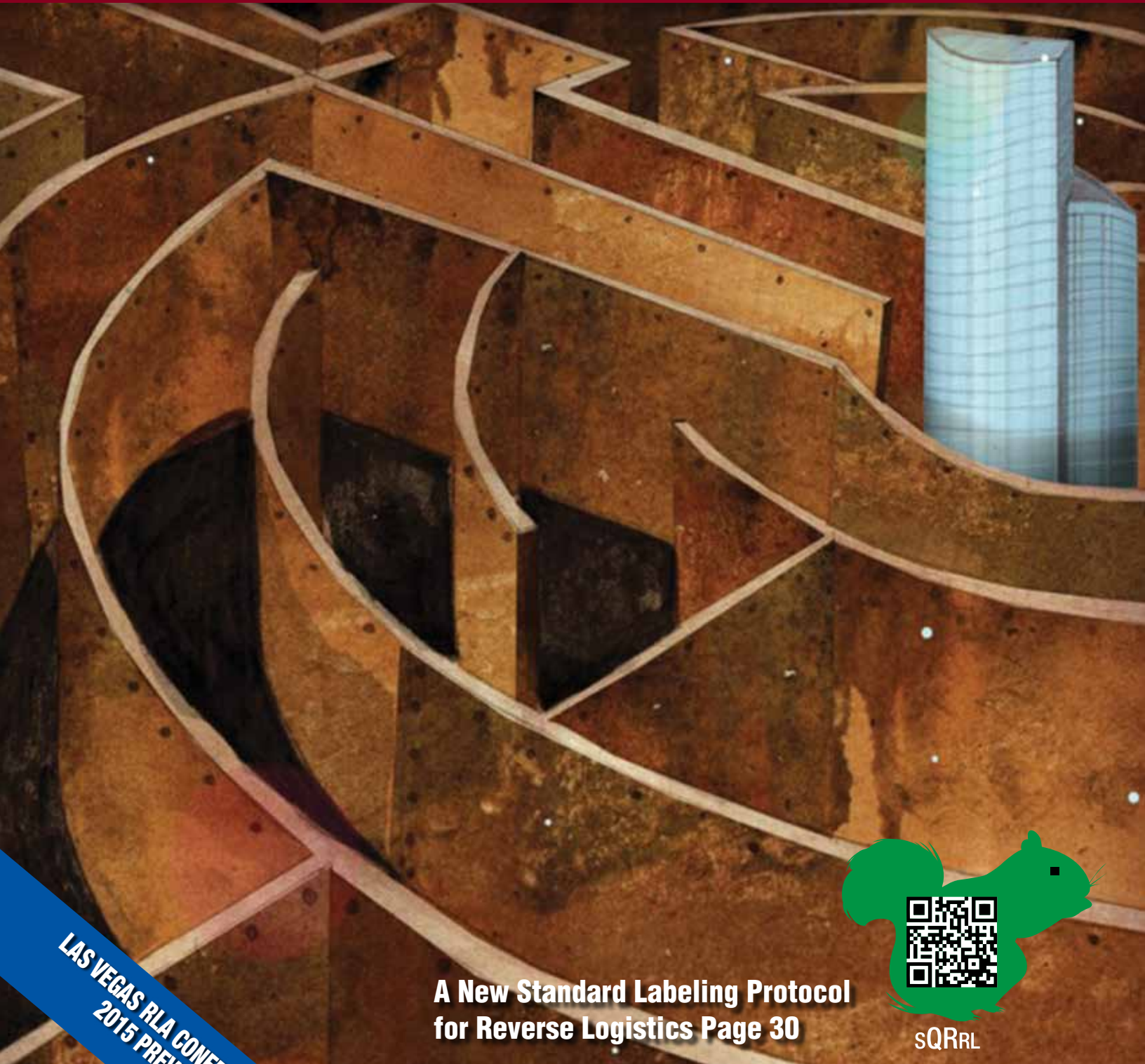


# REVERSE LOGISTICS magazine®

Serving the Health Sciences, Retail, and High Tech Industries



sQRRL

**A New Standard Labeling Protocol  
for Reverse Logistics Page 30**

**LAS VEGAS RLA CONFERENCE & EXPO  
2015 PREVIEW INSIDE**

**Edition 71**



OFFICIAL MAGAZINE OF THE  
**REVERSE LOGISTICS  
ASSOCIATION®**

# 12th Annual RLA Conference and Expo Las Vegas

World's Premiere Reverse Logistics Event • February 2015

The Largest Reverse Logistics Event in The World Reverse Logistics Professionals from over 50 countries around the globe will attend



Make plans now to join us for the 12th Annual Reverse Logistics Conference and Expo in February 2015 at the Rio Hotel and Casino.

Monday offers pre-conference workshops with our RLA Charity Golf Tournament. Tuesday adds more workshops along with industry reports and then in the evening, our Awards Gala. Wednesday opens with the keynote address followed by sessions presented by Reverse Logistics professionals, leading academics, and industry leaders continuing through Thursday.

The Expo where 3PSPs will showcase their RL services and solutions.



**If you are a Reverse Logistics professional – don't miss this event!**

## RLA@ T&LC Conference Education for Transportation Professionals

Doubletree Resort Hotel in Orlando, March 23-25, 2015



### Who should attend the conference?

Shippers, receiver, vendors, suppliers, 3PLs, risk managers, contract administrators, brokers, carriers, attorneys - anyone responsible for supply chain integrity; negotiating or reviewing logistics contracts, RFP's or rate quotes; shipment security and prevention of cargo theft; resolving freight charge disputes; and processing or recovering loss or damage (OS&D) claims.



Acclaimed as the best educational program in the industry, the sessions are presented by top experts and experienced practitioners who give you information and advice that you can take back and use in your every day business. The program includes General Sessions and Workshops touching on all modes of transportation and addressing a wide range of topics including loss prevention and mitigation of damages, contracts and risk management, the National Motor Freight Classification, new laws and regulations, shipping by air (parcel and air freight), reverse logistics, freight claims and a "meet the experts" session, as well as a transportation attorney panel where leading transportation attorneys will address current issues and recent court decisions.

In addition to a lineup of excellent speakers and panelists, the featured guest speaker at the Monday luncheon will be James L. Welch, CEO of YRC Worldwide. Tuesday's luncheon guest speaker will be Jack Van Steenburg, Chief Safety Officer and Assistant Administrator for the Federal Motor Carrier Safety Administration.



**Don't just take our word for it, see what other people are saying.**

<http://rltshows.com/tlc15.php>

*The RLA@ Events give Corporate members an opportunity to participate in an RLA Booth FREE of charge.*

# CONTENTS

Issue 9 Volume 1

## Articles



Page 16

### Rich and poor nations can link up to recycle e-waste

by Ruediger Kuehr and Feng Wang

Since the 1990s, electrical and electronic equipment have revolutionised people's lives. And with ever-increasing technological innovation, their lifetimes are, on the whole, decreasing. This means that electronic waste — or e-waste — is a fast-growing waste stream. The UN University (UNU) predicts that e-waste will rise from the 41 million tonnes currently produced each year to 47 million tonnes in 2017.



Page 22

### Solving the Rapid Growth Problem at Vineyard Vines

by Maria Haggerty, CEO, Dotcom Distribution

In online retail, growing too fast, too soon can create serious operational challenges, especially in the area of logistics and distribution. Without experienced logistics support, it's impossible for brands to maintain steep growth curves.



Page 30

### A New Standard Labeling Protocol for Reverse Logistics

by Kenneth Jacobsen, Co-chair of the RLA Standards Committee

The RLA Standards Committee has developed a protocol for the use of QR codes to encode information relevant for business processes related to reverse logistics. It is created to provide additional information to logistics professionals, consumers, field service personnel and recyclers.

## Lifestyles



Page 38

### Hindsight is 20/20/20: Protect Your Eyes from Digital Devices

by The Vision Council

The heart of Reverse Logistics is your Receiving process, but you need to ensure you also have a Smart Receiving brain. Smart Receiving will help you recover the highest value for each item, reduce processing costs and touches, avoid idle time and enable you to treat each item you receive for its own special attributes, needs and conditions.

## Feature Articles



Page 54

### Returning Thoughts

by Paul Rupnow

The heart of Reverse Logistics is your Receiving process, but you need to ensure you also have a Smart Receiving brain. Smart Receiving will help you recover the ...

RL Magazine is available on these E-Readers:



Kindle



iPad



iPhone



Android



Nook

Go to RLmagazine.com. Individual subscriptions are available without charge to qualified individuals.

Non-qualified rates are as follows:

One Year Subscriptions:  
Global: \$5.00

To unsubscribe email:  
editor@RLmagazine.com

**Publisher** – Gailen Vick  
**Editor** – Laura Teifel  
**News Media** – Alex Spasic  
**Technical Director** – Matt Gwilliam  
**Director of Education** – Doug Pratt  
**Magazine Production & Graphic Artist** – Benjamin Trokey

**Board of Advisors**  
Dr. Mark Ferguson – University of South Carolina  
James H. Hunt IV – GENCO  
Charles Johnston – Home Depot  
Troy Kubat - Walmart  
Thomas Maher - Dell  
David Moloney, Google  
Monica Orlando – Hewlett-Packard Company  
Ian Rusher - Cisco Systems  
Ian Towell – Tesco  
For more information on the Board of Advisors, go to RLA.org

**Editorial and Circulation Office**  
441 W. Main Suite D  
Lehi, UT 84043-2024  
Phone: 801-331-8949  
Fax: 801-206-0090  
editor@RLmagazine.com  
www.RLmagazine.com

BPA Worldwide Membership May 2010. Printed in the U.S.A.

ISSUE 9 VOLUME 1  
REVERSE LOGISTICS MAGAZINE (ISSN 1934-3698) is published monthly for \$5.00/per year by Reverse Logistics Association.  
iTunes In-App Purchase: \$4.99  
Amazon Kindle Monthly Subscription \$1.49

Edition 71 published January 2015.

The information presented in this publication has been provided by corporations and is believed to be accurate; the publisher cannot assure its completeness or accuracy.

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

## Preview



Page 12

### RLA Conference & Expo: Las Vegas 2015

**LIVE VIDEO STREAMING:** If travel or cost restrictions are overwhelming, look at our low cost Live Video Streaming Solution. Sessions at the RLA Conference & Expo: MON - FEB 09, 2015 will be streamed live into your office or home; this includes all general sessions, case studies, panels and tracks.

## Video



Page 21

### What is the Reverse Logistics Association?

by Reverse Logistics Association

## Features

Message from the Editor	6	Read the Press	27
Focus Committees	7	Industry Jobs	34
Message from the Publisher	8	Industry Events	44
Advisory Board	9	Returning Thoughts	54
Industry Committees	10	Advertiser Index	57
Regional Chapters	17		



## Message from the Editor

How well is your time managed in your day-to-day activities? Like many people, the answer to this question may not be completely positive. Perhaps your workload has become one pile on top of the other, working late to meet deadlines. Being unable to manage your time effectively can cause undue stress and aggravation. Many of us realize this difficultly but

may not know the steps of how to improve on this task. One of the most positive things that come out of managing time efficiently is the exceptional productivity at work, which in turn decreases the stress levels. Possessing the ability to manage time can also lead to a happier well-being. There are several mistakes that people make that interfere with the opportunity to manage their time.



The first mistake that is often overlooked is not having a checklist. Writing down a to-do list can often help prioritize goals and projects. You are then able to categorize each task with a priority of completion. Another mistake related to a checklist is not setting a date of when completion will be accomplished. Goals provide a destination and vision to work towards. Taking this step will prevent additional procrastination or distractions.

The second mistake is simply taking on too much. This can often be a poor use of time, as having the ability to complete one project before taking on another can start to feel overwhelming. This ends up creating too many commitments, which can then lead to poor performance or rushed, sloppy

work. Taking on multiple projects can sometimes seem efficient, but this is when time begins to run thin and deadlines become closer and slowly move out of reach.

Every job has its own demands and time management is an essential skill that is adaptive to each situation. The basic steps to attaining this skill are relatively simple. Time management ultimately improves productivity and increases overall happiness and morale.

Thank you,  
Laura Teifel  
editor@rla.org



## Reverse Logistics Association Focus Committees

### FOCUS COMMITTEES

#### CORPORATE SOCIAL RESPONSIBILITY

- Jennifer Bilodeau, Reverse Logistics Talk

#### EXTENDED WARRANTIES

- Charles Chappell, Genco
- Mohan Kumar D, Hewlett-Packard
- Edwin Heslinga, Microsoft

#### RL CERTIFICATION

Chairperson: Tony Sciarrotta, Reverse It Sales & Consulting  
Co-Chairperson: Jason MacIver, Dell, Inc.

- Jennifer Bilodeau, Reverse Logistics Talk
- Haozhe Chen, East Carolina University
- Kelly Davies, Flextronics
- Jack Debutts, Spinnaker Management Group
- Mark Ferguson, University of South Carolina
- Elaine Gasser, Hewlett-Packard
- Michel Gavaud, Idelog
- Jason Kang, APICS
- Jason Maciver, Dell, Inc.
- David Patton, American Public University
- Tony Sciarrotta, Reverse It Sales & Consulting
- Ye Zhao, East Carolina University

#### SOFTWARE SOLUTIONS

Co-Chairperson: Paul Rupnow, Andlor Logistics Systems Inc

- Michael Alner, Intel Corp
- Haozhe Chen, East Carolina University
- Laurent Kitzinger, SoftThinks
- Roger Levi, Intel
- Michael Geoffrey Omosa, NIT Rourkela
- Peter Philippens, Ideatics BV

- Paul Rupnow, Andlor Logistics Systems Inc
- Sylvie Thompson, OPTORO

#### SPARE PARTS MANAGEMENT

- Mohan Kumar D, Hewlett-Packard
- Dan Gardner, GENCO
- Sergio Garza, Eesource Corporation
- Patrick Joseph, Encompass
- Marko Niinisto, Philips
- Jim Scarff, Encompass
- Derek Scott, Canon
- Jose Luis Villalvazo, Hewlett-Packard
- John Weatherup, Hewlett-Packard

#### STANDARDS

Chairperson: Ron Lembke, University of Nevada  
Co-Chairperson: Paul Rupnow, Andlor Logistics Systems Inc  
Co-Chairperson: Ken Jacobsen, Connexus

- Bruce Brown, InforMission Solutions LLC
- Ron Lembke, University of Nevada
- Peter Philippens, Ideatics BV
- Tommy Rector, American Public University
- Paul Rupnow, Andlor Logistics Systems Inc

#### SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT

Chairperson: Maria Molina, PlanITROI

- Jennifer Bilodeau, Reverse Logistics Talk
- Cintia Gates, Dell, Inc.
- Raymond Glynn, Arrow Value Recovery
- Maria Molina, PlanITROI
- Kenneth Turner, Hewlett-Packard





# Message from the Publisher

## THE NEED FOR OPTICAL SCANNING DEVICES

Last year during one of our industry committees a friend of mine from Intel was telling us how the manual intervention required for returns is becoming too costly and ineffective with the present Barcode technology. Over the next few weeks I mentioned his comments to some of the other committee leaders.

