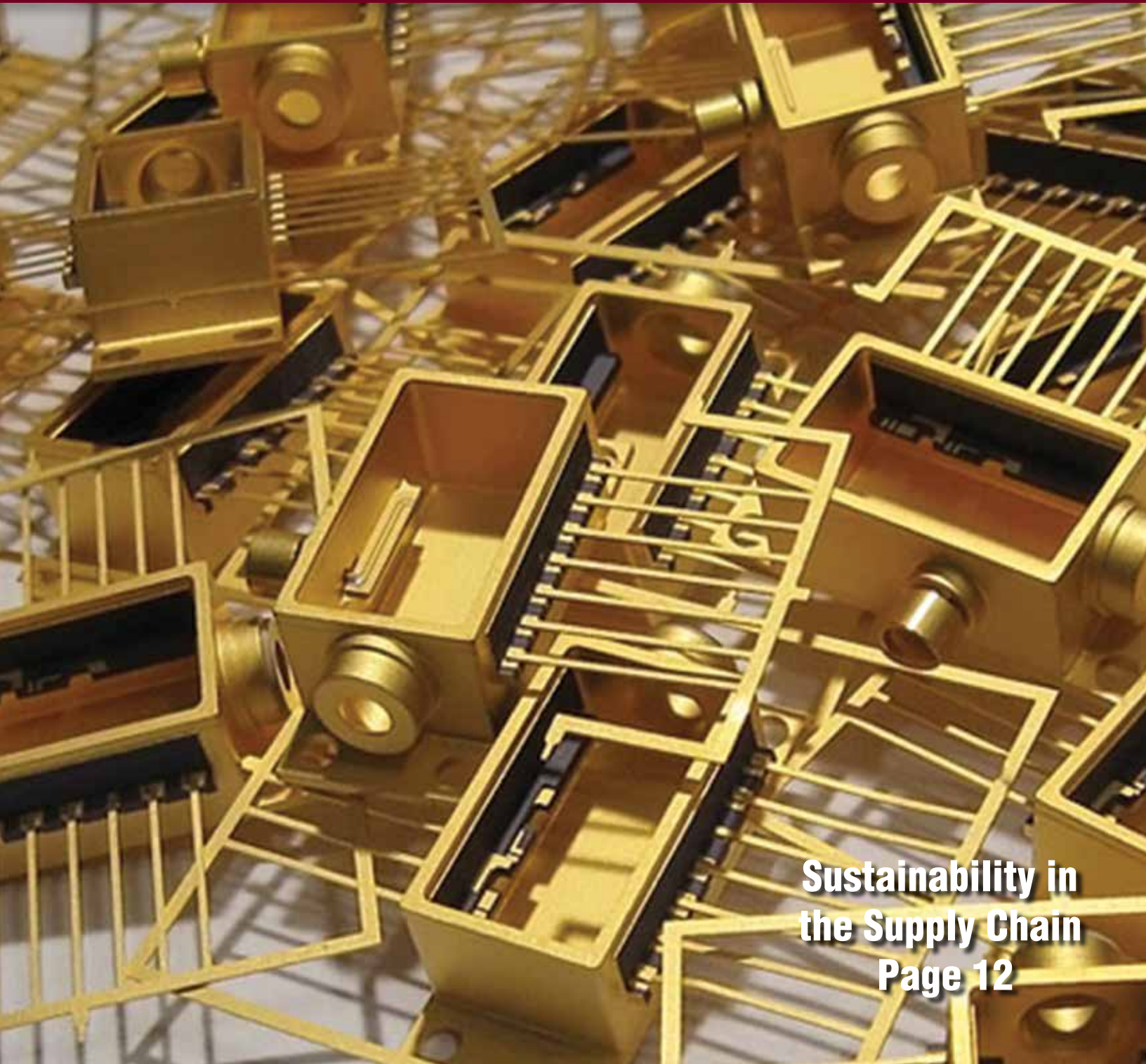


REVERSE LOGISTICS magazine®

Serving the Health Sciences, Retail, and High Tech Industries



**Sustainability in
the Supply Chain**
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Edition 72



OFFICIAL MAGAZINE OF THE
REVERSE LOGISTICS
ASSOCIATION®

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.



