logistics:

- “Best Practices”
- Consumer Satisfaction Issues
- Regulations on a Worldwide & Regional Basis Processes that can Reduce Costs

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How Intel's Reverse Logistics Strategy Took Customer Excellence to the Next Level

By Stephen Noonan, Reverse Logistics Operations Manager, Intel and Caroline Smith, EMEA Customer Returns Manager, Intel

Article in Portuguese on page 22

Global Reverse Logistics (GRL) is the organization within Intel chartered with delivering Reverse Logistics Supply Chain solutions across all Intel products. Our global team provides support for all Intel products to over 20,000 customers across more than 100 countries. We are part of the overall Intel Supply Chain structure which was ranked number 8 in the Gartner^{1*} "Supply Chain Top 25 in 2014." One of GRL's main value propositions is delivering customer excellence to ensure we build on brand loyalty and retention.

Global Reverse Logistics Overview

Mission: Be THE Reverse Logistics solutions & service provider of choice for Intel and our customers.



Figure 1 Reverse Logistics at Intel Overview

Customer Excellence in Reverse Logistics at Intel

One of our primary Strategic Imperatives focuses on customer excellence and delivering customer-centric supply chain solutions for what our customers truly value. To support this goal we have invested in evolving our CRM (Customer Relationship Management), developing customer centric supply chains and ensuring the customer has a positive user experience.

CRM – We developed and implemented a CRM model which focuses on increasing our level of customer engagement and truly understanding what our customer's value. Within the model we concentrated on:

- Implementing effective customer account management, ensuring our customers have dedicated account managers supporting all of their reverse logistics requirements.
- Building a strong partnership and relationship with our customer base.
- Being flexible in our support, as customer demands vary across business segments and geographical locations.

Customer Centric Supply Chain – We reviewed our supply chain to incorporate what our customer's value, focusing on;

- Implementing supply chain metrics that measure the effectiveness of our services and customer health, with review structures in place. Each year Intel overall conducts a customer survey to measure customer excellence across all businesses and services provided by Intel.
- Truly understanding what our customer's value, and embedding this where feasible within our supply chain solutions.
- Delivering self-help tools to enable customers reduce returns. Within this we had considerable success in providing diagnostic tools and on line training to reduce reverse logistics costs and effort for Intel and our customers.

Customer User Experience – We looked at all elements of the supply chain to simplify customer engagement and reduce the level of effort required from customers to manage returns. To aid this effort we emphasized;

- Improving our returns tools in areas such as warranty entitlement, order requests and reporting to simplify customer engagement.
- We looked at all components of our supply chain including our supplier base, which engages



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directly with customers. We assessed the customer engagement models and made changes to implement a more customer centric approach with a particular focus on reducing customer effort.

Implementation

To apply this approach we created a global team chartered with improving customer satisfaction worldwide across all customer segments. To support this we utilized “Lean 2” and “Possibility Thinking³” to develop our ideal state and determine what it would take to get us to our end goal. The utilization of possibility thinking created an environment for the organization to be innovative, challenge the status quo and deliver excellent results. We challenged all aspects of our supply chain and delivered changes people didn’t think were possible.

We started with three simple questions:

- **Define Ideal State** – If we had no restriction or limitations what would be the ideal state which we could achieve?
- **Set Impossible Goals** – Think revolutionary and not evolutionary. Aim for audacious goals instead of modest change.
- **What would it take?** – Define what it would take to achieve the impossible goal.

We challenged all areas of the organization to deliver operational excellence in support of our customer activities, utilizing effective structures to measure and drive improvements in our supply chain performance and our customer health. As a result, customers experienced improvements in services, return policies and procedures, technical enabling and our tools.

Results

In 2013, we achieved incredible results in Intel’s Customer Excellence Program, hitting an all-time high of 87% for reverse logistics which reflected a 20% improvement over 3 years. In addition to delivering excellent customer satisfaction results, our journey to achieving customer excellence has further fostered Intel’s great place to work environment and increased job satisfaction. Our results demonstrate what can be achieved when you have the entire organization working to achieve a common goal.

In executing against our strategies (CRM, Customer Centric Supply Chain and Customer User Experience) we drove increased engagement, with customers globally, while understanding their business needs and what reverse logistics services they value. We listened to our customers and responded by:

- Improving our supply chain performance globally with particular focus on customer response times



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Intel's Vision



Figure 2 Intel Vision

and replacement part management.

- Simplifying our returns' policies.
- Delivering reverse logistics solutions to support new products.
- Deploying system enhancements to improve tool sets utilized by customers to process returns. Improving the customer user experience.
- Expanding our customer engagement model with increased customer face time.
- Developing and deploying self-help tools focused on reducing reverse logistics costs and effort for Intel and our customers.

Summary

As the market and business environment continuously changes, so too will our customers' requirements. While Intel Global Reverse Logistics has made considerable progress and achieved amazing results, we will not become complacent. In 2014 and beyond, we are continuing to adjust and evolve our customer engagement model to ensure ongoing success. Our goals continue to be aggressive as we continue to focus on our customers' needs especially in our ever-changing business environment. Our journey continues!

About Intel

Intel is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Founded by Gordon Moore and Robert Noyce in 1968, Intel has delivered over 25 years of positive net income, with an annual revenue of \$52.7B in 2013.

Intel and subsidiaries has 170 sites in 66 countries with over 105,000 employees. The company was named one of the Top "Ten Most Valuable Brands in the World" by Interbrand^{4*} and currently listed as one of Fortune's⁵ "World's Most Admired Companies." At Intel, we are dedicated to caring for the people and the natural resources of this planet and we strive to provide educational opportunities and quality of life improvements for communities worldwide. Intel has been the largest voluntary purchaser of Green Power in the United States for six years in a row and invests \$100 Million each year in education across more than 100 Countries. Intel has contributed 4 Million Hours of Volunteer Service toward improving education over the past decade.



Stephen Noonan is Reverse Logistics Operations Manager at Intel for the EMEA and America's regions. Stephen joined Intel in 1994 where he has spent most of his career working in reverse logistics. He is responsible for delivering reverse logistics solutions across a broad customer base within these regions, and oversees the Intel reverse logistics outsourcing and customer engagement strategy globally.



Caroline Smith is the Customer Returns Manager at Intel for the EMEA region. Caroline joined Intel in 2001 as a Financial Analyst, moving into Reverse Logistics management in 2006. She is responsible for delivering reverse logistics solutions across the EMEA customer base and delivering global customer experience.

Source

Gartner¹ "Gartner 2014 Supply Chain Top 25" <http://www.gartner.com/newsroom/id/2747417>
 Lean² James P. Womack, Daniel T. Jones, and Daniel Roos "The Machine That Changed the World" 2007 Free Press.
 Possibility Thinking³ Rosamund Stone Zander and Benjamin Zander "The Art of Possibility" 2007 Penguin Books 2002.
 Interbrand⁴ "Interbrand Best Global Brands 2013" <http://www.interbrand.com/en/best-global-brands/2013/Best-Global-Brands-2013.aspx>
 Fortune's⁵ "Fortune World's Most Admired Companies" <http://fortune.com/worlds-most-admired-companies>

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In its commitment to giving you the greatest opportunities for professional development, RLA now provides certification as a:



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REVERSE LOGISTICS PROFESSIONAL (RLP)

If you are working in the reverse logistics field with three or more years of experience, then you are ready to take the Reverse Logistics Association's preparation course for the Reverse Logistics Professional Certification Examination. The course is 8 hours of training in the foundational principles of reverse logistics and the business practices that lead to world-class performance. The course is highly interactive in an experiential-learning format that maximizes your training so that you can immediately apply what you have learned on the job. After passing the examination, you will be qualified to put "RLP" after your name distinguishing you are a highly-trained professional in reverse logistics.



REVERSE LOGISTICS MANAGER (RLM)



If you are a manager of reverse logistics processes with five or more years of experience, then now is the time to take the next step in your career by taking the Reverse Logistics Association's preparation course for the Reverse Logistics Manager Certification Examination. The course provides 16 hours of intense instruction in the latest trends in reverse logistics and the best practices that will set you and your organization apart in your industry. You will receive in depth training in the strategic and tactical aspects of reverse logistics. And, the course also covers the tried-and-true techniques that can help a manager lead his or her staff you achieve the greatest potential value-recapture for their organization. "RLM" after your name says that you have demonstrated a high-level of competence to lead and direct reverse logistics processes.

REVERSE LOGISTICS TRAINER (RLT)

If you qualify as a Reverse Logistics Manager and you have training experience, by taking the Reverse Logistics Association's preparation course for the Reverse Logistics Trainer Certification Examination, you can become qualified to train RLPs and RLMs. The course is 24 hours long to strengthen your mastery of reverse logistics concepts and techniques as well as give you the skills to effectively teach them to others. As an RLT you will be a registered education provider and you will be qualified to work collaboratively with RLA to help organizations around the world to prepare their personnel to achieve high-level performance in reverse logistics.