Well I'm proud all of our committees. They are awesome and do so many great things, but I'm particularly pleased of the Standards Committee who's leadership;



future of automation

Dr. Ron Lembke, Ken Jacobsen and Paul Rupnow developed a new standard that they will be announcing in 2 weeks at our Conference & Expo in Las Vegas. The new standard is a RL QR code optical standard that will be available on our websites as an app to download within the next month. (show attached file). This new standards makes it possible for systems to optically look at devices coming down a conveyor belt at receiving inspection and can shout out; this is what I am, this is the material I have in me and this is my warranty. So manual intervention is greatly reduced.

So finally receiving will be able to automate their processes, while reducing man power and at the same time reduce the MRB manual process. Make sure you come by the exhibit hall and let the Standards Committee give you a test drive.

Best Regards,  
Gailen Vick, Founder & Publisher  
www.RLA.org

### RETIREMENT OF BARCODE



## OUR MISSION

Our mission is to educate and inform Reverse Logistics professionals around the world. RLA focuses on the reverse logistics processes across all industries. No matter the industry — High Tech, Consumer Electronics, Automotive, Medical/Pharmaceutical, Food and Beverage, Apparel, or other — our goal is to provide RL process knowledge to all industries. We want to educate everyone about the Reverse Logistics processes that are common to all industries and

to be a catalyst for innovation in developing and implementing new RL processes. We have been and will continue to provide our services to the industry at a moderate price. Managing the latest information in services such as repair, customer service, parts management, end-of-life manufacturing, service logistics, field service, returns processing and order fulfillment (just to name a few) can be a little intimidating, to say the least. Yet that is exactly

what the Reverse Logistics Association provides through our membership services. We serve manufacturers and retailers in a variety of settings while offering ongoing updates on market trends, research, mergers and acquisitions and potential outsourcing opportunities to 3PSPs. We have gained the attention of 3PLs like FedEx, DHL, USPS and UPS. 3PSPs like Teleplan, Foxconn, Flextronics, Canon, Sony and Jabil, along with small- and medium-sized service providers have found that

RLA resources help advertise their services to a regional and global audience. OEMs like Microsoft, HP, RIM, and Sony, along with Retailers like Wal-Mart, Canadian Tire, Tesco and Best Buy all participate at our events. Through RLA Events, RLA Connect services and our publications — RL Magazine and the Weekly News Clippings email — we help OEMs, ODMs, Branded and Retail companies find service partners and solutions providers that were previously unknown to them.

## Board of Advisors

A Board of Advisors comprised of industry experts has been set up to monitor and assist the Reverse Logistics Association management team in making informed decisions. Advisors include:



**Dr. Mark Ferguson – University of South Carolina,** Dr. Mark Ferguson serves as the Director of the Sustainable Enterprise and Development Initiative. Dr. Ferguson has worked in the reverse logistics area for over ten years; teaching classes on reverse logistics topics, consulting with companies and providing thought leadership of the area through his research.



**James H. Hunt IV – GENCO Technology Services,** Jim is the Senior Vice President, Business Development for GENCO Technology Services. He has responsibility for account management, new business sales and solutions development. He joined GENCO in July 2012.



**Charles Johnston – Home Depot,** Charles Johnston is Director of Repair and Returns at The Home Depot. Chuck was with WAL-MART for the past 14 years and his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



**Troy Kubat – Walmart,** Troy is now the Director of Logistics Engineering-Grocery at Walmart having worked his way up from Director, Logistics Operations, Industrial Engineering Manager at Walmart - International Division and Japan Expatriate - Logistics Operations Lead at Walmart - International Division



**Thomas Maher – Dell,** Tom Maher joined Dell in 1997 and is the Executive Director for Global Service Parts. Mr. Maher is responsible for service parts life cycle support in over 100 countries. Mr. Maher's global service parts responsibilities include: planning, procurement, distribution, returns, repair, inventory management, supplier



management and parts disposal. These operations support 100% of Dell's warranty customers across all Business Units and all Product Lines.

**Vijay Raisinghani, Google,** David Moloney, Expert in end-to-end supply chain and fulfillment strategies and execution that cut costs, drive efficiencies, optimize assets, ensure compliance, generate revenue, and deliver high level of service quality and customer satisfaction. In-depth knowledge of supply chain system functionality, including planning, budgeting, forecasting, replenishment, transportation, and distribution.



**Ian Rusher – Cisco Systems,** 20 Years within Supply Chain Operations, of which the last 15 Years have been spent in reverse Logistics. Previous experience running 3Com EMEA Warranty/Service Repair Operations, Responsible for both Internal and 3rd party repair operational performance and Engineering support.



**Ian Towell – Tesco,** Responsible for end to end accountability for the non food returns business within UK Tesco, focussing on improving quality, policy application, asset recovery and logistical flow.



**Monica Orlando** Monica Orlando has over 15 years of experience in Supply Chain designing and managing a variety of complex processes spanning across Planning, Manufacturing, Logistic, Order Fulfillment and Inventory Management. As Director of Channel Operations Monica is responsible for all the supply chain aspects of distributing PCs and Printers to the North America HP Retailers/ Distributors, including the reverse logistic processes and programs.



# Reverse Logistics Association Industry Committees



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

## APPAREL

Chairperson: Gailen Vick, Reverse Logistics Association

## CONSUMER PRODUCTS

Chairperson: Paul Baum, PlanITROI

Co-Chairperson: Kathy Murphy, Jarden Consumer Solutions

Co-Chairperson: Tony Sciarrotta, Reverse It Sales & Consulting

- Paul Baum, PlanITROI
- Brianne Boettner, Best Buy
- Jack Debutts, Spinnaker Management Group
- Mark Ferguson, University of South Carolina
- Elaine Gasser, Hewlett-Packard
- Cintia Gates, Dell, Inc.
- Laurent Kitzinger, SoftThinks

- Jason Kollarik, Samsung
- Brad Larsen, Hewlett-Packard
- Philip Matouk, Spinnaker Management Group
- Maria Molina, PlanITROI
- Kathy Murphy, Jarden Consumer Solutions
- Peter Philippens, Ideatics BV
- Rajesh Revannasiddaiah, kuehne+ nagel
- Paul Rupnow, Andlor Logistics Systems Inc
- Ivan Russo, Verona University
- Jim Scarff, Encompass
- Tony Sciarrotta, Reverse It Sales & Consulting
- Coy Surles, IntelliSol, Inc
- Sylvie Thompson, OPTORO
- Matthew Vandoren, TOTALL Metal Recycling

## DATA STORAGE

Chairperson: Tom Burnam, Western Digital

- Tom Burnam, Western Digital
- Gary Gear, Toshiba America Electronic Components, Inc.
- Laurent Kitzinger, SoftThinks
- Rachel North, Toshiba America Electronic Components, INC.
- Jose Luis Villalvazo, Hewlett-Packard

## FOOD AND BEVERAGE (UNSALEABLES)

- Dawn Bland, Inmar
- Gene Bodenheimer, GENCO
- Dr. Oliver Hedgepeth, American Public University
- Thomas Marcellino, Inmar

## LIFE SCIENCES

- Jack Debutts, Spinnaker Management Group
- Dan Gardner, GENCO

## REMAN (AUTOMOTIVE & HD)

Chairperson: Gailen Vick, Reverse Logistics Association

- Charles Chappell, Genco
- Bharath Manoharan, ESC Rennes School of Business

## RETAILERS

Coordinator: Rachelle Hetterson, Defense Ammunition Center

- Raul Castilla, Walmart
- Laurent Kitzinger, SoftThinks
- Andrea Newman, Best Buy
- Anthony Pereira, Barnes & Noble
- Craig Sultan, Home Depot Direct
- Sylvie Thompson, OPTORO

## SPACE & AVIATION (OBSOLESCENCE)

Coordinator: Yann Conchaudron, IESEG school of management

## WIRELESS TELECOMMUNICATIONS

Chairperson: Angelika Kluna, CLi360, Inc.

- Paul Adamson, Spinnaker Management Group
- Bill Kenney, OnProcess Technology
- Angelika Kluna, CLi360, Inc.
- Kate Pearce, Compass Intelligence, LLC
- Dave Showalter, CRS Recycling / Services



Join today at [www.RLA.org](http://www.RLA.org)

Focus Committees continued on to page 7  
Regional Focus continued on to page 17



## Las Vegas 2015 - Conference and Expo Schedule Monday, February 9, 2015

8:00 AM – 12:00 PM

### REGISTRATION OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

9:00 AM – 10:30 AM

### WORKSHOPS MONDAY



**Tony Vercillo**  
CEO  
IFMC, Inc.



**Gary Patterson**  
CEO  
FiscalDoctor Inc.



**Gailen Vick**  
Executive Director  
Reverse Logistics Association



**Tony Sciarotta**  
Reverse It Sales  
and Consulting



9:00 AM – 5:00 PM

### WORKSHOPS TUESDAY



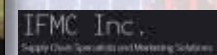
**Tony Sciarotta**  
Reverse It Sales  
and Consulting



**Gailen Vick**  
Executive Director  
Reverse Logistics Association



**Tony Vercillo**  
CEO  
IFMC, Inc.



**Gary Patterson**  
CEO  
FiscalDoctor Inc.



11:00 AM – 5:00 PM



### Charity Golf Tournament - Red Rock Country Club RLA CHARITY GOLF TOURNAMENT

Sponsorships allow you to host your guests and take advantage of this great networking opportunity. Buses leave at 11:00 am for 18 holes and 1:00 pm for 9 holes of golf from the Rotunda passenger drop-off.

If you would like to participate or be a sponsor, please contact [felecia@RLA.org](mailto:felecia@RLA.org). Sponsorships for this event are still available.

## Las Vegas 2015 - Conference and Expo Schedule Tuesday, February 10, 2015

8:00 AM – 5:00 PM

### REGISTRATION OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

1:00 PM – 4:00 PM EXHIBIT HALL OPEN

12:15 PM – 1:00 PM LUNCH FOR WORKSHOP ATTENDEES

1:00 PM – 2:00 PM INDUSTRY COMMITTEE CHAIR/CO-CHAIR STRATEGY & REPORTS MEETING/LUNCH

2:30 PM – 5:15 PM COMMITTEE REPORTS



**WIRELESS TELECOM COMMITTEE**  
Angelika Kluna  
Director of Operations  
CLI360, Inc.



**LATIN AMERICA CHAPTER**  
Guillermo Fernández de Jáuregui  
CEO  
ONIOLOG



**SOFTWARE COMMITTEE REPORT**  
Paul Rupnow  
Director-Reverse Logistics Systems  
Andlor Logistics Systems Inc



**RL CERTIFICATION**  
Tony Sciarotta  
Reverse It Sales  
and Consulting



**SUSTAINABILITY AND ENVIRONMENTAL**  
Maria Molina  
Business Development  
Manager  
PlanITROI



**STANDARDS**  
Ron Lembke  
Associate Professor  
University of Nevada



**DATA STORAGE**  
Thomas Burman  
Dir. Global Service  
Operations



**CONSUMER ELECTRONICS**  
Paul Baum, CEO  
PlanITROI



5:15 PM – 5:30 PM BREAK

5:30 PM – 7:00 PM AWARDS GALA

END THE DAY WITH AN AWARDS GALA, HONORING  
THOSE DEDICATED AND COMMITTED TO REVERSE LOGISTICS.

(FOR DETAILS ABOUT EACH AWARD PLEASE REFER TO PAGE 41)



# Las Vegas 2015 - Conference and Expo Schedule

## Wednesday, February 11, 2015

8:00 AM – 5:00 PM

### REGISTRATION OPEN

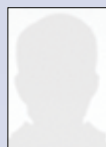
For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

9:00 AM – 10:30 AM

### WELCOME REMARKS & KEYNOTE ADDRESS



**Gailen Vick**  
Executive Director



Surprise Keynote Speaker

10:30 PM – 11:00 PM BREAK

11:00 PM – 5:00 PM CONFERENCE SESSIONS



**Tony Sciarrotta**  
Asset Recovery



**Stephen Slade**  
Senior Director, Industries Marketing  
Oracle



**Lisa Cotter**  
Sr. Director Reverse Logistics  
Best Buy



**Jack Whitley**  
USDOT/PHMSA  
USDOT



**Mark Erickson**  
National Account Manager  
P&F USA



**Steve Freerman**  
Manager, Reverse Logistics  
GoPro



**David Hyatt**  
Professor  
University of Arkansas



**Alex Tenenbaum**  
CEO  
Itembazaar.com Inc



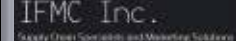
**Amedio Palmieri**  
Western Operations,  
Lean Six Sigma Black Belt and Lenovo



**Marcelo Melek**  
President  
Sinqfar



**Tony Vercillo**  
CEO  
IFMC, Inc.



**Hyunsoo Kim**  
Professor  
Kyonggi University



**Joe Walden**  
Lecturer, Supply Chain Management  
The University of Kansas



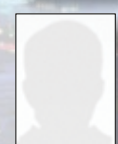
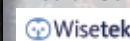
**Laís Bergstein**  
Professor Civil Law  
Faculdades da Indústria



**Kenneth McDaniel**  
RMA Program Manager  
Intel



**Mike Higgins**  
Chief Sales & Marketing Officer  
Wisetek Solutions Limited



**Neil Meischeid**  
Sr. Director, Supply Chain  
Rite Aid Corp



**Amanda Knechtel**  
IT Manager  
AVC Corp



**Rob Bromley**  
National Returns Center  
Operations Manager USA  
LENOVO



**Monica Orlando**  
Director of Channel Operations  
Hewlett-Packard



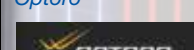
**Charles Johnston**  
Director - Reverse Logistics  
The Home Depot



**Darleen Arisco**  
Manager, PPS Remarketing  
Hewlett-Packard



**Sylvie Thompson**  
VP, Solutions Strategy  
Optoro



**Kathy Murphy**  
Sr Sales Operations Mgr.  
Jarden Consumer Solutions



**Muzzi (Amedio) Palmieri**  
Exec. Dir. Global Supply Chain  
LENOVO



**Curtis Richardson**  
Manufacturing Dept Tech.  
LENOVO



**Brian Meadows**  
Division Chief, Stock  
Reutilization  
DLA Distribution D2 – Hill  
AFB

5:30 PM – 7:00 PM

CONFERENCE RECEPTION – EXPO HALL



# Las Vegas 2015 - Conference and Expo Schedule

## Thursday, February 12, 2015

8:00 AM – 12:00 AM

### REGISTRATION OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

9:00 AM – 12:00 PM

### CONFERENCE SESSIONS



**Gailen Vick**  
Executive Director  
Reverse Logistics Association



**Tony Sciarrotta**  
Asset Recovery



**Robert McIntosh**  
Executive Director  
Dell, Inc.



**Charles Johnston**  
Director - Reverse Logistics  
The Home Depot



**Muzzi (Amedio) Palmieri**  
Exec. Dir. Global Supply Chain  
LENOVO



**Monica Orlando**  
Director of Channel Operations  
Hewlett-Packard



**Stephen Slade**  
Senior Director, Industries Marketing  
Oracle



**Mark Erickson**  
National Account Manager  
P&F USA



12:00 NOON

### CLOSING REMARKS / LUCKY DRAW

Lucky Draw Sponsorship Available. Must be present during the drawing to win.