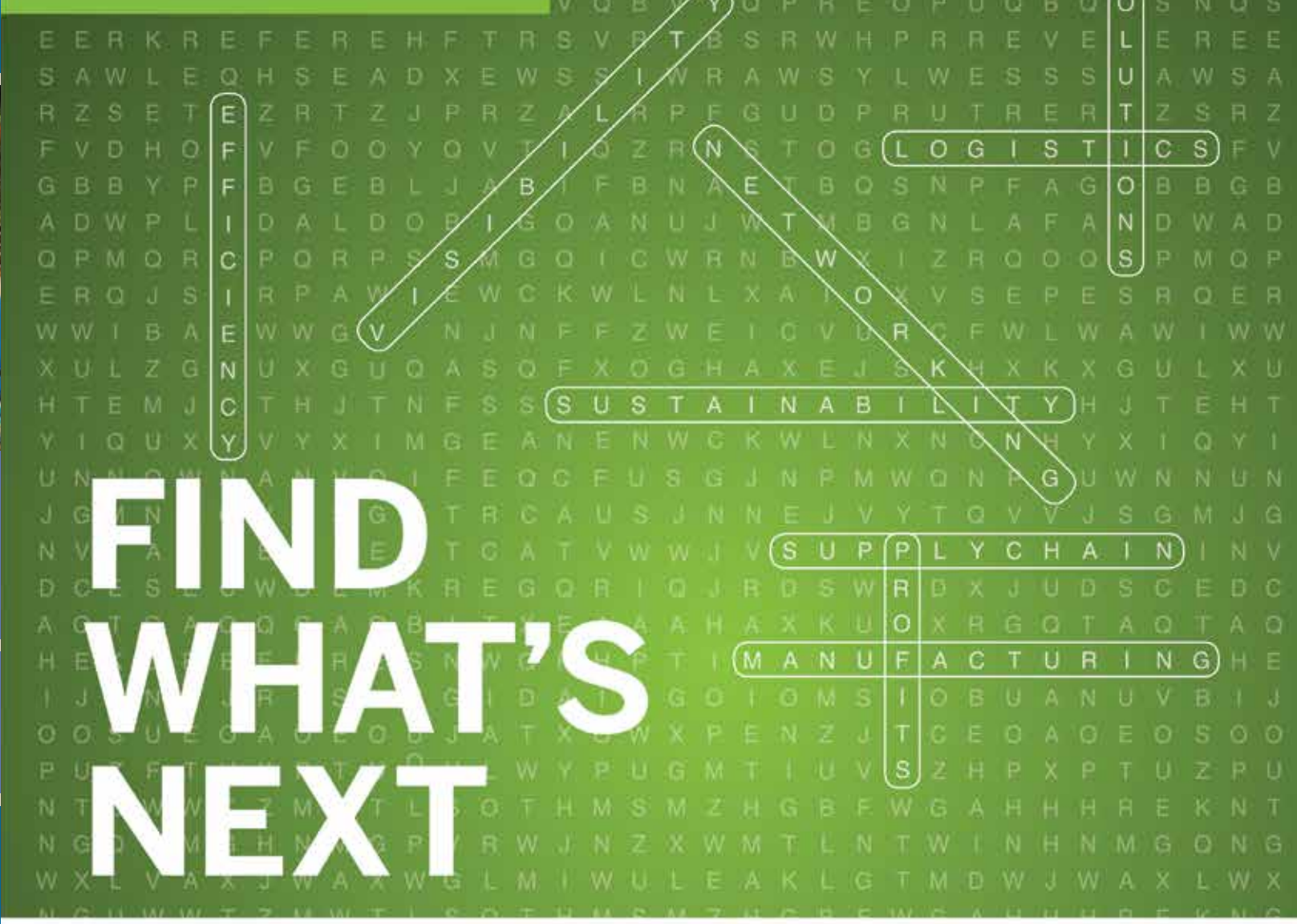
Acclaimed as the best educational program in the industry, the sessions are presented by top experts and experienced practitioners who give you information and advice that you can take back and use in your every day business. The program includes General Sessions and Workshops touching on all modes of 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.