RL Certification program is organized by the RL Certification Committee

Como a estratégia da Intel Logística Reversa Levou Customer Excellence para o Próximo Nível

Por Stephen Noonan, Reverse Logistics Operations Manager, Intel e Caroline Smith, EMEA Retorna ao Cliente Manager, Intel

Article in English on page 16

Global de Logística Reversa (GRL) é a organização dentro da Intel fretado com a entrega de soluções de cadeia de Logística Reversa de alimentação em todos os produtos da Intel. Nossa equipe global oferece suporte para todos os produtos da Intel para mais de 20.000 clientes em mais de 100 países. Nós somos parte da estrutura da cadeia de fornecimento global Intel que foi classificado número 8 na Gartner 1 * "Supply Chain Top 25 em 2014" Uma das principais propostas de valor da GRL é oferecer excelência ao cliente para garantir que construir fidelidade à marca e retenção.

Global Reverse Logistics Overview

Mission: Be THE Reverse Logistics solutions & service provider of choice for Intel and our customers.



Figure 1 Reverse Logistics at Intel Overview

Customer Excellence em Logística Reversa na Intel

Um dos nossos imperativos estratégicos primários foca na excelência ao cliente e fornecimento de soluções de cadeia de suprimentos centradas no cliente para que nossos clientes realmente valor. Para apoiar este objetivo, investimos na evolução do nosso CRM (Customer Relationship Management), o desenvolvimento de cadeias de suprimentos centrada no cliente e garantir que o cliente tenha uma experiência positiva para o usuário.

CRM – Foi desenvolvido e implementado um modelo de CRM que se concentra em aumentar o nosso nível de

envolvimento do cliente e compreender verdadeiramente o valor do nosso cliente. Dentro do modelo nos concentramos em:

- Implementar o gerenciamento de conta de cliente eficaz, garantindo aos nossos clientes têm dedicado gerentes de conta de suporte a todas as necessidades de logística reversa.
- Desenvolvimento de uma parceria forte e relacionamento com nossa base de clientes.
- Ser flexível em nosso apoio, como as demandas dos clientes variam entre segmentos de negócio e localizações geográficas.

Cliente Cadeia Centric Abastecimento

– Nós revisamos nossa cadeia de fornecimento de incorporar o valor do nosso cliente, com foco em;

- Implementar métricas da cadeia de suprimentos que medem a eficácia de nossos serviços e saúde do cliente, com estruturas de revisão no lugar. A cada ano, a Intel geral realiza uma pesquisa com clientes para medir a excelência ao cliente em todos os negócios e serviços fornecidos pela Intel.
- Verdadeiramente compreender o valor de nossos clientes, e incorporar esta sempre que possível dentro de nossas soluções de cadeia de suprimentos.
- Entregar ferramentas de auto-ajuda para habilitar os clientes a reduzir retornos. Dentro disso, tivemos um sucesso considerável no fornecimento de ferramentas de diagnóstico e na formação de linha para reduzir os custos de logística reversa e esforço para Intel e nossos clientes.

Experiência do Cliente do usuário – Olhamos para todos os elementos da cadeia de suprimentos para simplificar o envolvimento do cliente e reduzir o nível

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



To view this video without iTunes:
<http://www.youtube.com/watch?v=lmqPO4r5XF4>

At this year's RLA Conference & Expo in Las Vegas you may have noticed a television crew roaming around. The crew was there to capture response to the conference and make a video that displayed the essence of the Reverse Logistics Association. They were also filming segments for a new video series in RL Digital magazine called RLA Rewound. As you view it, you may see some familiar faces. A big thank you to everyone who took time out from their busy conference schedule to stop and talk with our reporter. We hope you will share the video with friends and colleagues as you introduce them to the association and explain what we do and how we can support them. Stay tuned, because we may be talking to you for the next series of videos for RLA Rewound.



de esforço exigido aos clientes gerenciar retornos. Para ajudar neste esforço enfatizamos;

- Melhorar as nossas ferramentas retorna em áreas como o direito à garantia, os pedidos de encomenda e relatórios para simplificar o envolvimento do cliente.
- Olhamos para todos os componentes da cadeia de suprimentos, incluindo a nossa base de fornecedores, o que envolve diretamente com os clientes. Foram avaliados os modelos de envolvimento do cliente e fez alterações para implementar uma abordagem mais centrada no cliente, com foco especial na redução esforço cliente.

Implementação

Para aplicar esta abordagem, criamos uma equipe global fretado com a melhoria da satisfação dos clientes em todo o mundo em todos os segmentos de clientes. Para apoiar esta utilizamos “Lean 2” e “Pensamento da Possibilidade 3” para desenvolver o nosso estado ideal e determinar o que seria necessário para nos levar ao nosso objetivo final. A utilização da possibilidade pensamento criou um ambiente para a organização de ser inovador, desafiar o status quo e oferecer excelentes resultados. Desafiamos todos os aspectos de nossa cadeia de fornecimento e entregue mudanças as pessoas não pensam que fosse possível. Começamos com três simples perguntas:

- **Definir Estado Ideal** - Se não tivéssemos restrições ou limitações que seria o estado ideal que poderia alcançar?
- **Definir metas impossíveis** - Pense revolucionária e não evolutiva. Apontar para objetivos audaciosos em

vez de mudança modesta.

- **O que seria necessário?** - Definir o que seria necessário para atingir a meta impossível.

Desafiamos todas as áreas da organização para entregar a excelência operacional em apoio às nossas atividades do cliente, utilizando estruturas eficazes para medir e impulsionar melhorias na nossa performance da cadeia de suprimentos e nossa saúde do cliente. Como resultado, os clientes experimentaram melhorias nos serviços, políticas e

procedimentos de retorno, permitindo técnica e nossas ferramentas.

Resultados

Em 2013, conseguimos resultados incríveis no Programa de Excelência ao Cliente da Intel, atingindo um máximo histórico de 87% para logística reversa que refletiram uma melhoria de 20% em 3 anos. Além de fornecer excelentes resultados de satisfação do cliente, a nossa jornada para alcançar a excelência ao cliente tem incentivado ainda mais excelente local da Intel ao ambiente de trabalho e maior satisfação no trabalho. Nossos resultados demonstram que pode ser alcançado quando você tem toda a organização que trabalha para atingir um objetivo comum.

Na execução contra nossas estratégias (CRM, cliente Cadeia de Suprimentos e Centric Cliente Experiência do Usuário) nós dirigimos um maior engajamento com clientes globalmente, ao mesmo tempo compreender as suas necessidades de negócio e que os serviços de logística reversa que eles valorizam. Ouvimos os nossos clientes e respondeu:

- Melhorar o nosso desempenho da cadeia de fornecimento global com foco particular em tempos de resposta ao cliente e gestão de peça de reposição.
- Simplificar as políticas dos nossos retornos.
- A oferta de soluções de logística reversa para apoiar novos produtos.
- Implantar melhorias no sistema para melhorar conjuntos de ferramentas utilizadas pelos clientes em

Intel's Vision



processo de devolução. Melhorar a experiência do usuário do cliente.

- A expansão do nosso modelo de engajamento do cliente com o aumento do tempo de cara do cliente.
- Desenvolvimento e implantação de ferramentas de auto-ajuda com foco na redução de custos de logística reversa e esforço para Intel e nossos clientes.

Resumo

Como o ambiente de mercado e de negócios muda continuamente, o mesmo acontecerá com os requisitos dos nossos clientes. Enquanto a Intel Global de Logística Reversa tem feito progressos consideráveis e resultados surpreendentes obtidos, não vamos nos tornar complacentes. Em 2014 e além, nós estamos continuando a ajustar e evoluir nosso modelo de engajamento do cliente para garantir o sucesso contínuo. Nossos objetivos continuam a ser agressivo à medida que continuamos a concentrar-se nas necessidades dos nossos clientes, especialmente em nosso ambiente de negócios em constante mudança. Nossa viagem continua!

Sobre a Intel

Intel é líder mundial de inovações em computação. A empresa projeta e constrói as tecnologias essenciais que servem como base para os dispositivos computacionais mundos. Fundada por Gordon Moore e Robert Noyce, em 1968, a Intel já entregou mais de 25 anos de lucro líquido positivo, com uma receita anual de US \$ 52.7B em 2013 Intel e subsidiárias tem 170 locais em 66 países, com mais de 105 mil funcionários. A empresa foi nomeada uma das Top “Marcas dez mais valiosas do mundo” pela Interbrand 4 * e atualmente listado como

um dos cinco da fortuna “Empresas Mais Admiradas do Mundo.” Na Intel, nós nos dedicamos a cuidar das pessoas e do natural recursos deste planeta e nós nos esforçamos para fornecer oportunidades e melhoria da qualidade de vida das comunidades em todo o mundo educacionais. Intel tem sido a maior compradora voluntária de Green Power nos Estados Unidos por seis anos consecutivos e investe US \$ 100 milhões por ano em educação em mais de 100 países. Intel tem contribuído 4 milhões de horas de Serviço de Voluntariado para a melhoria da educação ao longo da última década.



Stephen Noonan é inversa Operações Logísticas Gerente da Intel para a região da América EMEA e. Stephen ingressou na Intel em 1994, onde passou a maior parte de sua carreira trabalhando na logística reversa. Ele é responsável pelo fornecimento de soluções de logística reversa através de uma ampla base de clientes nessas regiões, e supervisiona a Intel reverter terceirização logística e estratégia de engajamento de clientes em todo o mundo.



Caroline Smith é o gerente de devoluções do cliente da Intel para a região EMEA. Caroline se juntou a Intel em 2001 como analista financeiro, movendo-se em gestão de Logística Reversa em 2006 Ela é responsável pelo fornecimento de soluções de logística reversa em toda a base de clientes EMEA e entrega experiência global de clientes.