## CAN'T MAKE THE CONFERENCE IN PERSON?

**LIVE VIDEO STREAMING:** If travel or cost restrictions are overwhelming, look at our low cost Live Video Streaming Solution. Sessions at the RLA Conference & Expo: MON - FEB 09, 2015 will be streamed live into your office or home; this includes all general sessions, case studies, panels and tracks.



## Rich And Poor Nations Can Link Up To Recycle E-waste

by: Ruediger Kuehr and Feng Wang

**A global system can tackle e-waste until developing countries can do so themselves,** say Ruediger Kuehr and Feng Wang.

Since the 1990s, electrical and electronic equipment have revolutionised people's lives. And with ever-increasing technological innovation, their lifetimes are, on the whole, decreasing. This means that electronic waste — or e-waste — is a fast-growing waste stream. The UN University (UNU) predicts that e-waste will rise from the 41 million tonnes currently produced each year to 47 million tonnes in 2017. [1]

This is a challenge for waste management as many electronic products contain hazardous materials, as well as valuable elements.

It's well documented that used equipment is also shipped to developing countries for reuse, but much of it still ends up as e-waste. The unsophisticated, informal recycling common in many countries pollutes the environment and puts people's health at risk.

But now a more complex picture is emerging: since 2013, the developing and transition countries have been producing more e-waste than the so called industrialised world. Latin America, for example, contributed approximately 3.95 million tonnes to the world's e-waste mountain last year. [1]

“There is a way to offer affordable and environmentally friendly recycling for developing countries: through cooperation between local dismantling operations and the global networks of infrastructure that can further refine materials.” (Ruediger Kuehr and Feng Wang)

Innovative models are needed to tackle the problem until developing countries are better equipped to deal with such waste themselves — and one such model is already being developed.



### Limited e-waste regulation

Of the 21 Latin American countries, e-waste regulations are in place only in Argentina, Brazil, Colombia, Costa Rica, Ecuador, Mexico and Peru. But in the absence of a national strategy, most of them only operate at the local level.



## Reverse Logistics Association Regional Chapter Committees

### REGIONAL CHAPTERS

#### AFRICA

Chairperson: Craig Plowden, Revlogs (Pty) Ltd

- Ye Zhao, East Carolina University
- Michael Geoffrey Omosa, NIT Rourkela

#### APAC

Chairperson: Mohan Kumar D, Hewlett-Packard

Co-Chairperson: Dr. Sunnanda Panda, RevLog Resources

Coordinator: Michael Geoffrey Omosa, NIT Rourkela

- Haozhe Chen, East Carolina University
- Mohan Kumar D, Hewlett-Packard
- Michael Geoffrey Omosa, NIT Rourkela
- Ian Rusher, Cisco
- Yogesh Sarin, Dell, Inc.
- Ye Zhao, East Carolina University

#### BRASIL

Chairperson: Felipe Ortiz, Grupo Pão de Açúcar

Co-Chairperson: Orlando Cattini Junior, FGV

Co-Chairperson: Marcelo Cairolli, Arrow Value Recovery

Coordinator: Rosekelly Costa, ISCAP

- Djalma Barbosa, Dell, Inc.

- Marcelo Cairolli, Arrow Value Recovery
- Orlando Cattini Junior, FGV
- Rosekelly Costa, ISCAP
- Luciana Lacerda, Hewlett-Packard
- Ricardo Magioni, Dell, Inc.
- Felipe Ortiz, Grupo Pão de Açúcar
- Paulo Sader, Microsoft
- Marcio Silva, Philips

#### EUROPE

Chairperson: Charlie O Shaughnessy, Intel

Co-Chairperson: Derek Scott,

Canon ESC Rennes School of Business

- Kelly Davies, Flextronics
- Michelle Lingley, Flextronics
- Bharath Manoharan, ESC Rennes School of Business
- Marko Niinisto, Philips
- Charlie O Shaughnessy, Intel
- Michael Geoffrey Omosa, NIT Rourkela
- Ian Rusher, Cisco
- Ivan Russo, Verona University
- Derek Scott, Canon

#### LATIN AMERICA

Chairperson: Guillermo Fernández deJáuregui, ONILOG

- Guillermo Fernández Dejáuregui, ONILOG

#### NORTH AMERICA

- Michael Geoffrey Omosa, NIT Rourkela
- Paul Rupnow, Andlor Logistics Systems Inc
- Tony Sciarrotta, Reverse It Sales & Consulting





# TURNING GREEN INTO GOLD

Meanwhile, only Brazil, Costa Rica and Mexico have R2-certified facilities, an internationally recognised standard for responsible recycling. This is partly due to limited legal requirements, a lack of awareness of pollution control during recycling and limited training opportunities.

Overall, in much of the developing world there is a lack of systems covering e-waste management through the different stages of collection, pre-processing (to liberate components from the waste) and end-processing (refining and disposing of materials). Often there is insufficient funding to support technology transfer and a sophisticated recycling industry. Establishing modern infrastructure requires substantial technological know-how, large investments in industrial equipment and environmental control measures.

The wide involvement of the informal sector also makes it difficult to establish effective systems to collect e-waste from consumers. Consumers' low awareness is another barrier.

### Global recycling

But there is a way to offer affordable and environmentally friendly recycling for developing countries: through cooperation between local dismantling operations and the global networks of infrastructure that can further refine materials.

This can be achieved through a global 'reverse supply chain', where treatment facilities in various locations work together to deliver recycling solutions for different materials and at different treatment stages.

Such a concept has already been developed by the

institutions involved in the Solving the E-waste Problem (StEP) Initiative coordinated by UNU. The concept, called Best-of-2-Worlds (Bo2W), aims to integrate technical and logistical aspects of best practice in advanced, international end-processing facilities.

Dismantling is a highly efficient way to separate materials and components from e-waste, and is also economically viable due to low labour costs and little need for equipment. At the same time, fractions such as circuit boards and batteries require high-tech treatment that is usually unavailable in developing countries.

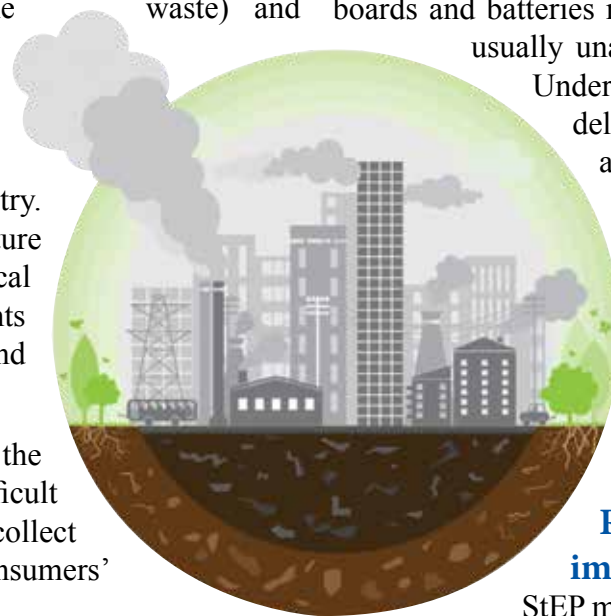
Under the Bo2W concept, these would be delivered to global facilities for safe and efficient refining and disposal.

In this way, the initiative connects the best pre-processing already occurring in developing countries (manual dismantling) with the best end-processing (material refinery and disposal) in the global treatment network.

### Reducing environmental impact

StEP member institutions have conducted several trials to compare the environmental and economic performances of this Bo2W concept with other conventional recycling scenarios. Such scenarios include informal recycling techniques — such as dismantling then extracting materials with acid leaching of circuit boards and other extraction methods — as well as direct landfill disposal or mechanical processing such as shredding.

The assessment showed that the Bo2W concept is more economical and environmentally friendly than other solutions. For instance, shredding generates less pure recyclables because materials mix more easily with



Paying attention to the environment is not just good for nature, it's also good for the **bottom line.**"

Our Association doesn't save trees. Our Association educates others on how to eliminate the need to destroy them.

each other at smaller sizes. By comparison, manual dismantling as part of Bo2W can separate fractions effectively with minimal mixing of materials — and it requires little investment in equipment and labour.

On the other hand, typical backyard refinery activities score worse for environmental impacts and economic gains compared with modern refinery practices. This means that safely disposing of e-waste containing hazardous substances demands support from strong domestic laws, proper financing and international cooperation.

#### A short-term solution

But in the short term, the Bo2W initiative can be a pragmatic solution until developing countries can establish full end-processing facilities. Its implementation should be flexible and adjusted to local conditions. This could, for example, decide the depth of dismantling and what fractions to send to global facilities.

Experiences from pilot projects in China and India have also highlighted societal factors that influence successful implementation. [2] For instance, the model would work well in a relatively small country generating limited amounts of e-waste because the domestic waste stream cannot justify building a full-scale refinery.

To work effectively, Bo2W also requires a well-

functioning reporting, registration and tracking system to guarantee the safe movement of fractions between countries. Such cooperation through a global network can also facilitate sharing knowledge on materials and treatment techniques. And, in the long run, it can help establish local refinery facilities in developing countries, when sufficient financing and technology know-how become available.



Ruediger Kuehr is head of Sustainable Cycles (SCYCLE), an operating unit of UNU's Institute for the Advanced Study of Sustainability based in Bonn, Germany. He is among the heads of UN agencies in Germany and especially in charge of sustainable production, consumption and final disposal of ubiquitous goods.



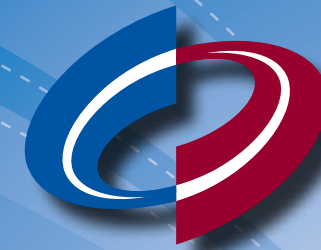
Feng Wang is a research associate at SCYCLE.

#### References

- [1] Kees Baldé and others The global e-waste monitor — 2014, Quantities, flows and resources (UN University, to be published in 2015)
- [2] Feng Wang and others The Best-of-2-Worlds philosophy: Developing local dismantling and global infrastructure network for sustainable e-waste treatment in emerging economies (Waste Management, 2012)



# WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



## 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.

## Solving the Rapid Growth Problem at Vineyard Vines

by Maria Haggerty, CEO, Dotcom Distribution

In online retail, growing too fast, too soon can create serious operational challenges, especially in the area of logistics and distribution. Without experienced logistics support, it's impossible for brands to maintain steep growth curves.

That's the lesson vineyard vines learned when its online apparel business experienced meteoric growth and expansion. But through a long-term collaboration with Dotcom Distribution, vineyard vines developed a scalable logistics and fulfillment model that preserves the flexibility the brand needs to deliver a truly unique customer experience.

### Growing Pains at vineyard vines

Founded in 1998 by Shep and Ian Murray, vineyard vines is known for its Martha's Vineyard-inspired apparel, whimsical neckties and smiling pink whale logo. In addition to its e-commerce and catalog businesses, vineyard vines' products are sold in specialty and department stores around the world as well as the brand's freestanding stores.



Although vineyard vines' footprint was considerably smaller in 2005, the company was expanding rapidly. The business had just moved from its 5,000 square foot, company-operated warehouse to a location with 25,000 square feet and was already outgrowing the space. Although Shep and Ian enjoyed the control of being directly involved in packing and shipping, they realized that vineyard vines needed a strategy to scale fulfillment to rapid growth.

Vineyard vines' problem was not unique. As the business experienced growth and expansion into new markets, the backend systems that had proved successful during the company's early years had to change. But even though

company executives recognized the need to scale the logistics and distribution functions, there were concerns that the brand would be unable to provide the consistent, high quality experience its customers had come to expect.

Premium packaging represents an important part of vineyard vines' customer experience. Personalized messages, attractive boxes and secure shipping compartments give products an added high-quality appearance, which is essential to brands that offer a hint of luxury. When consumers spend more, they not only expect their products to be high-value—they also expect that the experience with the product will begin with the packaging itself.

The bottom line was that vineyard vines didn't want space or operational constraints to impact its growth or the experience the brand provided to customers. To get there, the company needed the help of an experienced third-party logistics and fulfillment partner capable of adapting vineyard vines' fulfillment strategy and helping the business evolve from a wholesale-driven to retail-driven organization.

### Overcoming Growth Challenges Through Collaboration

In 2006, vineyard vines approached Dotcom Distribution to help scale its logistics and fulfillment functions to the company's near-term growth. Just as importantly, vineyard vines was looking for a true, long-term partnership that would empower the brand to accelerate its growth curve.