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



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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



Corporate members can utilize the RLA Meeting Room FREE of charge at Booth S505B.

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Articles



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Sustainability in the Supply Chain

White paper by Paul Adamson and Delana Lensgraf

It is often said that technology outpaces policy; this notion is certainly illustrated with the rapid growth of the electronics industry. Cell phones, tablets, and televisions are slimmer, sleeker, and smarter than ever, yet the global policies that govern the final resting place for these devices lack teeth.



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Innovative Businesses Unlock the Power of Reverse Logistics

by Norm Brouillette, Ryder VP and GM of Supply Chain Solutions for Technology and Healthcare

More and more, innovative companies are looking to unlock the power of their supply chains as a competitive advantage. However, while most companies are actively working to optimize the forward supply chain, for too many, the returns management process remains a black hole – a cost center offering little visibility into what



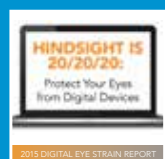
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5 Things You May Not Know About Reverse Logistics

by Ryan Lunka, Digital Marketing Director, nChannel Incorporated

Reverse logistics can be a messy business. Most people think of item returns when they hear the term “reverse logistics”, but returns are far from the only aspect. There’s a quandary of information out there about reverse logistics, but I’ve consolidated some good information into five things you may not already know.

Lifestyles



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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



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Returning Thoughts

by Paul Rupnow

Top 2 Reasons You DO NOT Want a Return Allowance with Your Retail Partners

RL Magazine is available on these E-Readers:



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iPad



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Nook

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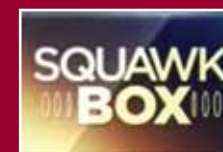
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Articles



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Price of Port Shutdown

by Matt Shay, President & CEO at National Retail Federation

NRF President and CEO Matthew Shay discussed the “economic fallout from a West Coast port slowdown” on CNBC Squawk Box.

Video



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What is the Reverse Logistics Association?

by Reverse Logistics Association

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Message from the Editor

ACHIEVING YOUR GOALS

The first step to achieving your goals is to visualize them. Without this important step, you have the tendency to lose sight of what it is you're trying to accomplish. Think about what obstacles could prevent you from attaining the end result and then you can be better prepared for avoiding these possibilities before they even happen.

You may have a hard time coming up with every possibility but this can be a useful step as you stumble upon them. It can be challenging and difficult to really excel in goal setting and achievement, which is why some techniques can work better than others. Goals do not have the mentality of set it and forget it, but a process that can require a lot of attention. Sometimes we don't meet the goals we set, which is why they need to be clear and well defined.



One technique that I'm familiar with is called the SMART technique. Within this acronym, each letter stands for a word that can assist in both setting and achieving a goal. The first letter S, stands for *specific*. This is fairly self-explanatory but it also needs to be direct and simple. A task is something that we all do, not a lot of risk or challenge is required. This is not the same as a goal and it's important to know the difference. A goal requires more of us from a deeper place, it requires more effort and compliance. The second letter M, stands for *measurable*. For example, setting a goal to simply be happy is not specific enough, nor is it measurable. When you set goals, be

very specific and not so dreamy or unrealistic. The third letter A, stands for *achievable or attainable*. You want to set goals that are challenging but not so much that they will be out of reach. This itself can compromise the result and lead to an undesirable outcome of setting yourself up for failure. The fourth letter R, stands for *risk*. This is what makes a goal different than a task. This makes the goal challenging, outside of your box. Emotions will tell you if you are being risky. Tasks don't incorporate emotions. The last letter T, stands for *time limit*. There must a time constraint involved, otherwise the goal does not exist. Goals can be set up as short term or long term depending on the steps involved in achieving them.