Fonte

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Lean² James P. Womack, Daniel T. Jones, and Daniel Roos “The Machine That Changed the World” 2007 Free Press.
Possibility Thinking³ Rosamund Stone Zander and Benjamin Zander “The Art of Possibility” 2007 Penguin Books 2002.
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Fortune’s⁵ “Fortune World’s Most Admired Companies” <http://fortune.com/worlds-most-admired-companies>

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The Birth of Reverse Logistics of EEE in Brazil

by Salete R Pezzo, Commercial Director at Lavra Logística Reversa de Eletroeletrônicos – São Paulo, SP, Brasil

My initial thought was to write an article with the title “A Brief History of Reverse Logistics of EEE in Brazil”, but I soon realized that even though reverse logistics has been around us for a long time the EEE reverse logistics in Brazil is yet to be introduced. I will explain: Reverse logistics did not catch much attention of the business world until the first ever national waste management legislation - Política Nacional de Resíduos Sólidos n. 12305 (PNRS) – came into force at the end of 2010, following 20 years of discussion.

The main objective of the PNRS is to prioritize a national integrated waste management system under a shared responsibility principle, setting reverse logistics as one of the key instruments to achieve that aim. It is important to mention that states and municipalities must develop their own waste management plans.

Rather than just focusing on recycling, the PNRS goes further, aiming for a circular economy. Defined as an instrument for social and economic development, re-verse logistics focuses on encouraging the return of waste materials. When not feasible, waste must be disposed of appropriately.

Soon after the PNRS came into force, a Decree (n. 7404) created the Steering Committee for the Implementation of Reverse Logistics (CORI). CORI then developed five Technical Working Groups . The purpose of each group was to design its own legal sectorial agreement, subject to the Ministry of the Environment’s approval and to establish conditions, targets and obligations to manufacturers, importers, retailers and consumers in relation to the implementation of reverse logistics strategies.



EEE Industry and Reverse Logistics of WEEE

It is estimated that by the end of 2014 there will be around 1.1 million tons per year of WEEE on the market; over 50% of this will be large domestic appliances. It is estimated to increase around 25% in the next three years, before starting declining slightly until 2020 according to ABINEE (Brazilian Electrical and Electronics Industry Association).

The deadline first set for the key players (manufacturers, importers and retailers and consequently consumers) to be legally obligated under the requirements set by the agreed requirements was September, 2013. The first draft of an EEE Sectorial Agreement was delivered in June, 2013. The problem is that up to date the final EEE sectorial agreement setting targets and obligations has not been signed yet.

Some key minimum requirements for the reverse logistics strategies have been set out :17%(weight) of the amount placed on the market must be collected; 100% of the municipalities with a population of over 80,000 must provide permanent bring bank points; 100% of the municipalities with a population of 80,000 must at least implement collection campaigns; the EEE reverse logistics, as a mechanism under the shared responsibility, must be funded, operated and implemented by the WEEE manufacturers, importers and retailers.

Consumers, The Key Players

The typical EEE Reverse Logistics Process is as follows: CONSUMERS must place their unwanted EEE back into the cycle; private initiatives organize the setting up of bring back banks at suitable sites such as supermarkets, car parks and shops. Companies like LAVRA Logística Reversa de Eletroeletrônicos – devise creative ways to

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RLA Webinars are hosted and run by each Industry Committee.

Webinars are FREE and available to anyone who registers for the event. These Webinars are held monthly for each Industry Committee. They are 20-30 minute presentations given by a professional in that Industry, and then the opportunity is opened up to webinar attendees to ask Questions and share information relevant to the given topic.



COMMITTEE	TOPIC	CHAIRPERSON	COMPANY
STANDARDS	Developing Standards for Food Safety and Quality during Transportation Processes	Dr. John Ryan	Ryan Systems
RETAILERS	Returns After Christmas: Challenges and Issues	Derek Palmer	Transform
LIFE SCIENCES	Life Sciences Reverse Logistics Best Practices	Gailen Vick	RLA
EUROPE	New Consumer Rights Directive and its impact on Reverse Logistics	Christophe Jeloschek	Kennedy Van der Laan
SOFTWARE SOLUTIONS	Better, Faster Returns Processing & Data Collection Part 2	Roger Levi	Intel
APAC	Major Trends in Sustainability and What They Mean	Bhavani Prakash	Eco Walk the Talk
BRASIL	Impactos da LRS (Lei de Resíduos Sólidos) Nos Processos Operacionais	Orlando Cattini Junior	FGV
WIRELESS TELECOMMUNICATIONS	Rechargeable Battery Handling and Transportation: What Wireless Companies Need to Know	Angelika Kluna	CLi360, Inc.
AFRICA	What is the state of reverse logistics in Africa?	Craig Plowden	Revlogs (Pty) Ltd
DATA STORAGE	Secondary Market for Drives	Tom Burnam	Western Digital
CONSUMER PRODUCTS	Finance is from Mars and Reverse Logistics is from Venus "How we can talk to each other"	Tony Sciarrotta	Reverse It Sales & Consulting



Association of Supermarkets), IDV (Institute for the Development of Retailers) , ABRADISTI (Brazilian Association of the Distributors of Information Technology) and SINDITELEBRASIL (Brazilian Association of Telecommunication Companies and Mobile and Personal Service Providers) presented to the MMA (Ministry of Environment) a proposal to the implementation of Reverse Logistics systems of WEEE.

The document stresses six points which are to be considered in the implementation of Reverse Logistics systems of WEEE to guarantee security to the obligated parties by the PNRS (consumers, retailers, distributors, manufacturers and importers). The so-called "six points to be discussed" are: 1)establishment of a managing entity with governance system, 2)classification as non-hazardous waste of the EEE after use, 3)establishment of documentation stating the cessation of the right of ownership valid throughout the country, 4)establishment of documentation to permit the transportation of e-waste and products after use throughout the country, 5)commitment of all players in the lifecycle including the ones who have not undersigned the proposal, 6) tax-free fee paid by consumers and compensation for the reverse logistics costs generated by non-branded EEE.

The six questions above have not been answered yet. Because there is overlapping of environmental, economic and political issues the Environment Ministry has decided to involve other Ministries in the discussion.

Opportunities

It is very important to mention that there are several opportunities available in the reverse logistics business. For example, thirty percent of LAVRA's operation costs are covered by selling recyclable material. It is our opinion and expectation that the remaining cost will be paid by the obligated parties which today would be R\$1600,00 per ton/US\$723 per ton. The total cost will fall by 40% when there is growth in scale and investments .



encourage consumers to deliver their unwanted equipment. One way offering to pick up individual consumers' equipment at home for free for volumes higher than 20kg. Companies are offered customized solutions.

These companies focus on streamlining the process so that the final users, indi-vidual and legal persons, will be encouraged to deliver their unwanted equip-ment properly. DISASSEMBLING SITES (MANUFATURAS REVERSAS) separate the materials to be recycled by RECYCLERS who will transform the materials as needed to be fed directly into the manufacturing industry. Some materials are exported for recovery when recovery is not available in Brazil. These electronic recycling companies, see a lot of opportunity for recyclers!!!!

Recycling companies are very optimistic and believe WEEE reverse logistics has certainly kicked off. The history of EEE reverse logistics in Brazil is being written.

Challenges

In early 2014 ABINEE (Brazilian Electrical and Electronics Industry Association), ELETROS (Brazilian Association of EEE Manufacturers), ABRAS (Brazilian



QR Tags for Reverse Logistics

by Ken Jacobsen, Co-chair of the RLA Standards Committee and Paul Rupnow, Director of Reverse Logistics Software at Andlor Logistics System.

Article in Portuguese on page 34



The Standards Committee of the Reverse Logistics Association is developing what will become a dictionary of standardized content tags to facilitate functions of reverse logistics. This will dramatically increase

the efficiency of product life cycle management.

Forward logistic data can be put onto packaging. Data pertinent to reverse logistics is ideally on the product: too often the packaging is missing. Modern QR code technology allows for enough data to be encoded to be useful in a variety of cases.

There are four primary motivations for product returns: customer dissatisfaction, warranty returns, product repairs and product disposal. Customer dissatisfaction or mind changes are handled as part of a channel transaction and usually result in a return to stock process. The other three motivations for product returns would benefit from the availability of more information to both the consumer and the return processor.

While the concept of fraudulent warranty claims is identified as a significant problem for many industries, some portion of warranty returns are naively claimed because the consumer mistakenly believes the product to be under warranty and guesses at dates. If the product label included a manufacturing date and the length of warranty, most consumers would act appropriately: Especially if there were also information that was easily obtainable offering options for customer support and product repair. This information can be provided on web sites specially created with such information, and the web address scan-able on the product. Having to search the web for such information is frustrating to most consumers, but a simple scan using a smart phone could enable a very positive customer experience.

Too often product disposal becomes another source of customer frustration. We want to be ecologically friendly but regulations and proper procedures are hard to identify. Again, if a scan-able URL would automatically

load a web site with instructions, there would be another positive customer experience. This is especially true for those hard to find the right place type of products such as electronics, paint, mattresses, appliances and medications. Hazardous materials (including batteries) need to be disposed of properly, and many consumers would comply with suggested procedures, if they could find them.