Over the past eight years, vineyard vines has developed a close working relationship with Dotcom Distribution—a collaboration that has allowed the brand to overcome operational and distribution challenges on several fronts:

# GET ALL YOUR REVERSE LOGISTICS NEWS WHENEVER YOU NEED IT.



AVAILABLE NOW ON iTUNES AND  
AMAZON.COM FOR YOUR iPhone AND  
KINDLE DEVICES.





### 1. Scalability

Scalability was the initial focus of the collaboration between vineyard vines and Dotcom Distribution. In many ways, vineyard vines had become a victim of its own success and needed to immediately address operational processes that were roadblocks to the brand's continued growth.

Dotcom Distribution set out to scale vineyard vines' distribution capabilities in a way that accommodated the company's culture, brand and service requirements. By aligning distribution with key aspects of the brand, vineyard vines could increase product selection while supporting growing sales volumes across a variety of channels.

One of the critical competencies Dotcom Distribution brought to the relationship was the ability to efficiently handle seasonal and non-seasonal increases in demand. Dotcom helped vineyard vines increase daily receiving capacity by a factor of five to 10, enabling the company



to keep pace with consumer demand. In peak seasons, Dotcom helped vineyard vines scale logistics and fulfillment to accommodate times when customer orders could increase tenfold.

Dotcom also brought agility to the collaboration, satisfying vineyard vines' need for operational flexibility. Through a combination of an agile workforce and logistics expertise, Dotcom Distribution has helped vineyard vines quickly respond to spikes in demand, even when it means implementing changes in packaging or other dimensions of the customer experience.

The ability to efficiently and rapidly manage variations in receiving, inventory management and order processing has proven effective for vineyard vines, allowing the brand to sell across multiple channels without wondering whether logistics and operations will fall behind consumer demand.

### 2. Presentation and Personalization

Branding and package presentation count at vineyard vines. From its early days, vineyard vines' philosophy has been that the customer experience isn't complete until a perfect package arrives on the customer's doorstep. The brand's rapid growth presented a threat to that philosophy and introduced the very real possibility that the quest to scale fulfillment would have a negative impact on packaging.

Over the course of the collaboration, Dotcom Distribution has worked to ensure that vineyard vines' presentation and personalization capabilities remain intact. Across a range of functions—from gift packaging to specialty packaging to apparel personalization—Dotcom Distribution has helped align fulfillment to customer expectations and the delivery of an exceptional customer experience.

RLA@  
PROMAT 2015

REVERSE LOGISTICS  
ASSOCIATION

FIND  
WHAT'S  
NEXT

See the latest manufacturing and supply chain solutions in action, in person. All in one place. ProMat.

#### At ProMat, you can:

- Discover the latest innovations from more than 800 solution providers.
- Learn about new ideas driving productivity in more than 100 educational sessions.
- Build strong business partnerships with suppliers.
- Network with your peers.

When you need to maximize efficiency targets, streamline your operations, speed time to market and cut costs, start by exploring what's next at ProMat 2015.

#### ATTENDANCE IS FREE.

<http://www.promatshow.com/register.aspx?ref=attendees&ocid=39482>

McCormick Place South | Chicago, Illinois  
March 23-26, 2015 | <http://rltshows.com/pmt15.php>

AUTOMATE • 2015  
Collocated with ProMat 2015

#### ProMat Keynotes



**TRANSFORMING YOUR MANUFACTURING BUSINESS FOR THE NEW DIGITAL AGE**  
Renee Niemi, Director of the Android and Chrome Global Business, Google for Work



**CONSCIOUS CAPITALISM: BLUEPRINT FOR A NEW SYSTEM FOR DOING BUSINESS**  
John Mackey, Co-Founder & CEO, Whole Foods Market



**WHAT'S NEXT - THE FUTURE OF TECHNOLOGY**  
Steve Wozniak, Cofounder of Apple & Founder, Chairman & CEO of Wheels of Zeus

powered by MHI

While other online retailers opt for unattractive white plastic packaging to manage costs, vineyard vines boasts an attractive (yet cost-effective) package that prominently displays the company's name and whale logo. As a result, vineyard vines' packaging is as cheerful and whimsical as the logo itself.

The partnership between vineyard vines and Dotcom Distribution has also allowed the brand to execute a flexible packaging model. Although changes in packaging usually create more complexity and time constraints in the packing process, vineyard vines agile packaging model



creates opportunities for fast and efficient adaptations, whether they are as small as new stickers or as large as an entirely new packaging program.

More and more online retailers are recognizing that packaging is the last chance to make a meaningful impact on the customer experience, but it's the first thing customers see when they receive their merchandise. One of the reasons the partnership between vineyard vines and Dotcom Distribution works is a shared belief that packaging provides an opportunity to reinforce important dimensions of the brand and make a lasting impression on customers.

### 3. Multichannel Capabilities

A clear, multichannel vision presented additional challenges to vineyard vines' logistics and fulfillment operation. From the outset of the collaboration, operations needed to adapt to the simultaneous expansion of the brand's eCommerce program and brick-and-mortar presence. For Dotcom Distribution, this meant helping vineyard vines develop backend capacity for rising online sales, additional stores and other multichannel goals.

Seasonal apparel comprises a large portion of vineyard vines' business and introduces time-sensitive requirements when new inventory or product lines are launched at various points in the calendar year. To address these requirements, Dotcom Distribution helped vineyard vines develop a "one-stop shop" for all of the brand's multichannel fulfillment needs.

Combined with improvements in flexibility and agility, single-point fulfillment enables vineyard vines to ship most wholesale orders within 48 hours and eCommerce or catalog orders same day. Additionally, collaborative efforts around multichannel fulfillment have reduced the brand's time-to-market for freestanding retail stores and the continuous flow of fresh product deliveries.

Most importantly, the improvement and expansion of multichannel fulfillment capabilities allows vineyard vines to provide fast shipping to online customers and maintain an efficient supply chain for brick-and-mortar—preserving the company's commitment to exceptional service and a first-class customer experience.

### Reverse Logistics and the Customer Experience

Like most online retailers, vineyard vines' logistics

## Read the Press



### Cops Seize 3 Trucks Laden With E-Waste

13 January 2015 – MORADABAD: Acting on a series of reports that appeared in this newspaper last year, police have taken action against the illegal disposal of electronic waste in Moradabad. Kathghar police recovered three vehicles laden with e-waste meant for illegal recycling on Tuesday, and also sealed a godown where the material was stocked.

[Full Article](#)

### Definition Of Solid Waste Rule Published

13 January 2015 – The Society of Chemical Manufacturers and Affiliates (SOCMA) welcomed the publishing of a rule revising the regulatory definition of solid waste (DSW) under the Resource Conservation and Recovery Act. William Allmond, SOCMA vice president of government and public relations issued the following statement:

[Full Article](#)

### Where Do Returned Gifts End Up? Probably Plainfield

12 January 2015 – Ohio businessman Mufeed Alkhalifa has a good thing going in West Africa.

[Full Article](#)

### City Can Say Goodbye To E-waste Very Soon

12 January 2015 – KOCHI: Kochi is all set to have a scientific collection, segregation and process mechanism for e-waste in the city.

[Full Article](#)

### Scandal As 280,000 Tons Of Recycling Ends Up As Landfill

11 January 2015 – About 280,000 tons of plastic and paper put into eco-friendly bins was treated as ordinary household waste last year because it was labelled contaminated.

[Full Article](#)

### How To Make Money Selling Your IT Assets

8 January 2015 – Have you ever considered the value of your company's old core processing units, or thought about how much that aging server could be worth? Many haven't, and instead only aim to get these used products out of sight, out of mind when a company decides it's time for an upgrade.

[Full Article](#)

### The Tyranny Of Distance: Reconciling Extended Producer Responsibility With Global Transportation

8 January 2015 – Have you ever considered the value of your company's old core processing units, or thought about how much that aging server could be worth? Many haven't, and instead only aim to get these used products out of sight, out of mind when a company decides it's time for an upgrade.

[Full Article](#)

### E-Waste Banned From Residual Waste In New York

7 January 2015 – A new law has come into effect in New York making it illegal for residents to discard of some electrical items via kerbside waste collections.

[Full Article](#)

### £4 Million Boost For Shropshire Caterpillar Plant

7 January 2014 – Years of recession bore their brunt on Caterpillar, which has its huge remanufacturing facility in Shrewsbury's Lancaster Road.

[Full Article](#)

### MSNBC: RIT, Rochester In Remanufacturing Boom

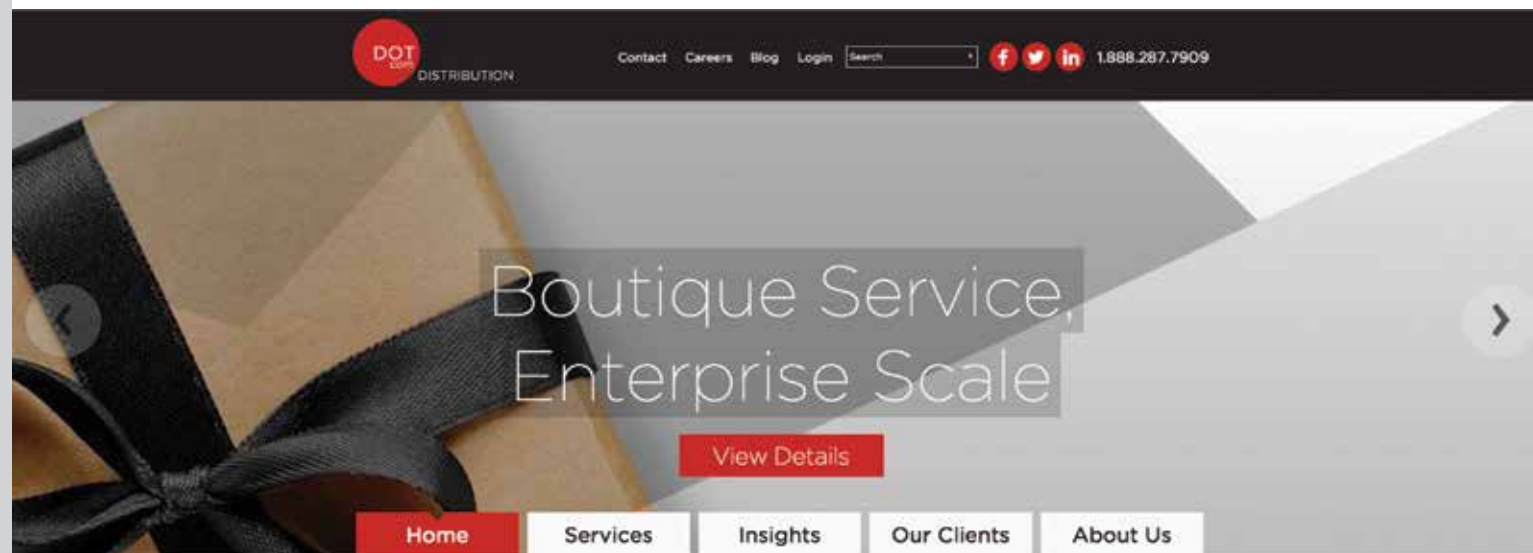
6 January 2015 – MSNBC's Morning Joe last month posted a seven-minute segment on its website on how re-manufacturing is booming across the county, and interestingly enough Rochester is in the middle of it.

[Full Article](#)

### How Can RFID Eliminate The Waste Of Resources?

6 January 2015 – There are many ways, but each depends on your organization and the tasks you undertake. In general, radio frequency identification provides a faster way to count items. So it can reduce the amount of time required to conduct inventory counts by a factor of 20 or more.

[Full Article](#)





concerns extend beyond the delivery of orders and inventory to customers and stores. Reverse logistics is an important function that impacts the brand's ability to satisfy customer expectations.

Given the brand's commitment to excellence in shipping and package presentation, it's not surprising that reverse logistics plays a critical role at vineyard vines and is a factor in the company's ongoing collaboration with Dotcom Distribution.

As a result of the partnership, the returns process at vineyard vines has been designed to address two key elements:

- **Customer Experience:** Returns must be promptly verified and processed, with credits issued or exchange orders processed in a manner that aligns with brand expectations. Dotcom Distribution and vineyard vines developed a strategy that parallels its fulfillment capabilities, rapidly scaling returns processing to seasonal and non-seasonal spikes. This allows vineyard vines to avoid increased customer service costs, chargebacks and lost customers.
- **Inventory Categorization and Availability:** The backend of rapid returns processing is inventory categorization and availability, i.e. an efficient process for determining when returned products are available for resale. The reverse logistics strategy developed by vineyard vines and Dotcom Distribution quickly restores unused merchandise to available inventory in a way that accommodates seasonal windows for apparel. If the inventory is not immediately resalable, it is quickly refurbished (i.e. poly bagged, re-ticketed or steamed) and returned to inventory to improve incremental sales.

Other supporting services like the inclusion of prepaid return labels in outbound packages and allowing customers to return merchandise purchased in-store to the eCommerce warehouse further contribute to vineyard vines' multichannel objectives and its ability to deliver a seamless, high quality customer experience.

### The Benefits of Collaboration

The long-term collaboration between vineyard vines and Dotcom Distribution has helped the brand achieve significant growth across all channels. During the first year of the relationship, vineyard vines doubled its business. Currently, the brand has 45 freestanding stores and relationships with more than 600 specialty and department stores around the world. Additionally, vineyard vines' eCommerce sales continue to grow by more than 50 percent each year.

The primary goal at vineyard vines has always been to exceed customer expectations. So across the board, all of the company's key metrics revolve around moving product to the customer as quickly and accurately as possible. For direct-to-consumer orders, Dotcom Distribution has helped vineyard vines establish a same-day shipping standard for more than 99 percent of all orders received before 2:30 p.m. For wholesale orders, the standard is to ship to retailers by the end of the next day.



Internally, one of the primary beneficiaries of the collaboration has been vineyard vines' operations department. Prior to the relationship with Dotcom Distribution, the brand managed warehouse and fulfillment in-house. When the brand transitioned to a third-party approach, operations continued to maintain responsibility for warehouse and fulfillment functions.

However, by eliminating the need to focus on granular details of fulfillment, the operations team gained bandwidth to collaborate with design, marketing, sales and other departments—resulting in better packaging, streamlined processes and faster time-to-market.