Setting and accomplishing goals produces a life of growth and achievement. Where does the drive come from and how do we make it easier? The goal has to be part of something bigger. A dream is bigger than a goal. When you're clear on your dream and you set goals and they line up, they will be achieved. That's where the drive comes from to move forward.



Thank you,
Laura Teifel
editor@rla.org

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.



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Message from the Publisher

RL HOT SPOT OF THE YEAR!

We're just returning from our major conference of the [year in Las Vegas](#). Our content could not have been better, over 70 interesting panel discussions, [workshops](#) and presentations by academics and industry leaders on every subject of RL that you could think of. Networking on the golf course, awards banquet and the evening receptions made for productivity of developing business relationships.

The highlights of our conference was the introduction of the [RLA Label Standard](#) using a modified QR code scanner by the [Standard Committee](#) and the progress report on the [RL Certification Committee](#). The article on page 30 of this edition talks about eyestrain which can be totally be eliminated if we implement an



optical scanning program at receiving inspection. Make sure you take a peek at the research and this labeling initiative that was introduced for Secure Quick Report for Reverse Logistics or sQRrl code (pronounced "squirrel code"). If you want to upgrade your training experience make sure that you are involved with the RL Certification Committee as

they move towards launching this standard for achieving excellence in reverse logistics.

At our Awards Gala, so many deserving individuals receive recognition for years of service to the Reverse Logistics Association and for improving RL overall. Two companies received the *Reverse Logistic Association Excellence Awards* – Intel and Genco.

Make sure that you don't miss out on these networking events in cities this year; New Delhi, Sao Paulo, Paris and Atlanta.



RLA Conference & Expo : New Delhi 2015
Pragati Maidan | New Delhi India
July 01 - 03, 2015



RLA Conference & Expo : São Paulo 2015
Expo Center Norte | São Paulo Brazil
September 15 - 17, 2015



RLA Conference & Expo : Paris 2015
Paris Porte de Versailles Pavilion 7.2 | Paris France
November 17 - 18, 2015



RLA Conference & Expo : Atlanta 2016
Georgia World Congress Center | Atlanta USA
April 04 - 07, 2016

We want to thank all our members who made our conference in Las Vegas and success I look forward to the initiatives that each of our committees are working on for the coming year.

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



Above Top: Genco receives the Excellence Award at the Las Vegas Convention.



Above Botom: Intel receives the Excellence Award at the Las Vegas Convention.

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 is 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.

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 Fulfilment 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.



Vijay Raisinghani, Google, Vijay is an 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. He has an in-depth knowledge of supply chain system functionality, including planning, budgeting, forecasting, replenishment, transportation, and distribution. He has a passion and drive to inspire people and organizations to value every customer, escalate revenue and reduce cost.



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.



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

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Join today at www.RLA.org

Focus Committees continued on to page 7
Regional Focus continued on to page 13

Sustainability in the Supply Chain

Whitepaper by Paul Adamson and Delana Lensgraf, Spinnaker Management

Riches to Rags and Back Again: The Challenges and Opportunities of Electronic Waste

It is often said that technology outpaces policy; this notion is certainly illustrated with the rapid growth of the electronics industry. Cell phones, tablets, and televisions are slimmer, sleeker, and smarter than ever, yet the global policies that govern the final resting place for these devices lack teeth. Rich nations continue to consume electronics at an astonishing rate and then export obsolete electronics to developing nations for reuse or final processing. Electronics can contain up to 60 elements, which are valuable, yet highly toxic if not disposed of properly. In addition to the moral question of exporting toxic trash to developing countries ill equipped to dispose of e-waste, this practice also masks an incredible financial opportunity for American companies to recover valuable materials.

E-waste could be treasure for American companies...if we solve the policy and collection issues that remain.

Leaving Money on the Table: The Hidden Value of Junk

There is a clear incentive for companies to dispose of electronic waste responsibly. E-waste contains valuable metals, including copper, silver, gold, palladium, lithium, and platinum. In fact, nearly 15 percent of mined gold is used in the production of electronics.