But more than consumers, manufacturers will benefit directly from having standardized reverse logistics labeling. The receiving process today involves certain manual identification and validation steps. Items taken back must be triaged. Some of this information is scan-able, but not consistently. Receiving operations are usually responsible for a variety of product returns. They must be properly identified, cataloged and sorted. Triage personnel will be more efficient if standardized labelling accurately identifies products without the need to manually search for product identifiers. Even field service teams will be delighted with the ability to properly identify items and quickly locate product documentation. Items requiring special handling due either to hazardous, or perhaps valuable, componentry can more easily be identified and sorted. This can save minutes of time in receipt processing and increase accuracy.

A growing trend is product re-purposing and take-back programs. With easily scan-able access to such information as EPEAT status or Energy Star ratings, product take-back processing can be expedited. This could especially be true in emerging scenarios where consumers physically return item and are waiting for remuneration. The proper product identification and analysis of its re-usable characteristics will speed the process time and result in a more positive customer experience.



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We are in the process of creating our dictionary of tags. In this, the RLA will function as the arbitrator to assure the interoperability of information. We are seeking input and suggestions. The tags we know for certain are obvious.

RL01	Manufacturers Name
RL02	UPC code
RL03	Product Serial Number
RL04	Date of Manufacture
RL05	Length of warranty (in months)
RL06	Warranty registration location (URL)
RL07	Product Documentation location (URL)
RL08	Product Support location (URL)
RL09	Product Recycling Instructions (URL)
RL0A	EPEAT Level
RL0B	Energy Star Rating

We are allowing for up to 255 tags (RL01-RLFF). Scannable by consumers, these tags can advise consumers

Is my product still under warranty?

Where is the documentation?

How do I register my warranty?

Where can I get support or repair my product?

Other benefits

In addition to facilitating aspects of reverse logistics, such a label will become a valuable tool for marketing. Making it easier to register a warranty—a single click on the smart phone, will provide more customer demographic data. It would be possible, with such a label, to facilitate pre-purchase product support with a code that placed on the package (as well as the product) to take consumers directly to a chat room with product support. Imagine how this would help in a big-box store where there are no sales support personnel. Many other marketing programs will be enhanced with the addition of such a standardized label.

QR codes for Better, Faster Returns Processing Software

Utilizing QR codes in Reverse Logistics and Returns processing software will be very beneficial for processing product returns. QR codes can be scanned by most 2D scanners and mobile phones. At a warehouse or a Returns processing facility, this enables the collection

of many fields of data with one scan, saving significant time for a receiving team and enables the collection of multiple fields of data that is required or helpful for processing Returned items.

Since the QR code can contain multiple fields of data, resulting in faster Returns processing, time savings, increased accuracy and the ability to collect more and better data. Some key data will be product identification (currently there is often a UPC barcode, but sometimes the UPC is only on the packaging which may be missing at time of the return), serial number (now requires a second scan), warranty validation (currently there is often considerable uncertainty on date and length of warranty), product configuration (currently difficult to get configuration details of many items - e.g. 4 GB RAM and a 256 GB Hard Drive) and disposition (of unknown materials within a product you need to handle but may not be familiar with).

There are many more questions we can answer. More data can be provided to the professional recycling market. More data can be useful to the receiving processors. We are asking for inputs to help us make this a useful tool for both manufacturers and consumers. Please contact us at ken@jacobsen46.com or by phone at 510-490-7095 if you have input to offer for this project.



Mr. Jacobsen is the Vice President of Business Development for Connexus: a silicon valley software company focused on warranty management. He was responsible for the creation of the InfraRed Data Association (IrDA) and for the establishment of the PCMCIA.

He has provided technology brokering services for HP, Toshiba, and Lockheed. He was part of the Pocket Intelligence Program at SRI, International and has been involved in numerous startups. Most recently, he was a Director of the Global Software Entrepreneurial Training Program at Oulu University in Finland.



Paul Rupnow - Director, Reverse Logistics Systems, Andlor Logistics Systems Inc.

Editor - Reverse Logistics Professional Report Business Insights and Strategies for Managing Product Returns

Read the Press



Boretech Group To Open PET Recycling Plant In California

8 August 2014 - Boretech Group, a PET (polyethylene terephthalate) recycling company headquartered in Taiwan that operates two processing facilities in China, says it is close to commissioning its first PET recycling facility in the United States. The company, founded in 1991, says it expects to open the plant in Stockton, California, by the end of September 2014.

[Full Article](#)

RLQuote: RFI ID 177 - Retailer Seeking Exporter/Retailer for Asset Management of Office Supplies

RFI ID 177 - Retailer Seeking Exporter/Retailer for Asset Management of Office Supplies
Estimated Annual Volume / Revenue: 250 Containers a Year
Length of Service: 12 months
Date Posted: July 30, 2014
Responses Due By: August 15, 2014

[Full Article](#)

Aftermarket Repair Parts And Different Types Of Car Insurance

6 August 2014 - Many people get a little nervous when they hear their car is being fixed with aftermarket parts following an accident.

[Full Article](#)

AirCompressors Remanufactured To Like-New Condition

6 August 2014 - Utility supplies: The Doosan Portable Power Certified Remanufacturing Program recently restored the 100th air compressor to move through the program to like-new condition. Under the program, Doosan Remarketing Services remanufactures older, larger model air compressors and provides a new warranty.

[Full Article](#)

AAPEX Adds 'Remanufacturing Experience'

5 August 2014 - The Automotive Aftermarket Products Expo (AAPEX) has added three new opportunities for companies in the remanufacturing industry to grow their business at AAPEX 2014.

[Full Article](#)

Suppliers See Promise In China's Aftermarket

5 August 2014 - The global replacement parts business likely will become even more appealing to automotive suppliers.

[Full Article](#)

Voluto Announces Expanded Inventory Of Sought-After Parts For BMW, Audi, Other Cars

4 August 2014 - Voluto, a leading online supplier of OEM and aftermarket parts for cars produced by Volkswagen, Mercedes, Subaru, and other manufacturers, announced that the company has expanded its selection of products. New relationships with a pair of Australia's largest wholesalers

have allowed Voluto to extend its inventory of aftermarket parts designed for various BMW, Audi, and Porsche models, while stock reliability has also been improved across the company's entire existing line of products. Since launching in September of last year, Voluto has become one of the most trusted and often-recommended Australian sources of parts for cars from a number of foreign manufacturers beloved by many enthusiasts.

[Full Article](#)

AMN Executive Interview: Bill Long, President And COO, Automotive Aftermarket Suppliers Association (AASA)

4 August 2014 - Today in our AMN Executive Interview series, we feature a discussion with Bill Long, president and COO of the Automotive Aftermarket Suppliers Association (AASA). In the interview, Long shares with AMN readers his thoughts on the globalization of the supplier industry, the evolution of AASA and where both the association and the industry as a whole are headed.

[Full Article](#)

Ellwood Crankshaft Group Commissions New Facility In Grand Prairie, TX (Dallas - Ft. Worth)

3 August 2014 - Ellwood Crankshaft Group (ECG) recently announced the commissioning of its latest, state-of-the-art crankshaft manufacturing and remanufacturing facility in Grand Prairie, TX.

[Full Article](#)

QR Tags for Reverse Logistics

Por Ken Jacobsen, co-presidente do Comitê de Padrões de RLA e Paul Rupnow, Diretor de Logística Reversa de Software no Sistema de Logística elou.

Article in English on page 30



O Comitê de Normas da Associação de Logística Reversa está desenvolvendo o que se tornará um dicionário de tags de conteúdo padronizados para facilitar as funções de logística reversa. Isto irá aumentar drasticamente a eficiência da gestão do ciclo de vida do produto. Dados logísticos para a frente pode ser colocada na embalagem. Os dados pertinentes à logística reversa é idealmente sobre o produto: com muita frequência a embalagem está em falta. A moderna tecnologia de código QR permite que haja dados suficientes para ser codificado para ser útil numa variedade de casos.

Existem quatro principais motivações para a devolução de produtos: a insatisfação do cliente, devoluções de garantia, reparos do produto e descarte do produto. Insatisfação do cliente ou da mente as alterações são tratadas como parte de uma operação de canal e geralmente resultam em um retorno ao processo de estoque. Os outros três motivações para a devolução de produtos que beneficiam da disponibilidade de mais informação para o consumidor e para o processador de retorno.

Embora o conceito do direito à garantia fraudulentas é identificado como um problema significativo para muitas indústrias, alguma parcela de retorno de garantia são ingenuamente alegou porque o consumidor erroneamente acredita que o produto seja coberto pela garantia e adivinha em datas. Se o rótulo do produto inclui uma data de fabricação ea extensão de garantia, a maioria dos consumidores iria agir de forma adequada: Especialmente se não houvesse também a informação que era de fácil obtenção que oferecem opções de suporte ao cliente e de reparação do produto. Essas informações podem ser fornecidas a sites criados especialmente com tais informações, bem como o endereço web examináveis no produto. Ter que pesquisar na web para tal informação é frustrante para a maioria dos consumidores, mas um exame simples, utilizando um telefone inteligente pode permitir uma experiência muito positiva para o cliente.

Muitas vezes descarte do produto torna-se mais uma fonte de frustração do cliente. Queremos ser ecologicamente amigável, mas os regulamentos e procedimentos adequados são difíceis de identificar. Novamente, se a

URL de digitalização capaz iria carregar automaticamente um site com instruções, não haveria outra experiência positiva para o cliente. Isto é especialmente verdadeiro para aqueles difíceis de encontrar o lugar certo tipo de produtos, tais como eletrônicos, tintas, colchões, aparelhos e medicamentos. Os materiais perigosos (incluindo baterias) devem ser eliminados de forma adequada, e muitos consumidores cumprir os procedimentos sugeridos, se pudessem encontrá-los.