The long-term nature of the collaboration between vineyard vines and Dotcom Distribution has been an important factor in the brand's success. By consistently

working together to overcome critical logistics and fulfillment challenges, vineyard vines and Dotcom Distribution have given the brand the freedom and capacity to aggressively pursue new growth opportunities.



Maria is one of the original founders of Dotcom Distribution, and has played an integral role in developing and defining all aspects of the fulfillment operation, including sales, marketing, operations, finance and IT. Maria keeps her eye on the big picture, while at the same time making sure all of the details are cared for by Dotcom's world class management team.

# PRODUCT LIFE CYCLE

## Supply Chain

## AfterMarket Supply Chain

### FORWARD LOGISTICS

### REVERSE LOGISTICS

#### New Product Development

- Design Development
- Technology Roadmaps
- ASIC Development
- Mechanical Design
- PCB Layout
- Prototyping
- New Product Introduction

#### Material Management

- Vendor Relations
- Planning
- Procurement
- Inventory Planning
- Component Fabrication

#### Manufacturing & Distribution

- PCB Assembly
- Box Assembly
- Volume Manufacturing
- Integration
- Configuration
- Final Testing
- Distribution to Customer
- Customer Fulfillment
- Transportation

END USER • RETAILERS • RESSELLERS

#### AfterMarket Customer Service

- Customer Service (helpdesk)
- Depot Repair/ReMan
- Service Logistics (Field Service)
  - 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



**REVERSE LOGISTICS ASSOCIATION®**

## A New Standard Labeling Protocol for Reverse Logistics

by Kenneth Jacobsen, Co-chair of the RLA Standards Committee

For the past year or so, the Reverse Logistics Association Standards Committee has been working on a new product labeling protocol that will expedite Reverse Logistics processes for Repair, Returns and Recycling. We are releasing this standard at the RLA Conference and Expo in Las Vegas, NV February 9, 2015. Come by the booth and see a demonstration.

### What is this new label?

The RLA Standards Committee has developed a protocol for the use of QR codes to encode information relevant for business processes related to reverse logistics. It is created to provide additional information to logistics professionals, consumers, field service personnel and recyclers. It is placed on the product so that the information is always available. It will provide information related to product repairs, including links to documentation; product returns, including links to warranty registration; and recycling, including information about hazardous content.

We are starting with a QR code format which has a capacity sufficient for the required data and is scannable by most smartphones worldwide. The protocol is actually technology agnostic and can be deployed with other scan-able systems such as RFID.

Bar codes are great for forward logistics but lack the data capacity to do much more. Also bar codes are most often

disposed of with the packaging prior to re-entering the system. QR codes can present 4X the amount of data as a bar code. The committee has designed a protocol that will optimize the use of this scan-able label and is providing arbitrage for a global standard so that consumers, logistics professionals and recyclers can all access pertinent information.

Each manufacturer determines which fields of data are pertinent to their product. The manufacturer also has the option to make the information available to consumers, only to logistics professionals, or encrypted for internal data. The manufacturer selects the fields they choose to populate, design the code and print the label onto each product and optionally, product packaging. The RLA is working with vendors to assure that the labels are readable (scan-able) by free smart phone applications as well as by professional scanners.

The information conveyed to consumers could include: product model and serial numbers, links to product documentation, links to warranty registrations, links to product support or recycling (end-of-life management) information. If the label is printed onto the packaging, it could include links to pre-market sales support. The multi-field label could even include links to product videos.



RL Solutions –  
We help connect YOU to solutions for. . .

- 3PSP Services
- Consultants
- Facilities with RL Infrastructure
- Research
- Mergers & Acquisitions
- Internship Programs
- Industry Jobs

We know that many Manufacturers, Retailers & 3PSPs spend a lot of time, energy, and money trying to find the right solutions.

So we offer ways to expedite your solutions search at NO COST to you, while you remain anonymous.

RL Solutions – It's Confidential and FREE.

For more information visit RL Solutions at [www.RLA.org](http://www.RLA.org)

RL Solutions







Information conveyed to professionals or field service personnel could include product data sheets, product configuration information, hazardous materials, various standards compliance information and installation guides. A listing of hazardous materials would be most useful for the recycling industry, and we envision that eventually, geo-tagging will facilitate accurate disposal directions direct to consumer smart phones.

In each case, the label produced by this process will be readable by most professional scanners and by most smart phone scanning applications. The formatting of the data will require special code. The first field of the label will direct consumers to links to download a free app that correctly displays and formats the information. As the labels become more ubiquitous most scanners will be adapted.

### How to Use Them

Each manufacturer must select from the listing of fields which fields they wish to include in the label. Some of these may be generic for all of their products—such as Company name or Company URL, or links to Product Registration or Extended Warranties. Others may be specific to each product such as a serial number or a link to the product documentation or an installation video.

It is assumed that the manufacturer has technology to print labels onto their products. It is assumed that the manufacturer has the technology to individually serialize products in synch with the labels. (If not, we can make some recommendations.) It is further assumed the manufacturer has the technology to generate the label (either as a QR code or other technology). There are no

fees or royalties to manufacturers of hardware products to use the RL Labeling Codes.

The RLA is creating tools that will generate appropriate labels in camera ready format. These tools will enable manufacturers to create labels and proprietary fields that are continually synchronized and updated. The licensing of these tools is optional, but recommended. Contact [tools@rla.org](mailto:tools@rla.org) for further information.

### Fair Use and Adding Fields

There is logical space for an infinite number of fields. We are beginning with about 60 defined fields. Specific industries will from time to time identify missing fields. There are also two manufacturer's proprietary fields in the current standard. More will be provided if it is required. However, the RLA Standards Committee envisions this standard to be dynamic and is open to suggestions for fields that would be of general interest to industries or product groups, the fields should pertain to product repair, return or recycling though fields related to other aspect of a product life-cycle, including forward logistics are relevant. While the origin of this standard was the reverse logistics industry, we expect fields to be added to extend the usefulness of the label to other groups (e.g. forward logistics, sales and marketing, inventory, etc..)

The RL Label Code is copyrighted by the Reverse Logistics Association. We have established a process for modifying the fields that is open to any professional inputs. We retain the exclusive rights to modify or upgrade the list of fields.

It is deemed to be fair use for any manufacturer of hardware products of any nature to create labels that use our schema for their internal use on products that they produce or cause to be produced.

It is also considered to be fair use for any product refurbisher or system integrator to create a label using this schema that supplements or replaces and original manufacturers information, providing that any such secondary labeling be clearly distinguishable from the label of the original manufacturer and in no manner appear to deceive or misdirect.

It is not considered fair use to create a generalized tool to create labels using the RL Label schema that is marketed as a tool for creating labels.

### Tools for Creating RL Codes

Producing labels that conform to the standard requires some technical discipline. The RLA has produced a tool to facilitate the process while assuring technical compliance with the standard. The RLA Label Generation Tool can be accessed via the internet using most browsers (e.g., Internet Explorer, Chrome, ...).



The tool produces custom labels for each product in camera ready format.

Preferences and defaults can be set to avoid repetitious entry of data on multiple labels, specify which fields the manufacturer always wishes to include, specify which fields the manufacturer usually wishes to include, specify default values (e.g. manufacturer's name), etc.

The tool works by first providing a menu of potential fields. The manufacturer selects the fields desired and populates them with the product-related data. Since

## When you're ready to develop a competitive transportation strategy.

You are ready for American Public University.

American Public University is ready to help your team succeed. Your employees can manage their personal and professional lives while pursuing a respected degree online — at a cost that's 20% less than the average in-state rates at public universities.\*

[StudyatAPU.com/rl](http://StudyatAPU.com/rl)



\*College Board: Trends in College Pricing, 2013

We want you to make an informed decision about the university that's right for you. For more about our graduation rates, the median debt of students who completed each program, and other important information, visit [www.apus.edu/disclosure](http://www.apus.edu/disclosure).



### Examples Uses for Reverse Logistics QR codes

A data label would be created and attached to the product at the time a product is manufactured. Today's labels can contain much more information than a simple bar code, for example a QR code can contain as much as 4000 characters. The use of these labels will enable not only product information like a simple bar code or serial number, but it can also include information to help a consumer find help and support or disposition or recycling information long after the product packaging has been discarded. Below are some examples of how the fields from the Reverse Logistics standards could be helpful after the product leaves the retail shelves.

#### Consumer

1. Warranty and support help - part number, serial number, manufacturer, warranty period, warranty support link, extended warranty link
2. End of Life - part number, manufacturer, recycle support link, materials list, hazardous materials, disposal instructions, even if the manufacturer is no longer in business
3. Create a Retail Return RMA to Retailer (to complement omni-channel service) - scan QR code, scan Retailer receipt
4. Create a warranty RMA to manufacturer - scan code for warranty data, item, serial number
5. Register the product for warranty

#### Retailer Processing

1. at Retail display - QR code can help consumer with purchase data or support data or warranty data or extended warranty data or even recycle requirements (am i buying green?)
2. at Returns counter - items that should be in the box

#### Reverse Logistics Returns Processing

1. Basic - Part Number or UPC code, serial number (2 codes in one scan)
2. Warranty entitlement - Part number, manufacturer, serial number, manufacture date (help with warranty validation), location of manufacturing (country of origin)
3. Configuration info - part number, serial number, configuration (2 TB Hard drive, 16 GB RAM)
4. Included parts - printer cartridge, cables, power supply

#### Manufacturer

1. Support - links to a web support URL
2. Warranty - warranty period, product manufacture date, links to web support URL
3. Extended Warranty - links to web information to obtain extended warranty
4. Product identification - product/model numbers, UPC code, serial numbers (s) all in one scan code

## 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	Driving Post Sales Value Upstream	Paul Slaven	Intel
APAC	APAC Chapter Report	Mohan Kumar D	Hewlett-Packard
BRASIL	Impactos da LRS (Lei de Resíduos Sólidos) Nos Processos Operacionais	Orlando Cattini Junior	FGV
SOFTWARE SOLUTIONS	Better, Faster Returns Processing & Data Collection Part 2	Roger Levi	Intel
WIRELESS TELECOMMUNICATIONS	Being Green and Socially Responsible	Amy Augustine	U.S. Cellular
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	U.S. Exports of Used Electronic Products	Michael Anderson	US International Trade Commission

## RL Careers



### Toshiba

- Parts Specialist - PC Parts

**This is your place to post jobs\* within the Reverse Logistics Industry.**

If you are a job seeker or a hiring manager looking to staff positions within the Reverse Logistics Industry, this is the place for you. Contact RLA Connections for more information!

\*RL Solutions Careers is a service available to Bronze Members and above.



the amount of data that can be stored in a label is often restricted by the quality of printing and scanning devices, the tool also warns the manufacturer if their label needs to be printed in a larger size.

The manufacturer determines which fields are visible to consumers, which fields are visible to Professionals and which are proprietary and must be encrypted. Encrypted information requires a special version of the reader as well as a subscription to RLA's Restricted Access Manager.

The RLA Label Generation Tool is licensed on an annual basis with full support and maintenance. There is a one time setup fee. Contact [tools@rla.org](mailto:tools@rla.org) for further information.



### Tools for Reading Professional RL Codes

The RLA also provides three RL Code Readers. One for consumers, one for Logistics

Professionals and one for organizations using Encrypted data. All will be available through Apple's AppStore and Google Play. The consumer product is free. It is expected that other QR code readers that are available will add RLA Label Coding compatibility as the proliferation of RL Code Labels expand.

The RLA Professional Reader has special features that make it a valuable tool for all logistics, field service and recycling professionals. Manufacturers decide which fields will only be available to those using the Professional Reader. In addition, the Professional Reader may be customized to display selected fields while ignoring others. A receiving dock professional, for instance, may only be interested in <RL05>-- the serial number.

Finally, for those organizations who wish to include encrypted data in labels, RLA offers the RLA Restricted Access Reader. The reader requires the user to register and establish a password. Access is only provided based on rules set by the manufacturer.

OEM versions of the code for the RLA Professional Reader and RLA Restricted Access Reader are available for porting to various scanners.

## RL QR CODE FIELDS WITH DEFINITIONS

RL00	Manufacturer Name	RL17	Types of batteries	R7.8)
RL01	Product Name	RL18	Printer cartridge type	GS129
RL02	Model Number	MP10	Manufact. Proprietary	GS12A
RL03	Product Data Sheet		Encrypted	GS12B
RL04	Date of Manufacture	MP1A	Manufact. Proprietary	GS12C
RL05	Product Serial Number		Encrypted	GS12D
RL06	Product Configuration	MP1B	Manufact. Proprietary	GS12E
RL07	Product Support		Encrypted	GS12F
RL08	Product Documentation	MP1C	Manufact. Proprietary	GS130
RL09	Phone Product Support		Encrypted	GS131
RL0A	Warranty Terms	MP1D	Manufact. Proprietary	Units
RL0B	Length of Warranty		Encrypted	GS132
RL0C	Warranty Registration	RL1E	RoHS	Units
RL0D	Extended warranty	RL1F	WEEE	GS133
RL0E	Presale support	RL20	FCC Certification level	GS134
RL0F	Manufacturer Web site	RL21	FDA Certification level	GS135
RL10	Accessory Products	RL22	CE Certification	GS136
RL11	Contain Hazardous Material?	RL23	Product UID for RFID	GS137
RL12	Contain user data?	RL24	UID Validation (for RFID)	GS138
RL13	Disposal instructions	RL25	Earth911	RL39
RL14	Flammable?	RL26	EPEAT Level	Ideal Storage Temp Range
RL15	Types of plastic	RL27	Energy Star Rating	RL3A
RL16	Types of metals	RL28	Energy Consumption (CEA	Refurbished Product Serial Number
				RL3B
				Stored Original Serial Number

### The RLA Committee

The RLA Standards Committee meets once a month using WebEx. Information about these meetings and sign up instructions are available at the RLA website. You do not have to be a member of the RLA to participate. Many people have contributed to the direction of this committee, but it is primarily the product of its three co-chairs, Ron Lembke University of Nevada Paul Rupnow Andlor Logistics Systems Inc. and Ken Jacobsen InforMission Systems, LLC. A complete listing of the fields with definitions as well as the full text of the standard is available on the RLA website.



Mr. Jacobsen is the Vice President of Business Development for Connexus: a silicon valley software startup 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.