One cell phone is worth very little, but for every million cell phones recycled, we can recover valuable metals that normally end up in a landfill. According to our calculations below, the total market value of the copper, silver, gold, and palladium recovered from one million cell phones is valued at \$2,076,670.

E-Waste Contextualized

Electronic waste is growing at 8% per year, which is three

Metal	Amount of Metal Recovered per 1 Million Cell Phones	Spot Price/Lb. \$	Market Value
Copper	35,274	\$3.04	\$107,376
Silver	772	\$248.64	\$191,950
Gold	75	\$18,354.56	\$1,376,592
Palladium	33	\$12,144.00	\$400,752
			\$2,076,670



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times faster than other forms of waste. The Environmental Protection Agency estimates that about 9 million tons of e-waste are collected each year in the United States, of which only 20% is processed domestically. Therefore, 50-80% of America's e-waste is sent outside the U.S. where health and safety regulations may not be as prohibitive.

The rise of e-waste is directly related to the diminishing life span of electronics. Designing products for planned obsolescence artificially limits the life of electronics, forcing customers to upgrade or replace. Not only is this strategy environmentally disastrous, it is also risky because consumers may turn to a competitor that offers a more durable product.

E-Waste is growing 3X faster than other forms of waste

The exponential growth of the electronics industry is nothing short of staggering. Despite incredible technology advancements, the pace of consumption of electronics is unsustainable without regulations that incentivize recovery and recycling.

The Dark Side of Technology: Environmental and Health Impacts of Electronics

Telecomm companies that export obsolete electronics to developing markets create a two-fold problem related to the health of workers and the environment. Recycling valuable elements is a source of income in the informal



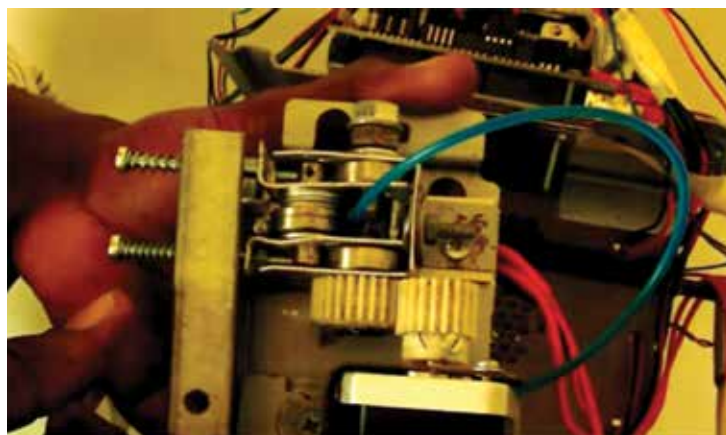
Photo by Chien-min Chung for Time Magazine

sector; often the most marginalized people in society work in landfills using primitive recycling techniques. Sometimes scavenged by children, these electronics must be baked, burned, and ripped apart to extract copper coils and valuable metals to be sold on the spot market.

Unsafe handling and disposal of e-waste has been linked to poor air and water quality and serious health issues such as reproductive disorders, endocrine disruption, and cancer. According to the World Health Organization, the United Nations public health arm, exposure to lead, cadmium, and mercury can threaten child development and cause irreversible neurological damage ("Where Gadgets Go to Die"). A jarring photo expose of the Guiya, China landfill published by Time Magazine showed a grim picture: impoverished workers soaking circuit boards in acid to dissolve out the valuable metals. Not only are these practices unsafe, they put businesses at risk of human rights violations.

E-Waste Regulations

While individual consumers do not have to adhere to strict e-waste regulations, increasingly Manufacturers, Distributors, Retailers, and even Scrap Dealers must dispose of e-waste according to federal guidelines. The WEEE forum, which stands for 'waste electrical and electronic equipment' is the largest member organization in the world involved in e-waste. Founded in 2002, the



Kodjo Afate Gnikou's 3-D Printer, Fast Company

WEEE forum is comprised of 39 producer responsibility organizations that seek to share best practices and ideas related to the management of e-waste. In addition, the WEEE forum promotes European legislation concerning WEEE. In Europe, product take-back is required by law. The rise of regulations for the electronics industry does not adversely affect the bottom line, but rather it can spur innovation.