Mas, mais do que os consumidores, os fabricantes serão diretamente beneficiadas com padronizado rotulagem logística reversa. O processo de recebimento de hoje envolve algumas etapas de identificação e validação manuais. Itens levado de volta deve ser triado. Algumas dessas informações é digitalizar-capaz, mas não de forma consistente. Operações de recepção são geralmente responsáveis por uma variedade de devolução de produtos. Eles devem estar devidamente identificadas, catalogadas e classificadas. Pessoal de triagem será mais eficiente se a rotulagem normalizado identifica com precisão produtos sem a necessidade de procurar manualmente identificadores do produto. Até mesmo as equipes de serviços de campo ficará encantado com a capacidade de identificar corretamente os itens e localizar rapidamente a documentação do produto. Itens que requerem um tratamento especial devido tanto a perigosa, ou talvez valioso, componentry pode mais ser facilmente identificadas e classificadas. Isso pode economizar minutos de tempo no processamento de recebimento e aumentar a precisão.

A tendência crescente é produto de redirecionamento e programas de retoma. Com acesso fácil digitalização capaz de tais informações como o status EPEAT ou classificações Energy Star, produto de processamento de retoma pode ser acelerada. Isso pode ser especialmente verdadeiro em cenários emergentes consumidores Whereat retornar fisicamente item e estão à espera de remuneração. A identificação dos produtos adequados e análise das suas características re-utilizável irá acelerar o tempo de processo e resultar em uma experiência mais positiva do cliente.



Estamos no processo de criação de nosso dicionário de tags. Neste, o RLA funcionará como o árbitro para assegurar a interoperabilidade da informação. Estamos em busca de ajuda e sugestões. As tags que sabemos com certeza são óbvias.

RL01	Nome Fabricantes
RL02	código UPC
RL03	produto Número de série
RL04	Data de Fabricação
RL05	Comprimento de garantia (em meses)
RL06	local de registro de garantia (URL)
RL07	localização Documentação do produto (URL)
RL08	localização Suporte ao Produto (URL)
RL09	Reciclagem Instruções (URL)
RL0A	EPEAT Nível
RL0B	Energy Star Avaliação

Estamos permitindo até 255 tags (RL01-RLFF). Examináveis pelos consumidores, essas marcas podem aconselhar os consumidores

O meu produto ainda está na garantia?

Onde está a documentação?

Como faço para registrar a minha garantia?

Onde posso obter suporte ou reparar o meu produto?

Outros benefícios

Além de facilitar os aspectos da logística reversa, os rótulos vai se tornar uma ferramenta valiosa para o marketing. Tornando mais fácil para registrar uma garantia de um único clique sobre o telefone inteligente, vai fornecer dados demográficos mais clientes. Seria possível, com esse rótulo, para facilitar o apoio de pré-compra do produto com um código que colocou no pacote (assim como o produto) para levar os consumidores diretamente para uma sala de bate-papo com o suporte ao produto. Imagine como isso iria ajudar em uma loja de caixa grande, onde não há pessoal de suporte de vendas. Muitos outros programas de marketing será reforçada com a adição de um rótulo padronizado como esse.

Códigos QR para melhor, retorno mais rápido processamento de software

Utilizando os códigos QR em Logística Reversa e Devoluções software de processamento será muito benéfico para o processamento de devoluções de produtos. Os códigos QR podem ser digitalizados pela maioria dos scanners 2D e telefones celulares. Em um armazém ou uma instalação de processamento de devoluções, isso permite que a coleção de muitos campos de dados com um digitalização, poupando um tempo

significativo para uma equipe de recepção e permite a recolha de vários campos de dados que são necessários ou úteis para o processamento de itens devolvidos.

Desde que o código QR pode conter vários campos de dados, resultando em processamento mais rápido Returns, economia de tempo, maior precisão e capacidade de coletar mais e melhores dados. Alguns dados importantes será a identificação do produto (atualmente há muitas vezes um código de barras UPC, mas às vezes a UPC é apenas na embalagem, que poderá estar em falta no momento do retorno), número de série (agora exige um segundo exame), a validação da garantia (atualmente muitas vezes há uma considerável incerteza sobre a data ea duração da garantia), a configuração do produto (atualmente difícil de obter detalhes de configuração de muitos itens - por exemplo, 4 GB de RAM e um disco rígido de 256 GB) e disposição (de materiais desconhecidos dentro de um produto que você precisa para lidar com mas pode não estar familiarizado com).

Há muitas mais perguntas que podemos responder. Mais dados podem ser fornecidos para o mercado de reciclagem profissional. Mais dados podem ser úteis para os processadores de recepção. Estamos pedindo para as entradas para nos ajudar a fazer deste um instrumento útil para ambos os fabricantes e consumidores. Por favor contacte-nos em ken@jacobsen46.com ou pelo telefone 510-490-7095 se tiver entrada para oferecer para este projeto.



Jacobsen é o vice-presidente de Negócios Development para Connexus:

uma companhia de silício software vale focada em gestão de garantia. Ele foi a responsável pela criação do Infrared Data Association (IrDA) e para o estabelecimento da PCMCIA. Ele tem desde intermediação tecnologia

serviços para a HP, Toshiba, e Lockheed. Ele fazia parte da Programa de Bolso Intelligence na SRI, Internacional e esteve envolvido em inúmeras startups. Mais recentemente, ele era um diretor da Global Software Empresarial Programa de Treinamento na Universidade de Oulu, na Finlândia.



Paul Rupnow - Diretor, Reverso Sistemas de Logística, elou Logística Systems Inc. Editor - Logística Reversa

Professional Business Report Insights e Estratégias para gerenciamento de devoluções de produtos

Logística Reversa como uma Demanda Jurídica no Brasil: Lei de Resíduos Sólidos

by André Luiz Pereira

Article in English on page 40

INTRODUÇÃO

No Brasil, em 2008, apenas 27,7% das cidades pesquisadas, descartaram seus resíduos sólidos em aterros sanitários¹. Das cidades mais próximas – em torno de 22,5% depositaram o seu lixo em aterros controlados, e 50,8% fizeram a remoção dos referidos resíduos para áreas a céu aberto. Os chamados “lixões”. A maior parte dos resíduos sólidos municipais coletados nas cidades brasileiras não recebem um destino final adequado, sendo enterrados em aterros, sem controle ou de controle insuficiente por parte das autoridades sanitárias responsáveis, sendo fácil deduzir que sem que o material coletado receba qualquer tipo de tratamento, e passem por processos inibidores de poluentes com vistas à neutralização de seus agentes danosos ao meio ambiente, necessariamente, à saúde pública.

Se implantada no Brasil, a logística reversa proporcionará a este país formular políticas estratégicas para lidar com seu volume de resíduos sólidos de modo eficiente e eficaz, com drástica redução dos problemas apontados em nosso parágrafo anterior. A logística reversa pode também melhorar a competitividade brasileira, como

parte de uma cadeia de ações com o objetivo de melhor qualificar os produtos ali produzidos.

O Conselho de Profissionais de Gestão de Cadeias de Abastecimento (Council of Supply Chain Management Professional [CSCMP]) (2010) define a logística reversa como “Um segmento de logística especializada, enfocando a circulação e gestão de produtos e dos recursos após a venda e após a sua entrega ao cliente. Inclui as devoluções de produtos para reparo e/ou crédito”³. De acordo com Rogers e Timber-Lembke, logística reversa é o processo de planejamento, implementação e controle da eficiência, custo eficaz do fluxo de matérias-primas, estoques em processo, produtos acabados e informações relacionadas desde o ponto de consumo até o ponto de origem, a fim de recuperar valor ou fazer-se o descarte apropriado. Com isso, o novo ato brasileiro de resíduos sólidos -- que estabelece a base jurídica para a logística reversa -- é discutida. É chamado, na tradução literal “Nação Política de Resíduos Sólidos Urbanos”.

RESULTADOS

Desde a Assembleia Geral das Nações Unidas (ONU), de 1968, muitas discussões sobre o meio ambiente e suas



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soluções são mencionadas. Dia 2 de agosto de 2010 foi um marco na gestão de resíduos no Brasil: foi aprovada a Lei 12.305, que “Institui a Política Nacional de Resíduos Sólidos”. O modelo de gestão de resíduos sólidos que está estabelecido no país se assemelha às experiências de vários países estrangeiros que trazem a logística reversa na vanguarda da prática dessas ações.

Antes do mencionada lei, a responsabilidade jurídica do tema de resíduos no Brasil e de seus autores, era complexa e difícil de definir. Agora, o governo, as empresas e a sociedade são formalmente responsáveis por todos os “desperdícios da cadeia” e suas consequências. Esta relação não é exigida apenas para as soluções de terceirização do setor de atividades, ou atribuição ou de prestadores de serviços exceto no caso de geradores da casa, na qual se encontra em progresso.