## 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"> <li>Customer Service (helpdesk)</li> <li>Depot Repair/ReMan</li> <li>Service Logistics (Field Service)                             <ul style="list-style-type: none"> <li>Transportation/Warehousing</li> <li>Spare Parts Management</li> <li>RMA Management</li> <li>Replacement Management</li> </ul> </li> <li>Refurbishment</li> <li>End-of-life Manufacturing</li> <li>Remanufacturing</li> <li>Fulfillment Services</li> <li>IT Process Management</li> <li>Recycling</li> <li>Scrap/Waste Management</li> <li>Gray/B Channel Management</li> <li>Warranty Management</li> <li>Asset Management/ITad - IT Asset Disposition</li> <li>Sustainability/EPR - Extended Producer Responsibility</li> <li>Environmental Resources</li> </ul>	
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					



## 2015 DIGITAL EYE STRAIN REPORT

### PART 1 OF 2



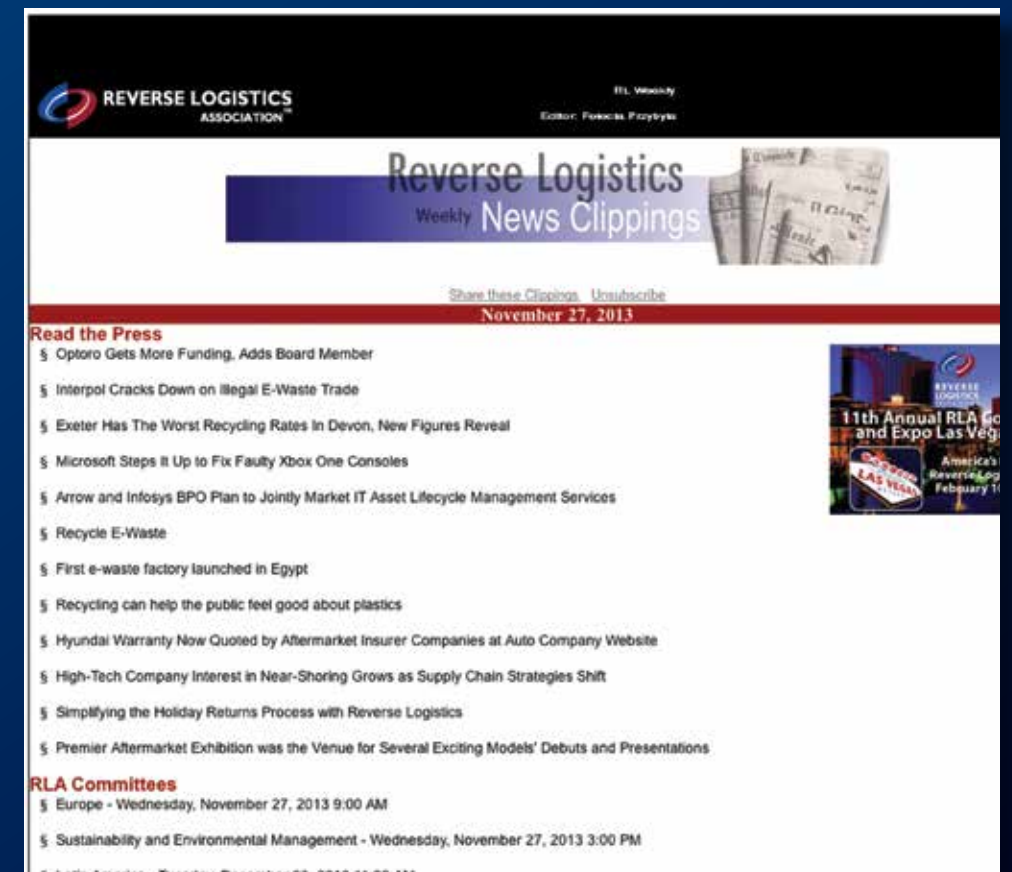
## NEWS *clippings*

**WE SEARCH OUT THE LATEST RL NEWS AND DELIVER IT RIGHT TO YOUR EMAIL INBOX**

### WEEKLY NEWS CLIPPING

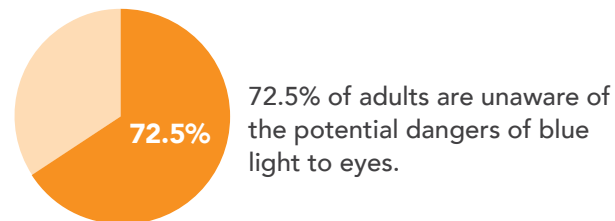
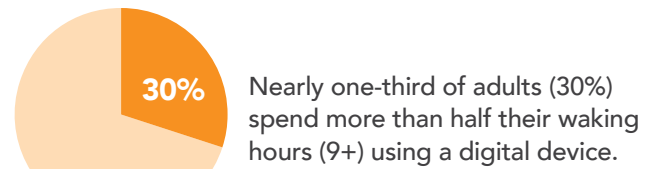
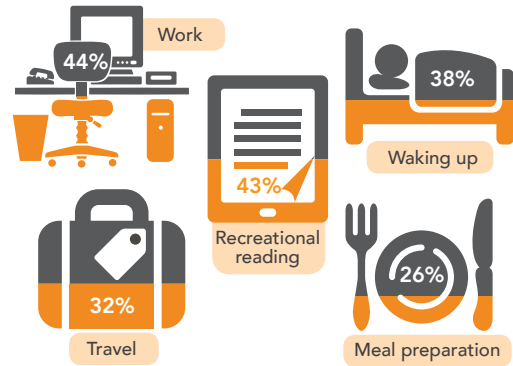
Emails provide press releases related to OEM/ODM and Branded Companies, Third Party Service Providers and other organizations involved in Reverse Logistics. Four categories of news include: Read the Press, Money Talks, Industry Events and Technology Spotlight. News covers all areas of RL including Aftermarket Service, Warranty Management, Asset Disposition, FieldService, Remarketing, Data Destruction, Regulatory Requirements and e-Waste disposal, just to name a few.

**Sign up today** <http://www.reverselogisticstrends.com/newsletter.php>

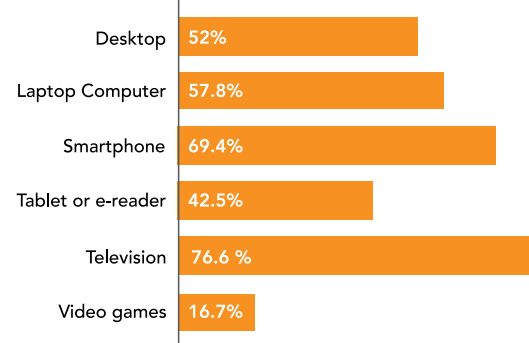


## Digital eye strain is the physical eye discomfort felt by many individuals after two or more hours in front of a digital screen

### Activities Associated with Digital Device Use:

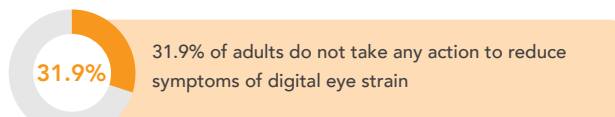
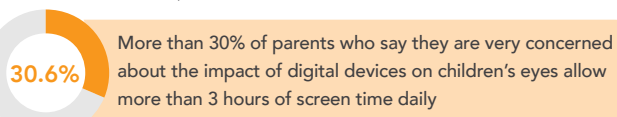


### Digital Devices Most Commonly Used:



### Symptoms Commonly Associated with Overexposure to Digital Devices:

- Eye strain, 32.8%
- Neck/shoulder/back pain, 32.6%
- Headache, 24%
- Blurred vision, 23.3%
- Dry eyes, 22.8%



Kids (Born 1997-2014)	Millennials (Born 1981-1996)	Gen X (Born 1965-1980)	Boomers (Born 1946-1964)
 <b>23.6%</b> Nearly one in 4 kids spend more than 3 hours a day using digital devices  <b>22%</b> of parents say they are very concerned about the potential harmful impact of digital devices on developing eyes	 <b>37.4%</b> Nearly four in 10 millennials spend at least nine hours on digital devices each day  <b>68%</b> Nearly seven in 10 report symptoms of digital eye strain <b>84%</b> Most millennials own smartphones <b>57%</b> Nearly six in 10 millennials take their smartphones to bed and use them as alarm clocks	 <b>32%</b> Nearly one-third of Gen X spends at least nine hours on digital devices each day <b>63%</b> Six in 10 Gen Xers report symptoms of digital eye strain <b>48%</b> Gen Xers own more tablets or e-readers compared to other age groups More likely than the other two groups to use digital devices for work and recreational reading	 <b>26%</b> One in four boomers spend at least nine hours on digital devices each day <b>57%</b> Experience fewer symptoms of digital eye strain than millennials and Gen Xers do <b>81%</b> of Boomers are more likely to own a TV compared to other age groups  <i>Source: 2014 Vision Watch data</i>



The RLA Reverse Logistics Excellence Awards allows the Reverse Logistics Association (RLA) to honor those companies that are setting the standard for excellence in reverse logistics through their vision, innovation, focus and efficiency. The RLA is always seeking nominations from companies and their partners to identify leaders in reverse logistics operational excellence, reverse logistics vendor solutions and sustainable reverse logistics practices.



## OPERATIONAL AWARD

The **Reverse Logistics Operational Excellence Award** is awarded to the company that demonstrates leadership in the effective execution of reverse logistics. The winner will demonstrate:

- Clear RL strategy, goals and metrics in alignment with the corporate strategy
- Show measurable efficiencies gained through integration of technology, hardware and software solutions into RL operations
- Seamless and visible RL operations across functional and organizational boundaries
- Exceptional use of human capital, innovation and continuous improvement

## VENDOR SOLUTIONS AWARD

The **Best Reverse Logistics Vendor Solution Award** is awarded to the company that provides the most effective and innovative solutions and tools for supporting reverse execution. The winner will demonstrate:

- Measurable improvements in efficiency and return on investment for customers
- Support for RL best practices
- Seamless integration with customers' technology infrastructure
- Elegant, user-centric design and innovative use of technology

## GREEN AWARD

The **Green Reverse Logistics Award** is awarded to the company that demonstrates leadership in sustainable reverse logistics operations. The winner will demonstrate:

- Green RL initiatives that have resulted in measurable cost savings, business efficiencies and/or competitive advantage
- A closed-loop with product design, manufacturing and procurement to build better products with less waste and eco-impact
- Public visibility of environmental impact regarding landfill, hazardous materials and carbon footprint as well as eco-impact goals that surpass mandated compliance levels
- Innovative approaches to sustainability and commitment to continuously improving sustainability efforts

## LIFETIME ACHIEVEMENT AWARD

The **Lifetime Achievement Award** awarded to the individual that has lead or inspired the advancement of reverse logistics over the past decade. The winner will demonstrate:

- Setting the standard for excellence in reverse logistics through their vision, innovation, focus and efficiency
- Providing the most effective and innovative solutions and tools for supporting reverse execution
- Leadership in sustainable reverse logistics operations
- Overall continued excellence in leadership and service

**First recipient of Lifetime Achievement Award  
Herb Sheer of Genco in 2012**

## Executive Summary

Digital devices permeate every aspect of the American life. According to The Vision Council's annual survey of digital device use, 69 percent of American adults use a smartphone on a daily basis — compared with 45 percent three years ago. And 42.5 percent use a tablet or e-reader, compared with 26 percent in 2012.<sup>i</sup>

From the moment people get up until the time they go to bed again — including when they are eating, exercising and reading — they are using their smartphones, tablets, computers, laptops and other electronic devices. The use of such technology has increased each year since The Vision Council first conducted a survey on the topic in 2012. **According to the 2014 Vision Watch survey results, nearly three in 10 adults (29.8 percent) are high users, spending more than nine hours each day using digital devices.**

Digital devices allow people to live in the present — connecting with others, sharing information and capturing memories. Yet many users fail to notice how the hours spent with this technology can affect vision health, both immediately and over a lifetime. Yet many users fail to notice how the hours spent with this technology can affect vision health, both immediately and over a lifetime.

Eyes are one of the most vital organs and a window into the bigger picture of what is going on inside the bodies. Even so, many people neglect to care for their eyes when it comes to digital devices, which can have unintended health consequences.

More than 90 percent of adults report using digital devices more than two hours a day, putting them at risk for digital eye strain. Our options are limitless, often including more than one device at a time from televisions, smartphones, computers, tablets or e-readers and video game consoles. When face-to-face with computers, screens sit about two feet from our eyes and people tend to stare at them for prolonged periods, which decreases blinking. Blinking is important to prevent dryness or irritation in eyes. In addition, many of workspaces are not “eye-gonomically” designed to prevent digital eye strain. For smaller digital devices, they tend to be held 8 to 12 inches from the eyes, even further fostering conditions for digital eye strain, which is characterized by dry, irritated eyes; blurred vision; eye fatigue; and head, neck and back pain.

While adults with computer-oriented jobs seem to be the prime targets of over-exposure to digital devices, **one in four children use these devices more than three hours a day.** This exposure, which occurs both at school and at play, poses a risk to children's developing eyes. Accelerated myopia, or nearsightedness, is just one potentially troubling byproduct of too much screen time.<sup>ii</sup>



*“For better or for worse, digital devices have changed the way we receive and process information. This digital age has come to put a greater stress on our eyes as we adapt to this use. The vision industry as a whole has identified this as a challenge for eye comfort and health. Over the past several years, we’ve seen a tremendous amount of innovation to help reduce the strain to eyes that many experience from digital devices. These tools and technologies are doing more than protecting eyes from the harsh impact of increased use of digital devices. They are improving the acuity and precision of our vision.”*

– Mike Daley  
Chief Executive Officer  
of The Vision Council

# RL CERTIFICATION

Invest in your career and your future with a certification from the Reverse Logistics Association (RLA) that will show that you have a set of skills to build value in any organization.

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



**REVERSE  
LOGISTICS  
ASSOCIATION™**

## 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.



[http://www.rla.org/company\\_focuscommittees\\_index5.php?showlist=true&FC=46](http://www.rla.org/company_focuscommittees_index5.php?showlist=true&FC=46)

**RL Certification program is organized by the RL Certification Committee**

Additionally, the optical industry is paying close attention to the issue of blue light exposure, also referred to as high-energy visible, or HEV, light exposure. Because blue light can reach deeper into the eye than ultraviolet light, it may damage the retina.<sup>iii</sup> Although the issue is nascent, emerging research points to a possible link between exposure to blue light and long-term vision issues such as age-related macular degeneration (AMD) and cataracts.