TURNING GREEN INTO GOLD



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.

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



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

In fact, in 2013, an entrepreneur from Togo built the world's first 3-D printer made from e-waste. Kodjo Afate Gnikou built the 3-D printer using parts from old computers, printers, rails and belts from scanners. Increased regulations regarding the responsible disposal of e-waste can spur innovation, in addition to maximizing recovery of valuable metals.

Changing Hearts and Minds: Consumer and Government Behavior

Outside of Europe, the United States is making great strides on the regulation of e-waste. The U.S. Federal government is a huge consumer on electronic products and is leading by example. According to the OMB Office of E-Government and Information Technology, in 2012 the government spent nearly \$82 billion on purchasing, supporting, and recycling electronics. The U.S. government started to improve recovery by looking within their own operation. Currently, 95% of electronic product acquisitions must be EPEAT®-registered products. The Electronic Product Environmental Assessment Tool (EPEAT®) is an independent rating system that identifies products that contain less toxins, use recycled materials in both the product and packaging, consume less energy, and are designed for re-use ("Moving Sustainable Electronics Forward").

At the state level, governments are taking action to change consumer behavior. In fact, 25 states have producer responsibility legislation in place mandating

e-waste recycling. In New York beginning January 1, 2015, obsolete electronic equipment must be recycled and not thrown in the trash. In addition, electronic equipment manufacturers in New York must accept their brand back for recycling or reuse. The state announced a slew of new initiatives to aid electronic recycling. Any apartment building with more than 10 units can enroll in a free pickup service. Partner organizations are organizing recycling events to encourage citizens to recycle e-waste. In addition, New York established partnerships with Best Buy, Staples, and Dell.



Photo by Mark Makela for The New York Times

National Strategy for Electronics Stewardship

In July, 2011, leaders of government and industry, including the EPA, GSA, WHCEQ, DELL, and Sprint met in Austin, TX to execute the National Strategy for Electronics Stewardship (the Strategy). The Strategy provides a roadmap of how the Federal Government can use its authorities and leverage resources to improve the design of electronic products and enhance the management of used or discarded electronics.

The Strategy called for the U.S. government to exclusively use certified partners for the reclamation and recycling of disposed electronics. Layered on top of the Federal Governments requirements to purchase from EPEAT®-registered companies, the Strategy clearly demonstrates the government's desire to build a U.S.-based green economy and limit the export of hazardous materials.



States with Producer Responsibility Laws, from Electronics Take Back Coalition

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.

Green Design Standards

One of the most important initiatives to reduce e-waste is “design for remanufacturing.” The lifecycle of electronics has continued to diminish. On average, Americans keep their smart phones for two years. Today, phones are designed to wear out quickly, thus perpetuating the consumer culture. The United States government has taken steps to incentivize green design. Electronics that are more environmentally friendly contain less toxins, use less energy, have a longer life cycle, and are designed to be disassembled. If electronics are more easily broken down to be refurbished or remanufactured, valuable metals can be reused rather than end up in a landfill.

Collection Challenges

Just because an electronic is sent to a recycling center does not mean that the item was disposed of safely. Many times, recycling centers cut corners. The Strategy established a voluntary certification program for recycling centers to encourage strict regulations and standards for electronic recycling. Between 2011 and June of 2014, the number of recycling facilities to undergo certification has increased from about 100 to 565 facilities (“Moving Sustainable Electronics Forward”).

The Roadmap Ahead

While the United States has taken positive steps in the collection, recovery, and monetization of recyclables, as a nation we still significantly trail European adoption and collection rates at both a consumer and manufacturer level. The wave of adoption that saw 25 states enact recycling laws has receded and the momentum appears lost. It is imperative that federal legislation support broader state regulations to create standards of best practices in collection and recovery of electronic waste. The financial incentive of managed e-waste collection, combined with enforceable legislation, will evolve the e-waste challenge into significant financial and sustainability opportunities for domestic companies.