A logística reversa se tornou um imperativo nacional, que exige fabricantes, importadores, distribuidores e anunciantes de certos produtos e desenvolver as ações, procedimentos e meios de facilitar a coleta e recuperação dos resíduos de fabricação, para a reutilização em seu ciclo econômico

ou ciclos produtivos e a eliminação ambientalmente adequada. Segundo a “Nação Política sobre Resíduos Sólidos Urbanos”, o principal grupo relacionado para reverter logística como o foco da cadeia de abastecimento é:

pesticidas, seus resíduos e embalagens, bem assim outros produtos cuja embalagem, após a sua utilização, podem ser considerados resíduos perigosos, disciplinado por lei ou regulado em normas estabelecidas pelo governo ou por normas técnicas;

baterias; pneus; óleos lubrificantes, os seus resíduos e

embalagem; vapor de sódio; lâmpadas fluorescentes e mercúrio e tipos de luzes misturadas; produtos eletrônicos e seus componentes. A definição de logística reversa expressa na lei estende esta lei ao escopo original. Acredita-se que, com o aumento de opções tecnológicas para reciclagem e transformação disponíveis no país, a lista acima mencionada possa ser expandida num futuro próximo. A lista não limita os produtos que podem ser parte da logística reversa, apenas manifesta o primeiro foco. Ou seja, apenas o passo inicial.

Com a criação de sistemas de base de dados na logística reversa (inventários, declaratório anual do sistema de resíduos sólidos, o Serviço Nacional de Informações, as bases de dados de registros e licenças), será possível no futuro ter muitas informações sobre resíduos em geral, facilitando a criação de parques de ecoeficiência em que os resíduos de uma empresa se tornem matéria principal para uma outra organização e a existência de uma simbiose industrial.

O Estado assume um papel importante ao incentivar a formação de arranjos que integram a gestão dos resíduos acima mencionados.

Entre os instrumentos de incentivo que se destacam estão os de natureza fiscal, os financeiro e os de crédito em matéria fiscal, a pesquisa científica e tecnológica em cooperativas para promover a reciclagem e outras formas de reutilização, na saúde, no meio ambiente e produções agrícolas, os recursos do nacionais do meio ambiente, da cooperação científica e desenvolvimento tecnológico, a importância da educação e formação contínua; em fornecer linhas de crédito para projetos de infraestruturas, reciclagem, logística reversa, a descontaminação de áreas afetadas e outros. Por isso, reitera-se o seu papel de acionamento, além de minimizar os danos decorrentes



da eliminação de resíduos sem eximir os respectivos responsáveis pelos danos, com pleno reembolso ao governo para as despesas decorrentes da ações realizadas.

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André está majestrando em administração, e estudando logística reversa. Ele trabalha no Departamento de Saúde do Estado de Minas Gerais-Brasil, em questões relacionadas com o credenciamento de Serviços de Saúde. Ele realiza pesquisas sobre logística reversa na

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PRODUCT LIFE CYCLE

Supply Chain

AfterMarket Supply Chain

FORWARD LOGISTICS

REVERSE LOGISTICS

Supply Chain			AfterMarket Supply Chain
FORWARD LOGISTICS			REVERSE LOGISTICS
New Product Development	Material Management	Manufacturing & Distribution	AfterMarket Customer Service
<ul style="list-style-type: none"> • Design Development • Technology Roadmaps • ASIC Development • Mechanical Design • PCB Layout • Prototyping • New Product Introduction 	<ul style="list-style-type: none"> • Vendor Relations • Planning • Procurement • Inventory Planning • Component Fabrication 	<ul style="list-style-type: none"> • PCB Assembly • Box Assembly • Volume Manufacturing • Integration • Configuration • Final Testing • Distribution to Customer • Customer Fulfilment • Transportation 	<ul style="list-style-type: none"> • Customer Service (helpdesk) • Depot Repair/ReMan • Service Logistics (Field Service) <ul style="list-style-type: none"> • Transportation/Warehousing • Spare Parts Management • RMA Management • Replacement Management • Refurbishment • Screening/Count Auditing • End-of-life Manufacturing • Remanufacturing • Fulfillment Services • IT Process Management • Recycling • Scrap/Waste Management • Gray/B Channel Management • Warranty Management • Asset Management/ITad - IT Asset Disposition • Sustainability/EPR - Extended Producer Responsibility • Environmental Resources

END USER • RETAILERS • RESELLERS



Reverse Logistics as a Legal Demand in Brazil: The Solid Waste Act

by André Luiz Pereira

Article in Portuguese on page 36

INTRODUCTION

In Brazil, at 2008, only 27.7% of the cities surveyed laid their Solid Waste in sanitary landfills¹. Nearby 22.5% of the cities deposited trash in controlled landfills, and 50.8% intended to discard it in open dumps. The majority of municipal solid waste collected in the Brazilian cities do not receive adequate final destination, being dumped in non-ruled dumps without treatment nor receiving inhibitory pollutants effects neutralization².

Reverse Logistic must be a prerogative in Brazil, as strategy to deals with the amounts of waste. Reverse logistic can also improve Brazilian competitiveness, as part of a way to upgrade the quality of products produced there.

The Council of Supply Chain Management Professionals (2010) defines Reverse logistic as "A specialized segment of logistics focusing on the movement and management of products and resources after the sale and after delivery to the customer. Includes product returns for repair and/or credit"³. According to Rogers and Timber-lembeke, Reverse logistic is the process of planning, implementing, and controlling the efficient, cost effective flow of raw

materials, in-process inventory, finished goods and related information from the point of consumption to the point of origin for the purpose of recapturing value or proper disposal. By that, the new Brazil's solid waste act – which sets the legal basis for reverse logistic - is discussed. It's called, in a literal translation "Nation Policy on Urban Solid Waste".

RESULTS

Since the 1968 General Assembly of the United Nations (UN), many discussion of the human environment and their solutions are mentioned. August 2nd, 2010 was a milestone in waste management in Brazil: was approved the law 12,305, which rules the Solid Waste Act. The model of waste management which is established in the country resembles many foreign experiences and brings the reverse logistic to the forefront.

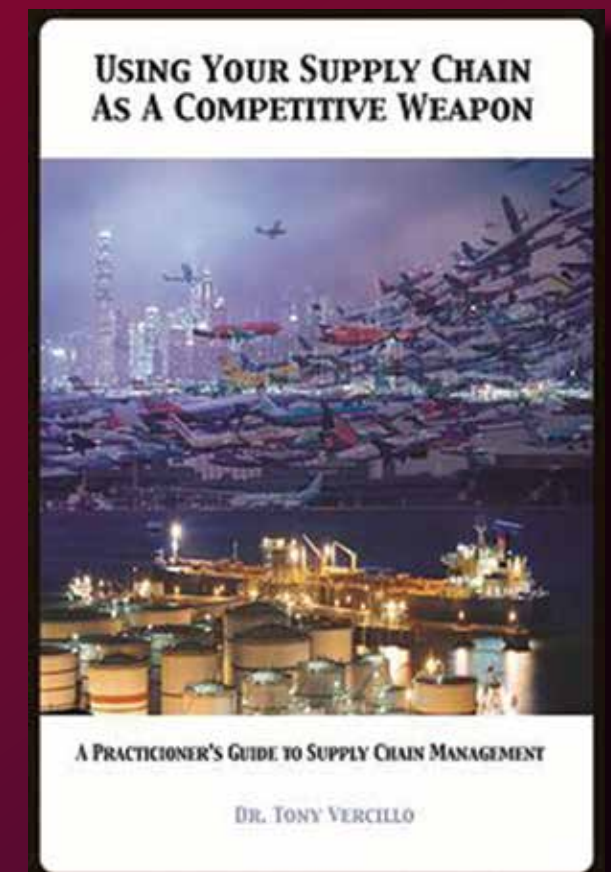
After then, the issue of waste in Brazil, according to the legal responsibilities of the actors involved was a complex and difficult matter to define. Now the government, companies and society are formally responsible for all "waste chain" and its consequences. This relationship is not required just to outsourcing solutions or allocation



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to third parties providers, except in the case of home generators, which is a progress.

The reverse logistic became a national prerogative, requiring manufacturers, importers, distributors and marketers of certain products to develop actions, procedures and means to facilitate the collection and recovery of manufacture waste, for reuse in their economic cycle or productive cycles and different environmentally appropriate disposal. The major group related to reverse logistics supply chain nodes are, according to the "Nation Policy on Urban Solid Waste":

1. Pesticides, their waste and packaging as well as other products whose packaging after use, may be considered hazardous waste, ruled by hazardous waste management provided by law or ruled in standards set by government or technical standards;
2. Batteries;
3. Tires;
4. Lubricating oils, their waste materials and packaging;
5. Fluorescent lamps, sodium vapor and mercury and mixed lighting;
6. Electronic products and its components.

The definition of reverse logistics expressed in the law extends this original law scope. It is believed that with the increase of technological options for recycling and processing available in the country, the above list may

be expanded in a near future. The list does not limit the products that can be part of reverse logistic, just express the first focus.

With the creation of the reverse logistics database systems (inventories, declaratory annual solid waste system, the National Information Systems, registers and licenses databases), it will be possible in the future to have many waste information, facilitating the creation of eco-efficiency parks in which waste from one company become primary material for another organization and there is an industrial symbiosis.