As more people from all age groups spend added time in front of digital screens, new lens technologies are enhancing the experience while preventing eye strain. During a comprehensive annual eye exam, an eye care provider can evaluate any symptoms of digital eye strain, as well as discuss lens options or lifestyle changes for alleviating and protecting against future discomfort.

To raise awareness of the issue of digital eye strain and what is available to alleviate its symptoms, The Vision Council commissioned its third annual survey to examine the increasing usage of digital devices and consumer knowledge about the impact on vision. Nationwide, 9,749 adults participated in this survey, which was conducted in October 2014.

## Industry Events



**RLA Conference & Expo: Las Vegas 2015**  
February 9, 2015

**RLA @ Last Mile Advantage: Phoenix**  
March 9, 2015

**RLA@ T&LC Conference: Orlando**  
March 23, 2015

**RLA @ : ProMat 2015: Chicago**  
March 23, 2015

**RLA@ Home Delivery World Atlanta**  
April 8, 2015

**RLA@ Home Delivery World UK**  
April 28, 2015

**Conf & Expo: New Delhi**  
July 1, 2015

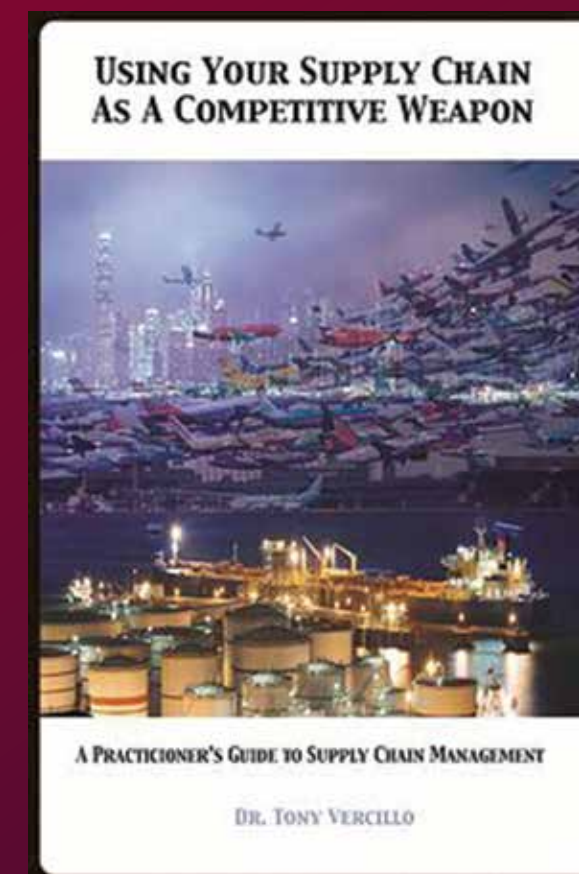
**RLA Conference & Expo : São Paulo**  
September 15, 2015

**RLA Conference & Expo: Paris**  
November 17, 2015

# Using Your Supply Chain As A Competitive Weapon

## A Practitioner's Guide to Supply Chain Management By: Dr. Tony Vercillo

- Learn the secrets to supply chain success
- Learn the 10 steps to gaining supply chain dominance
- Learn why off-shoring to a foreign country may NOT be a good idea
- Learn the Technologies that make a difference
- Learn the Key Performance Metrics that will drive your business to new heights
- Learn the future of global supply chain management



<http://www.rla.org/productview.php?id=1479>

**Buy Now**

**\$39<sup>95</sup>**

## What is it all about

An in-depth summary of Using your Supply Chain as a Competitive Weapon: A practitioner's Guide to Supply Chain Management

### What Is Digital Eye Strain?

On average, more than nine in 10 adults (93.3 percent) spend more than two hours each day using a digital device, with more than six in 10 adults (60.8 percent) spending five or more hours on digital devices each day. Whether it's for work or play, using computers, smartphones, tablets and e-readers, TV or video games, all that time can take a toll on the eyes and lead to digital eye strain.

Digital eye strain is the physical discomfort felt after two or more hours in front of a digital screen and is associated with the close to mid-range distance of digital screens, including desktop and laptop computers, tablets, e-readers and cell phones. On average, a person going through his or her daily routine blinks about 18 times per minute. However, spending significant amounts of time staring at a screen causes blink rates to reduce, resulting in dry, itchy or burning eyes.<sup>iv</sup>

Adults with computer-oriented jobs feel the strain most acutely. A recent study found that office workers who spend significant time in front of computer screens and experience eye strain undergo changes in tear fluid similar to people with dry eye disease,<sup>v</sup> creating a physiological change.



#### Children (Born 1997-2014):

- Nearly one in four kids spend more than three hours a day using digital devices (23.6 percent) and more than 15 percent of parents don't limit their children's screen time at all
- More than one in five (22 percent) parents say they are very concerned about the potentially harmful impact of digital devices on developing eyes, one in three (30 percent) report not being concerned at all about this issue
- Nearly one in three (30.6 percent) parents who say they are very concerned about the impact of digital devices on children's eyes do not limit or allow more than three hours of screen time daily



#### Millennials (Born 1981-1996):

- Nearly four in 10 millennials spend at least nine hours on digital devices each day (37.4 percent)
- Nearly seven in 10 (68 percent) report symptoms of digital eye strain
- Most millennials own a smartphone (84 percent)
- Less likely than other generations to own a television (68 percent)
- Nearly six in 10 (57 percent) take their smartphones to bed and use them as alarm clocks

**REVERSE LOGISTICS MAGAZINE** is a monthly online digital publication of the Reverse Logistics Association and is the only magazine in the world that is focused on the RL process. RL Magazine readers are Reverse Logistics professionals from OEMs, Retailers, and Service Providers; academics; management consultants; and financial professionals who need to keep current with the latest reverse logistics trends

READ ABOUT BEST PRACTICES FROM LEADING COMPANIES SUCH AS PHILIPS, SUN, SONY ERICSSON AND BEST BUY



#### RECENT FEATURES INCLUDE

- 'Dis-Like' Consumers Take to Social Media to Complain about Retailers
- Reuse. Repurpose. Recycle. How a Simple Idea Reshaped an Industry
- Plunging Demand for CRTs Sends Glass Market Down the Tubes
- NOKIA Recycles with Trees
- What Exactly Is Service Lifecycle Management (SLM)?
- Afghanistan Withdrawal: Equipment Retrograde
- Using Specialized Software for Profitable Reverse Logistics
- Role of Reverse Logistics in Waste Management
- Managing Non-compliant Hazmat in Your Supply Chain
- Enhancing Sustainability Through Your Reverse Supply Chain
- The Possibilities and Trends of Logistics Business in India
- Brazil Looks to Silicon Valley to Power New Semiconductor Factory

**REVERSE LOGISTICS ASSOCIATION DIGITAL MAGAZINE** is available on all these devices.



Kindle



iPad



iPhone



Android





**Gen Xers (Born 1965-1980):**

- Nearly one-third of Gen X spends at least nine hours on digital devices each day (32 percent)
- Six in 10 Gen Xers (63 percent) report symptoms of digital eye strain
- Nearly three in four (74 percent) report not knowing that digital devices emit blue light, at wavelengths that can irritate or even harm vision
- Gen Xers are more likely to own a tablets or e-readers compared to other age groups (48 percent)
- More likely than other age groups to use digital devices for work and recreational reading



**Boomers (Born 1946-1964):**

- One in four boomers (26 percent) spend at least nine hours on digital devices each day
- 40 percent say they would wear computer eyewear if an eye care provider informed them of the potential danger of blue light emitted from digital devices
- Experience symptoms of digital eye strain to a lesser degree than the other two groups, possibly due to less time spent in front of a screen at work (57 percent)
- Boomers are more likely to own a TV compared to other age groups (81 percent)

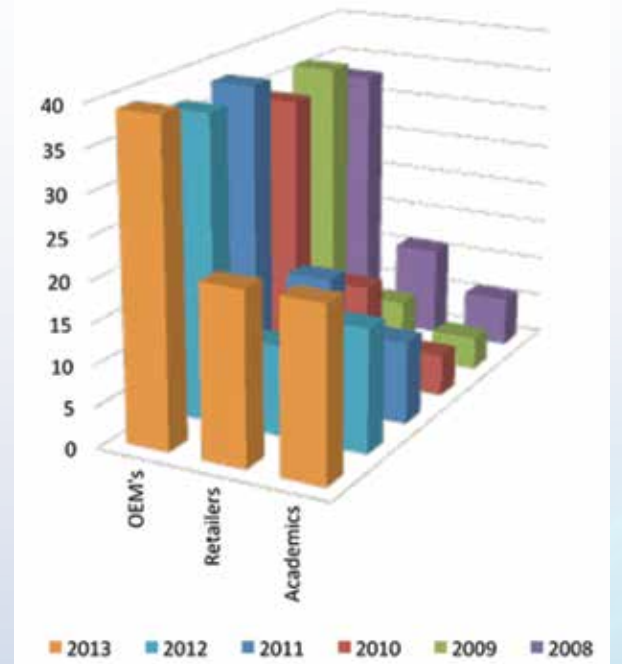
Tools are available to help technology users alleviate the discomfort of digital eye strain, maintain vision health and prevent further eye discomfort. When used in tandem with practical "eye-gonomic" health tips, lenses tailored for digital screen use (computer eyewear) can reduce or even prevent digital eye strain.

**SPEAKER INFORMATION**

**RLA CONFERENCE/EXPO AND SEMINAR SPEAKER INFORMATION**

With conference sessions in Las Vegas, Brazil, Amsterdam, Singapore and full day sessions at our Seminars, we are constantly seeking Reverse Logistics professionals from OEMs, ODMs, Retailers, Branded Companies and Academic Institutions as Speakers and Panelists. The areas of focus for our speakers and panel discussions are the following: Aftermarket Supply Chain, IT Solutions for Reverse Logistics, Wireless Communications, Online Auctions & Marketplaces, Environmental and Regulatory Requirements (WEEE, RoHS), Warranty Returns and Repairs, Outsourcing RL Services, Repair Technologies, e-Waste/Recycling and many more!

**Speaker Growth - Las Vegas 2008 to 2013**



**BENEFITS** In addition to having an opportunity to share your views on Reverse Logistics, each OEM, ODM, Retailer, Branded Company or Academic speaker or panelist receives the following benefits:

- Passes for your colleagues:

	Reverse Logistics Conference & Expos	Reverse Logistics Seminars
• Speaker/Case Study	4 passes	2 passes
• Panelist	2 passes	1 pass
• Moderator	1 pass	1 pass

- For OEM and Retailers, a personalized "HOSPITALITY SUITE" for quarterly business reviews with your vendors during the conference.
- RLA will SET UP MEETINGS between you and your vendors and/or counterparts to discuss best practices.
- ONE LEVEL UPGRADE to Reverse Logistics Association membership
- SUBSCRIPTION to our weekly RL News Clippings and monthly RL Magazine

### What is Blue Light?

As we now live in the digital era, the issue of high-energy visible (HEV) light wavelengths emitted from backlit displays is of concern to eye care providers, specifically the impact of overexposure to blue light on long-term vision health.

Light that appears white can have a large blue light component, exposing the eye to hidden spikes in intensity at wavelengths within the blue portion of the spectrum. These wavelengths range from 380 to 500 nanometers (nm). The band of blue-violet light considered potentially most harmful to retinal cells ranges from 415 to 455 nm. Some of the most favored digital devices and modern lighting — such as light-emitting diode (LED) lights and compact fluorescent lamps (CFLs) that have replaced most incandescent lights — can emit a high level of blue light, typically in the wavelength starting at 400 nm.

Over time, eyes are exposed to various sources of blue light. Emerging research suggests that this cumulative and constant exposure to blue light can damage retinal cells.<sup>vi</sup> This slow degradation could lead to long-term vision problems such as age-related macular degeneration (AMD) and cataracts.

The retina, which is responsible for processing intensity of light and color, cannot regenerate or be replaced if damaged. Once damage has occurred, the eyes are left increasingly exposed to blue light and other harmful environment factors, increasing the risk for long-term visual impairment.

While high levels of blue light might be detrimental to eye comfort, it also has benefits, including helping to establish the natural circadian rhythms in the human body and aiding cognitive functions such as alertness, memory and emotion regulation. While blue light is unavoidable, it is important to understand how it impacts eyes and bodies and to know tools and tips for limiting exposure when necessary.

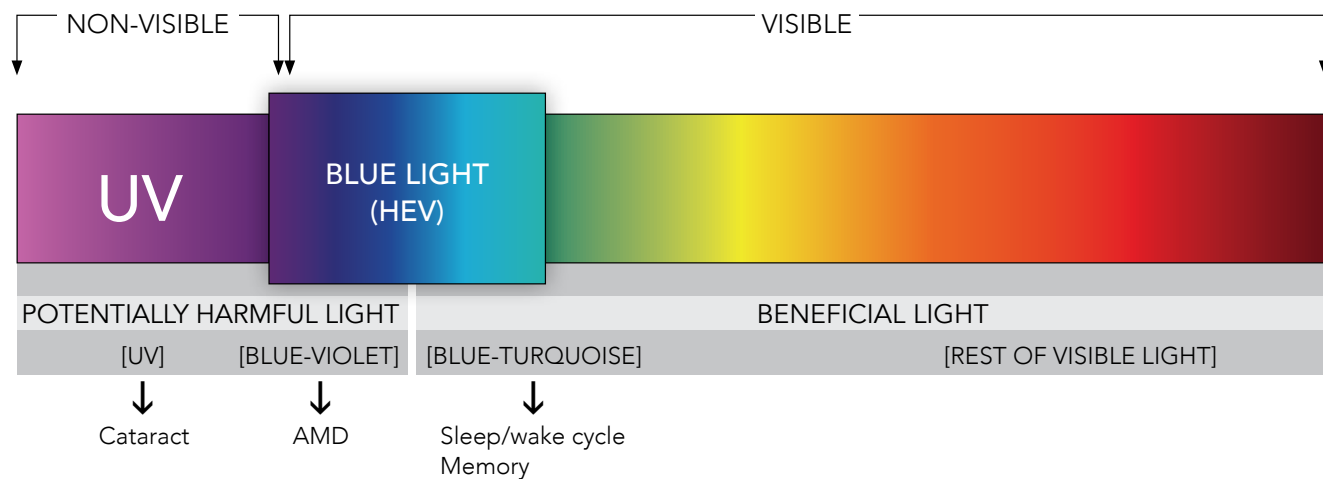


FIGURE 3: The band of blue-violet light that is most harmful to retinal cells ranges between 415 and 455 nm.