A culture of change to recycle core assets has emerged, but there must be national support of recycling programs for continued growth. It will take collaboration between public and private institutions focusing on education of the next generation of consumers to instill the desire to grow the green economy, conserve national resources, and design products to match evolving recycling streams.



Paul Adamson is the Director of Business Development and Marketing for Spinnaker. He has over 20 years of industry experience in Returns Management, Service Operations, and Sustainability. A recognized subject matter expert in Electronics Remanufacturing, Recycling, and Second-Life Applications, Paul has been a regular moderator and panelist at regional and national conferences on reverse logistics, material reuse, and recycling. Throughout his career, Paul has worked in leadership positions for a variety of industries including Consumer Electronics, Distribution, Retail, and Sustainability.

Prior to joining Spinnaker, Paul founded two successful electronic test and repair companies with global operations. Paul’s diverse background includes strategy, operations, and business development roles for other high-tech repair and remanufacturing companies. In these roles he has helped develop reverse logistics, remanufacturing, and recycling strategies for clients with operations across the globe. Most recently, Paul worked to establish collection and processing capabilities in Central America for universal waste, electronics, metals, and plastics. Paul received his B.S. in Business Administration from LeTourneau University.



Delana Lensgraf is the Research Content Specialist for Spinnaker’s Supply Chain practice. An expert in international relations, Delana blends a unique skillset of global supply chain operations and corporate social responsibility. At Spinnaker, Delana is responsible for driving thought leadership across the firm’s four lines of business. In this role, Delana collaborates with practice leaders to publish innovative pieces on topics from Remanufacturing to Omni-Channel to Electronic Waste.

Prior to joining Spinnaker, Delana’s career in International Development brought her to five continents to work with leading non-profits and consultancies. This time abroad fostered Delana’s passion for sustainability in global supply chains. Fluent in Spanish, Delana completed three years as a Teach for America corps member serving in a low-income Latino school in Houston, Texas. Delana holds a Bachelor of Arts in International Studies from the University of North Carolina at Chapel Hill and a Master of Science in Foreign Service from Georgetown University.

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Innovative Businesses Unlock the Power of Reverse Logistics

By Norm Brouillette Ryder Vice President and GM for the SCS Technology and Healthcare Operations

More and more, innovative companies are looking to unlock the power of their supply chains as a competitive advantage. However, while most companies are actively working to optimize the forward supply chain, for too many, the returns management process remains a black hole – a cost center offering little visibility into what products are in the pipeline and whether they should be repaired, repackaged, restocked, recycled, disposed of, or be in the reverse channel at all. As a result, returns cost companies billions of dollars every year.