The state assumes an important role by encouraging the formation of rearrangements which integrates the waste management mentioned above. Among the instruments stand out as tax incentives, financial and credit in the tax field, the scientific and technological research, in cooperatives to promote recycling and other forms of reuse, in health, environmental and agricultural sectors, the resources of the National environmental, scientific and technological development, the importance of continuing education and training; in providing credit lines for infrastructure projects, recycling, reverse logistics, decontamination of contaminated areas and others. Therefore reiterates its role of acting besides in minimizing the harm resulting from the disposal of waste without exempting those responsible for the damage fully reimbursing the government for the expenses arising from actions taken.

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André is Mastering in administration, studying reverse logistics. Works in the Minas Gerais Health Department State – Brazil, in matters related to accreditation and Health Services Waste. Conducts researches in reverse logistics at Fumec University. André is also responsible for the website www.logisticareversa.net.br

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Reverse Logistics Terminology

Industry Definition		R E V E R S E L O G I S T I C S	Life Cycle Management		
INDUSTRY	TERMINOLOGY		After Purchase Life Cycle		
Apparel	Merchandise Returns		= E Q U A L S =	<ul style="list-style-type: none"> • Customer Service (helpdesk) • Depot Repair/ReMan • Service Logistics (Field Service) <ul style="list-style-type: none"> – Transportation/Warehousing – Spare Parts Management – RMA Management – Replacement Management • Refurbishment • End-of-life Manufacturing • Remanufacturing • Fulfillment Services • IT Process Management • Recycling • Scrap/Waste Management • Gray/B Channel Management • Warranty Management • Asset Management/ITad - IT Asset Disposition • Sustainability/EPR - Extended Producer Responsibility • Environmental Resources 	
Automotive & HD	Remanufacturing				
Consumer Products	After Market Supply Chain				
Furniture	Rebuilders/Refurb				
Hospitality	Reader Board Shopping				
Military	Retrograde				
Retail Grocery	Unsaleables				
Space & Aviation	Obsolescence				
White Goods	Takebacks				



"Reverse Logistics is the process of managing assets (whether negative or positive) after a product or service is purchased or consumed in all industries and across all disciplines"....

Modelo Socio-Ecológico en La Logística Inversa

by Dr. Ing Jose Antonio Valles Romero, Research Professor at the Autonomous University of Mexico

Article in English on page 50

Resumen

Se presenta conceptos para el estudio del reciclado de los productos fuera de uso, analizando las implicaciones estratégicas, operativas y tácticas que originan, se analiza el concepto de logística inversa dentro del marco general en el que se integra y se estudia los modelos para el análisis de los sistemas de logística inversa que emplean técnicas de investigación de operaciones en su formulación y resolución.

Introducción

En este trabajo pionero, se concluía acerca de la importancia que la recuperación tiene en la administración de la cadena de suministro.

Debido a que la logística inversa y el reciclaje no son actividades prioritarias en México, se proponen algunos criterios útiles en la industria del reciclaje.

Tratado de Libre Comercio de América del Norte (TLCAN)

- México es el único país en vías de desarrollo que ha firmado un acuerdo de libre comercio, en el que se incluye una cláusula relativa al medio

ambiente. Esto facilita el acceso a una tecnología menos contaminante y propicia la elevación de los estándares, lo que favorece que al final las reglas conservacionistas de México converjan con las de Estados Unidos y Canadá.

- Entre los propósitos del Tratado que se mencionan existen cuando menos tres que se relacionan con el medio ambiente:
 - La intención de promover el libre comercio de manera congruente con su protección y preservación.
 - El fomento del desarrollo sostenible.
 - El fortalecimiento de las leyes ambientales y de su aplicación.

El empleo de instrumentos económicos sería un poderoso complemento de estándares. Las ventajas que ofrecen los instrumentos económicos es que su aplicación puede ser menos costosa que la de los controles directos. También pueden contribuir a internalizar los costos y beneficios ambientales, dar mayor flexibilidad a los agentes económicos, ofrecer un incentivo para mejorar la tecnología y generar recursos financieros para construir la infraestructura y otras instalaciones requeridas para el manejo ambiental. Estos instrumentos serían un



medio para aplicar el principio de “el que contamina paga”, que es la regla que han adoptado varios países de la OCDE.

En México ya se han utilizado instrumentos económicos para propósitos ambientales, aunque de manera voluntaria y muy limitada. Su operación no tiene sustento legal y, por tanto, el gobierno no puede recurrir a ninguna medida obligatoria.

Programa de Competitividad Industrial y Protección Ambiental

- El Programa de Competitividad Industrial y Protección Ambiental instrumentado a partir de julio de 1995, representa una nueva era de cooperación entre el gobierno y los industriales organizados del país, con el propósito de modernizar la planta industrial de país, incluye los temas de:

- Reconversión y cooperación tecnológica: Promueve el uso de tecnologías limpias y apoya a la industria ante la Banca Comercial y de Desarrollo, en la simplificación de trámites y requisitos en operaciones de crédito orientadas a la reconversión tecnológica.
- Infraestructura ambiental: Se propone impulsar la inversión privada en la creación de la infraestructura



necesaria para el manejo, reciclaje, tratamiento, transporte y destrucción de residuos, afluentes y emisiones; y promover la integración de cadenas productivas a través de la gestión ambiental.

Bases teóricas

El objetivo de la logística inversa es la recuperación de los productos desechados por los consumidores y el

RFI ID 177 - RETAILER SEEKING EXPORTER/RETAILER FOR ASSET MANAGEMENT OF OFFICE SUPPLIES

RFI ID 177 - Estimated Annual Volume / Revenue: 250 Containers a Year
 Length of Service: 12 months
 Date Posted: July 30, 2014
 Responses Due By: August 15, 2014

Request for Information: Large Retailer seeking a company with proven customer base to market and sell liquidated office stationary/furniture. Will deal with large volumes of product, generally received by the trailer load (80% new/20% “as is” customer returns). Projected volume is 250 (53 foot) trailers/containers must be picked up within 48 hours at requested location per SLA. Third Party warehouse is advantageous to receiving the highest return on investment.

Requirements:

- Large client base
- Secondary market experience

Please respond with your company’s capabilities and a list of your experiences as they apply to this RFI.

Limit response to 2 pages with your qualifications and 1/2 page of financials.

Please submit your response to RFI ID 177 so it can be forwarded to the originator of this RFI.



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capaces de poner en manos del recolector los productos desechados por los consumidores. De esta forma se empieza a utilizar el concepto de Logística Inversa para referirse al conjunto de actividades logísticas necesarias para recuperar y aprovechar económicamente los productos fuera de uso.

En un primer momento, las referencias al término logística inversa aparece en revistas profesionales y de divulgación (sobre transporte y distribución principalmente), en los últimos años en el ámbito académico y empresarial.

De la revisión de la literatura existente sobre Logística Inversa las principales aportaciones realizadas son:

1. Aspectos generales y desarrollos teóricos.
2. Transporte y embalaje.
3. Mercados finales.

La mayor parte de los trabajos analizados son “de tipo descriptivo y anecdótico” y publicados en revistas comerciales, detectando la ausencia de desarrollos teóricos que permitan construir un marco de investigación, se analiza el papel que desempeña la logística en aspectos como la devolución de productos, reducción en la generación de residuos, reciclaje, reparación y refabricación, desarrollando para ello los modelos de optimización que combinan las técnicas de ingeniería logística y los modelos de decisión empresarial con el objeto de incrementar el flujo y retorno de los productos fuera de uso, otras aportaciones más recientes agrupa los estudios y trabajos sobre Logística Inversa en cinco categorías:

1. Conceptos Generales.
2. Modelos Cuantitativos.
3. Distribución, Almacenaje y Transporte.
4. Perfiles Empresariales.
5. Aplicaciones Industriales.

Pendientes

Es necesario el desarrollo de modelos cuantitativos diseñados para el análisis de la función inversa de la logística, agrupándolos en tres categorías claramente diferenciadas:

1. Sistemas de distribución.
2. Administración de inventarios.
3. Modelos de planificación de la producción.

Hasta los años 90 cuando se comienza a investigar con mayor profundidad la administración de los productos fuera de uso. En esta década se realizan una serie de trabajos en los que se aborda la problemática de la escasez de recursos y materias primas, así como las oportunidades que la recuperación y reutilización de productos usados representan para la empresa y para la sociedad.

Se definen como producto de la investigación, entre otras cuestiones, los procesos logísticos relacionados con el retorno de productos, desde el consumidor al productor, mediante el reciclaje, la reutilización de materiales y componentes, la Eliminación de residuos y las operaciones de restauración, reparación y refabricación y se habla ya del concepto de Logística Inversa.

Se defiende la idea de que las empresas deben desarrollar una política efectiva para la administración de productos recuperados, sin que esto afecte significativamente su estructura de costos. Se clasifican y analizan, por primera vez, las opciones disponibles para administrar eficientemente el Flujo de productos desde el consumidor hasta el productor, definiendo un conjunto de elementos que favorecen la implementación de un sistema de recuperación de productos fuera de uso.

Para la recuperación eficiente de estos productos resulta imprescindible establecer sistemas de logística inversa

La Logística Inversa es un campo científico en el que las aportaciones realizadas son aún demasiado parciales. Existe un enorme desequilibrio entre el importante número de trabajos empíricos relacionados con la reutilización o el reciclaje de productos y los pocos, desarrollos teóricos que den una visión integral de esta cuestión.