## SEMINARS

**RLA SEMINARS** are one-day events held around the world at key industry locations creating easy access for anyone interested in learning best practices and strategies in Reverse Logistics. Check out the schedule to find a RL Seminar near you!



The seminars cover topics that are pertinent to OEMs, Retailers, Branded Companies and Third Party Service Providers — Returns Processing, Depot Repair, Customer Service, Call Centers, Service Logistics, Transportation, IT Process Management, Recycling, Warranty Support, Asset Management and many more. Do not miss out on the opportunity to hear directly from industry leaders as they roll up their sleeves and tackle the major issues in reverse logistics!

**Facility Tours** are the highlight of each RLA Seminar is the facility tour showcasing some of the most efficient return, repair and services operations such as Best Buy/GENCO, Appleseed's, Sun StorageTek, FedEx Memphis Hub, Motorola, Lands End, Home Depot and Image Microsystems.



### What past attendees have said about RLA Seminars...

"The RLA Seminars are awesome. The sessions are informative and I learned a lot. I specifically liked the networking aspect of the seminar which will continue to pay dividends." - Christopher Thompson, Reverse Logistics Project Manager, Colgate-Palmolive

"This was one of the most interactive seminars I have ever attended. The audience at the Memphis seminar were not afraid to ask the tough questions and get down to the real tactical issues facing reverse logistics professionals. I gained real insight to issues that I would not have thought about if I had not attended this event." - Mike Shelor, Shelor Consulting Inc.

"I found the workshops and seminars to be a great opportunity to discuss best practices and real world experiences." - Dean Schiavone - Director, WW Reverse Logistics, Cisco Systems

"The presentations at the Reverse Logistics Seminar were informative and pertinent. I definitely recommend these events to my RL colleagues." - Arthur Teshima, VP Business Development, DEX





# RLA Membership

## Network with the World of Reverse Logistics

### With an RLA Membership You Can:

- Learn Best Practices – Download Conference Presentations
- Make Valuable Connections
  - Search for new Vendors/Partners - CONFIDENTIALLY
  - Find New Facilities
  - Find New Employees/Employers
  - Search Worldwide Directory of 3PSP, OEM/ODM and Retailer Companies
- Become Involved with Industry Committees
- Receive vouchers to attend RLA Conferences & Expos and Regional Seminars
- Discounts on Exhibiting, Sponsorships, Research and Advertising

To Learn how to obtain these plus additional benefits through membership call **1-801-331-8949 x40** or

visit

[www.RLA.org](http://www.RLA.org)



### Platinum Members



### Gold Members



### Silver Members



### Bronze Members



# Returning Thoughts

## Use Smart Receiving to Convert Your Reverse Logistics Inventory to More Cash

by Paul Rupnow

The heart of Reverse Logistics is your Receiving process, but you need to ensure you also have a Smart Receiving brain. Smart Receiving will help you recover the highest value for each item, reduce processing costs and touches, avoid idle time and enable you to treat each item you receive for its own special attributes, needs and conditions.



### What is Smart Receiving?

Unlike forward logistics, where everything arrives in a well labeled carton and immediately put-away, when items arrive at a warehouse for Reverse Logistics processing, the addition of a few quick extra receipt processing steps, may have a significant impact in the value that can be recovered from the returned item. In

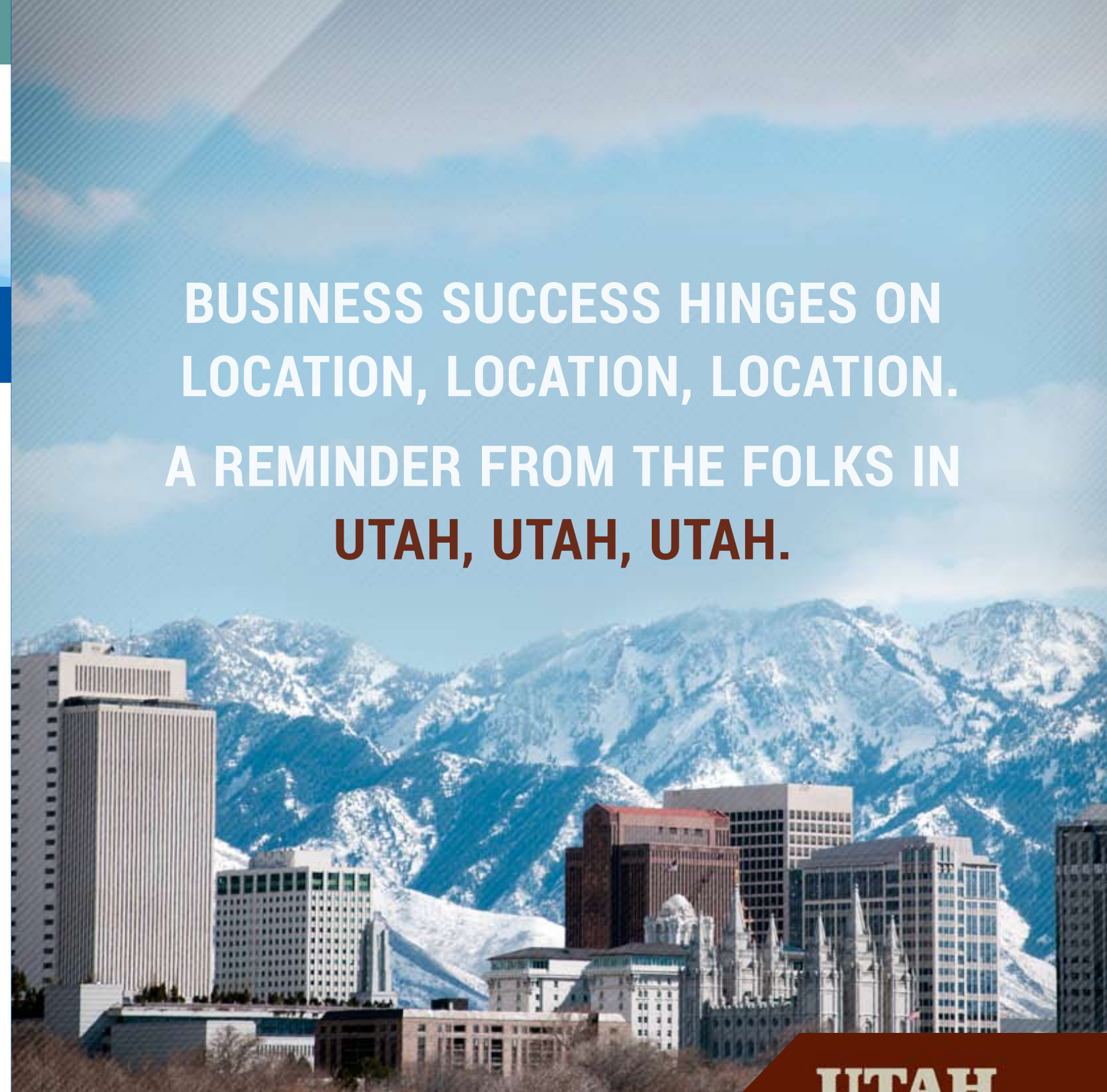
addition to creating a warehouse Receipt, these extra steps may include a linking or combining of data collection, condition assessment, credit entitlement and importantly, some minor activities like a quick test or a plug in to power up. Rather than treating all the returned items as a bulk group, Smart Receiving enables you to custom tailor an appropriate workflow for each individual item. This is important because returned products can be in many different conditions, requiring different handling in order to assist in quickly processing the item for maximum recovery value.

### How Does Smart Receiving Work?

The trick to making Smart Receiving work for you is to predetermine the optimal workflow for each item you will be handling to meet the special needs of that unit in one of many different conditions. By planning and incorporating activities into the workflow as soon as possible, you can avoid further or unnecessary handling in the future. Smart receiving also requires special direction to the person handling the item, because depending on the information he just collected or provided, the unit may require a different next step or routing than the



**BUSINESS SUCCESS HINGES ON LOCATION, LOCATION, LOCATION.**  
**A REMINDER FROM THE FOLKS IN UTAH, UTAH, UTAH.**



**UTAH**  
LIFE ELEVATED™

Here, energy rates are among the best in the nation, the cost of living is well below average and our cities rank among the lowest in health care spending. To find out more reasons why Utah was named Forbes Best State for Business and Careers for the third year in a row, call, call, call.



Utah Governor's Office of  
Economic Development  
BUSINESS • TOURISM • FILM

60 E South Temple St. Salt Lake City, UT 84111 | 801.538.8879 | business.utah.gov

route he used for the last item he handled. Your software system may be needed to help create and manage the workflows, direct the user and monitor the data results for continuous improvements.

### Why Use Smart Receiving?

Small amounts of time and effort in returns processing can yield very high returns. One of your objectives of the processing is to remove uncertainty for the purchasers of your returned goods. It is very easy to liquidate your unprocessed returns to an eager buyer, but in doing this, you may be passing easy profits to that buyer. By utilizing Smart Receiving, you can easily plan and manage specialized return processing workflows for your products, collect data and measure success and continually improve your workflow. This allows you to meet your Reverse Logistics goals of reducing processing costs, faster inventory turns to cash, and most importantly recover the highest possible value of each returned item you process.



Smart Receiving works well with your 3PL or 3PSP processing partners as well, since you can, together, determine the optimal workflows, monitor and manage the productivity and outcomes of these activities. By doing this you will know how each item that arrives at your Reverse Logistics warehouse will be processed, ahead of time, and how long the processing should take, as well as determine your expected re-sale value.

Your Reverse Logistics processing software should have Smart Receiving incorporated into your system. A Smart Receiving system will provide you with the tools to create and manage specialized workflows. It should also have easy to follow interfaces and instructions for your Reverse Logistics team to rapidly process each returned item for maximum recovery value.

Add a Smart Receiving brain to your Reverse Logistics process and start providing special treatment to each of your returned items. Your results will be even bigger (financial) returns.



**ReverseLogistics Professional**  
Business Insights and Strategies  
for Managing Product Returns  
[www.ReverseLogisticsProfessional.com](http://www.ReverseLogisticsProfessional.com)

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

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

## ADVERTISER INDEX

APU	<a href="http://www.StudyatAPU.com/rl">http://www.StudyatAPU.com/rl</a>	33
Promat	<a href="http://www.rltshows.com/pmt15.php">http://www.rltshows.com/pmt15.php</a>	25
RL Certifications	<a href="http://www.rla.org/education.php">http://www.rla.org/education.php</a>	43
RL Solutions	<a href="http://www.rlquote.com">http://www.rlquote.com</a>	31
RL Green to Gold	<a href="http://www.rlquote.com">http://www.rlquote.com</a>	19
RLA Device Ad	<a href="http://www.rla.org">http://www.rla.org</a>	23
RLA Las Vegas	<a href="http://www.rltshows.com/vegas.php">http://www.rltshows.com/vegas.php</a>	2
RLA Membership	<a href="http://www.rla.org/memberships.php">http://www.rla.org/memberships.php</a>	52
RLA News Clippings	<a href="http://www.reverselogisticstrends.com/newsletter.php">http://www.reverselogisticstrends.com/newsletter.php</a>	39
RLA Paris	<a href="http://www.rltshows.com/paris.php">http://www.rltshows.com/paris.php</a>	58
RLA - Product Life Cycle	<a href="http://www.rla.org">http://www.rla.org</a>	29
RLA - Terminology	<a href="http://www.rla.org/reverse-logistics.php">http://www.rla.org/reverse-logistics.php</a>	37
RLA Webinars	<a href="http://www.rla.org/webinars.php">http://www.rla.org/webinars.php</a>	35
RLA Workshops	<a href="http://www.rlashows.org">http://www.rlashows.org</a>	57
Supply Chain Book	<a href="http://www.rla.org/productview.php?id=1479">http://www.rla.org/productview.php?id=1479</a>	45
T&LC	<a href="http://www.rltshows.com/tlc15.php">http://www.rltshows.com/tlc15.php</a>	3
Utah Life Elevated	<a href="http://www.business.utah.gov">http://www.business.utah.gov</a>	55
What is RLA?	<a href="http://www.rla.org">http://www.rla.org</a>	21



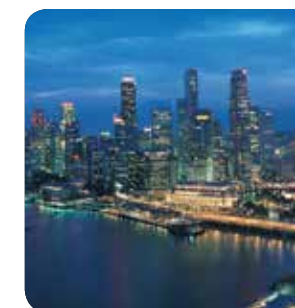
## THERE IS GREAT CONTENT AVAILABLE IN RLA WORKSHOPS THIS YEAR.

You're in town for the RLA Conference & Expo, why not take advantage of your Monday and learn more about RL in an interactive classroom setting.

Beginning at 9:00AM on the day prior to the conference, a registration fee of \$999.99 allows you to attend any three workshops.

### Some Past Workshops

- Successful Outsourcing - RFQs, Contracts and SOW presented by Gailen Vick, RLA
- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
- Leverage RL to Drive Sustainability & Reduce Expenses by Jesse LaRose, ESE Solutions



Register now [www.RLashows.org](http://www.RLashows.org)

# RLA CONFERENCE & EXPOS: PARIS 2015

**PARIS PORTE DE VERSAILLES PAVILION 7.2**

**TUESDAY, NOVEMBER 17, 2015 - WEDNESDAY, NOVEMBER 18, 2015**

**OVER 400 RL PROFESSIONALS AND 200 COMPANIES WILL BE IN ATTENDANCE**



The Reverse Logistics Association Conference & Expo kicks off on Tuesday and continues through Thursday with workshops, committee meetings, several sessions presented by RL professionals, leading academics and interactive panel discussions. Be sure to visit the Exhibition Hall where OEMs, ODMs and Retailers will be looking for Third Party Service Providers that can manage Reverse Logistics in Europe and around the world. This is a rich opportunity for OEMs, ODMs, Retailers, and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

**RLA WORKSHOPS: TUESDAY, NOVEMBER 17, 2015**

<http://rltshows.com/paris.php>



**REVERSE LOGISTICS**  
ASSOCIATION®