Conclusión

Es necesario superar muchas deficiencias en relación con una teoría que dé fundamento a los distintos elementos que la componen identificando factores estratégicos y operativos como el costo de sistemas de recolección, la calidad de los productos recuperados, el servicio al consumidor, aspectos medioambientales y condicionantes legales, transporte, almacenaje, producción (refabricación y reciclaje), embalaje, diseño y resolución de modelos de investigación de operaciones, las relaciones e interacciones existentes entre la investigación de operaciones y la administración medioambiental desde dos perspectivas:

1. El impacto sobre la cadena de suministro, analizando cómo los aspectos medioambientales afectan a la planificación de la producción, distribución, inventarios, localización y en general, al conjunto de

las actividades logísticas.

2. El impacto sobre la cadena medioambiental, estudiando las técnicas de investigación de operaciones que aporten una mejor formulación y resolución de las cuestiones medioambientales.

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- ⁴ Murray, Martin, 2011, Materials Management with SAP ERP: Functionality and Technical Configuration (3rd Edition),Galileo Press.



Doctor en Logística y Transporte (Ph.D.). Obtuvo el Grado de “Maestría en Ingeniería”, Egresado de la Universidad Iberoamericana, Ingeniero Civil y Maestro en Ciencias con Especialidad en Computación. Ganador del “Premio Nacional En Logística 2007”, otorgado por la Secretaría de Comunicaciones y Transportes y la Secretaría de Economía.

Industry Events



RLA Conference & Expo: São Paulo 2014

September 16-18, 2014

RLA Conference & Expo: Mumbai 2014

December 10-12, 2014

2015 International CES

January 6-9, 2015

Reverse Logistics Workshops: 2015 International CES

January 8, 2015

RLA Conference & Expo: Las Vegas 2015

February 2-5, 2015

RLA Conference & Expo: Paris 2015

March 31 - April 2, 2015

Socio-Ecological Model in Reverse Logistics

by Dr. Ing. Jose Antonio Valles Romero, Research Professor at the Autonomous University of Mexico

Article in Portuguese on page 44

Summary

It present concepts for the study of recycling of life products, analyzing the implications of operational and tactical originate, we explore the concept of reverse logistics within the general framework that integrates and explores models for systems analysis employing reverse logistics operations research techniques in their formulation and resolution.

Introduction

In this pioneering work, it was concluded about the importance of the recovery on the administration of the supply chain.

Because the reverse logistics and recycling are not priority activities in Mexico, proposes criteria useful in the recycling industry.

North American Free Trade Agreement (NAFTA)

- Mexico is the only developing country that has signed a free trade agreement, which includes a clause relating to the environment. This facilitates access to cleaner technology and promotes the raising of standards, which favors rules that ultimately converge

conservationists of Mexico with the United States and Canada.

- Among the purposes of the Treaty mentioned there are at least three that relate to the environment:
 1. Intended to promote free trade in a manner consistent with their protection and preservation.
 2. Promoting sustainable development.
 3. Strengthening environmental laws and their application.

The use of economic instruments would be a powerful compliment to standard, the advantages of economic instruments is that their implementation can be less expensive than direct controls.

They can also help internalize environmental costs and benefits, greater flexibility to operators, provide an incentive to improve technology and generate financial resources to build the infrastructure and other facilities required for environmental management. These instruments would be a means of applying the principle of "polluter pays" principle, which is the rule that have adopted several OECD countries.



In Mexico already used economic instruments for environmental purposes, but a voluntary and limited. Its operation has no legal basis and therefore, the government can not resort to any mandatory measure.

Industrial Competitiveness Program and Environmental Protection

- The Industrial Competitiveness Program and Environmental Protection implemented from July 1995, represents a new era of cooperation between government and industry organized in the country with a view to modernizing the country's industrial plant includes the following topics:
 1. Restructuring and technological cooperation: It promotes the use of clean technologies and supports the industry with the Bank of Commerce and Development, in the simplification of procedures and requirements on credit operations aimed at technological upgrading.
 2. Environmental Infrastructure: It is proposed to boost private investment in creating the necessary

infrastructure for handling, recycling, treatment, transportation and destruction of waste, effluents and emissions, and promoting the integration of productive chains through environmental management.

Theoretical Foundations

The purpose of reverse logistics is to recover waste products by consumers and the study and analysis of the options that companies have for a successful reintegration into the production process, in order to gain a competitive advantage in economic terms, and society in environmental terms. Establishing the strategic implications, tactical and operational motivated by the recovery of these life products, generating sustainable benefits for the company, both in the sense producer-consumer (direct function of logistics) and consumer-producer sense (inverse function of logistics).

It is necessary to design and implement a quantitative analysis of different logistical systems which consider the inverse function and allow us to evaluate existing



related to the reuse or recycling of products and the few theoretical developments that give a comprehensive view of this issue.

Conclusion

In many shortcomings to be overcome in relation to a theory that gives substance to the various elements that comprise identifying strategic and operational factors such as the cost of collection systems, the recovered product quality, customer service, environmental and legal constraints, transport, storage, production (remanufacturing and recycling), packaging, design and resolution of operations research models, relationships and interactions between operations research and environmental management from two perspectives:

The impact on the supply chain, analyzing how aspects environmental planning affect the production, distribution, inventory, location and generally to all activities logistics.

The impact on the environmental chain, studying techniques operations research to provide a better formulation and resolution of environmental issues.

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- ¹ Dyckhoff, Harald, Lackes, Richard, 2004, Supply Chain Management and Reverse Logistics, Publisher: Springer, 2004 edition (November 13, 2003).
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2. Transport and packaging.
3. Markets end.

Most of the studies analyzed are “descriptive and anecdotal” and published in trade magazines, detecting the absence of theoretical developments that allow building a research framework, we analyze the role of logistics in areas such as product returns, reduction in waste generation, recycling, repair and remanufacturing through developing optimization models that combine engineering and logistics business decision models in order to increase the flow and return of life products, other groups the most recent contributions on studies and Reverse Logistics in five categories:

1. General Concepts.
2. Quantitative Models.
3. Distribution, Storage and Transportation.
4. Business Profiles.
5. Industrial Applications.

It is necessary to develop quantitative models designed for the analysis of the inverse function of logistics, grouped into three distinct categories:

1. Distribution systems.
2. Inventory Management.
3. Models of production planning.

Reverse logistics is a scientific field in which the contributions are still too partial. There is a huge imbalance between the large number of empirical studies

11th Annual APAC RLA Conference & Expo

Mumbai, India – December 10-12, 2014



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RLA's APAC Committee to present three days of Reverse Logistics. Starting on Wednesday, December 10, with RLA Workshops and continuing to Thursday and Friday, December 11-12 with sessions and exhibition.

A wide range of leading regional and global Reverse Logistics companies are in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

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Returning Thoughts

The Consumer Electronics Association CEA - A Wealth of Knowledge to Reduce Consumer Product Returns

by Paul Rupnow



You likely know the CEA Consumer Electronics Association (CE.org) for their big, annual Consumer Electronics show in Vegas, but you may not know that the CEA is also a wealth of knowledge and research to help understand, assess and reduce your Product Returns.

The CEA has assembled the following research related to product returns can be found on the Members section of CEA's website (login required):

- CE Product Returns- Understand Why They Occur and How to Reduce Them (2011)
- Product Returns and the Economic Landscape Analysis Brief (2010)
- Post-Holiday Study: Measuring Purchases, Returns and Gift Card Redemptions (2010)
- CE Product Returns - Why They Happen and How to Reduce Them (2008)
- Return Rates and Issues for CE Products Update (2005)
- Consumer Electronics and

- Product Returns: An In-Depth Look (2005)
- Home Networks and Product Returns (2004)
- Return Rates and Issues for CE Products (2002)
- Repair and Return Issues in the CE Industry (2000)
- Return Policy Issues (1997)
- No Questions Asked Return Policies (1994)

Additionally, the CEA is now organizing a new 2014 Product Returns study and survey to be conducted this fall as an update to the 2011 research, CE Product Returns- Understand Why They Occur and How to Reduce Them (2011). The 2011 research is a must read document for retailers, manufacturers and everyone in the Product Returns and Reverse Logistics industry.



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This ninth study in a series on CE returns was designed to meet the following objectives.

- Objective 1: Measure CE product return rates
- Objective 2: Understand why consumers are returning products
- Objective 3: Assess satisfaction with the return process
- Objective 4: Understand the outcome of returns, such as refunds and product exchanges
- Objective 5: Learn how to reduce returns

The quantitative study was administered in 2011 via



Paul Rupnow - Director, Reverse Logistics Systems, Andlor Logistics Systems Inc.

Editor - Reverse Logistics Professional Report Business Insights and Strategies for Managing Product Returns

telephone interview to a random national sample of 2,036 U.S. adults and the survey results present excellent data on:

- Returns Rates and the Retail Experience
- When, Where and Why Consumers Return Products
- Satisfaction with Returns Process and Information Sources

The research is free to members or can be purchased by non-members. Chances are if you are reading this article, your company is already a member. Any source of knowledge to assist your company to reduce returns is money well spent! The research presents a large number of key findings that you will absolutely find beneficial to assess and reduce your Return rates or build your business case for Returns and Reverse Logistics improvements.



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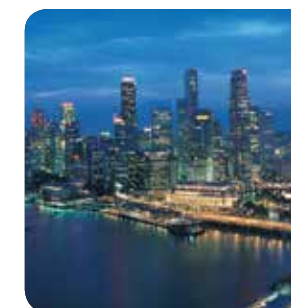
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