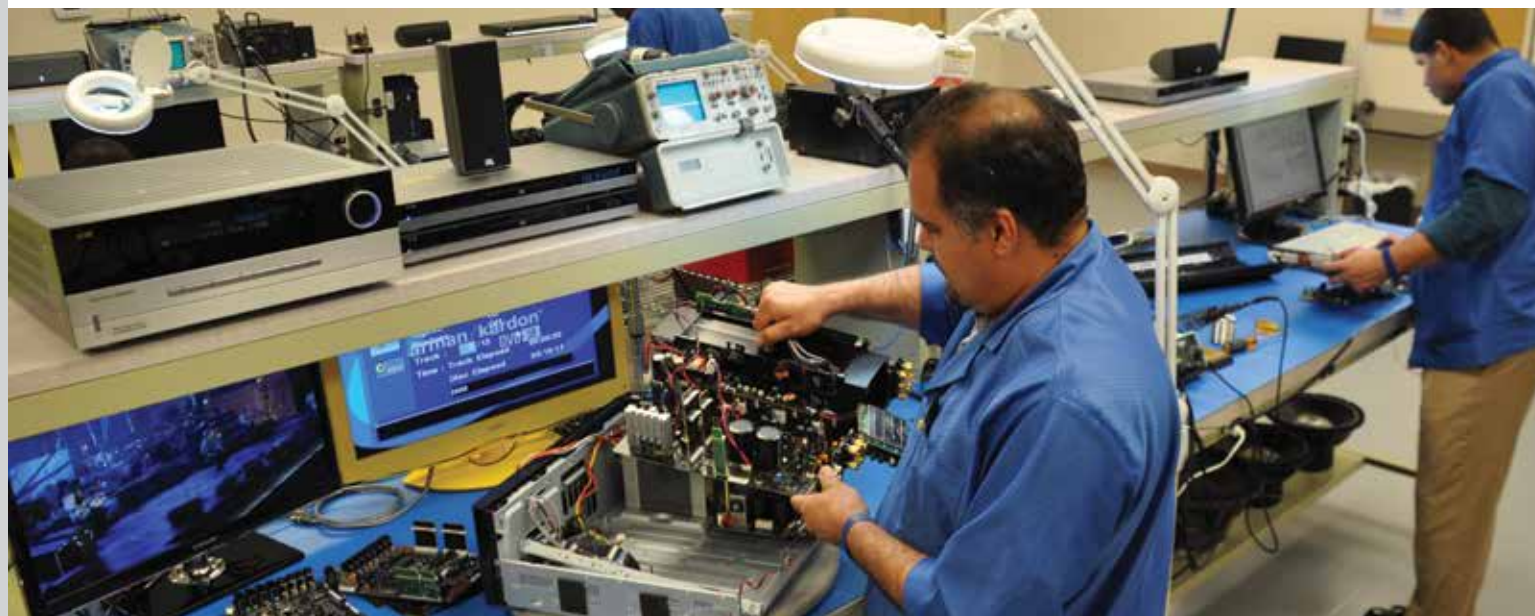
This is especially true in the hi-tech/electronics sector, where product lifecycles have dramatically shortened, global service networks create more supply chain complexity, products are highly customized to consumer preferences, and sustainable practices are increasingly required.

As online shopping continues to grow as the method of choice for consumers, product return rates are significantly increasing. In fact, returned goods from online sales now make up 20 to 30 percent of all returned merchandise for retailers. All of this activity means that retailers need to find a fast, cost-effective means for disposing, recycling, or reselling the products that are reentering their supply chains. That's where reverse logistics comes in.

Reverse logistics is the process of managing goods from the point of consumption to the point of origin. And these days, it's all about speed. When a product is returned, it is basically loss of sale. So retailers have to maximize the value of that returned asset, and they have to do it really fast, in order to not take a hit to their bottom lines. For example, more than 70 percent of the products returned in the consumer electronics and high-tech industry have nothing wrong with them. The quicker those products can be repackaged, put back into inventory and made available for sale, the quicker those companies can recover their value.

Effective reverse logistics management requires a broad range of operational, technical and strategic capabilities. Businesses must be prepared with scale and flexibility to meet changing business needs as well as industry and geographic expertise. Web-based technologies and data integration has also grown into a requirement for a cost-effective reverse logistics operation. These factors are why a growing number of companies are turning to experienced outsourced third-party logistics providers to help them meet their goals.

The returns process generally includes logistics and transportation, depot repair, sales and marketing of refurbished products, finance (validating warranty repairs), customer service, and channel management. There is also a great deal of physical handling of the



RLA@ Home Delivery World Conference

Atlanta Convention Center at AmericasMart, April 08-09, 2015

Join the Reverse Logistics Association at Home Delivery World 2015



Making your home delivery process faster, more reliable, and cost efficient while improving customer experience.

The 3rd annual Home Delivery World will bring retailers and grocers together to discuss their strategies and learn from their peers. The shippers in attendance are here to identify new ways to improve customer experience and retention through fulfillment, delivery, and reverse logistics programs.

The event will be combined with the Click & Collect and the Etail Show USA 2015 to address new models of customer engagement, pickup solutions, and omnichannel operations. rate quotes; shipment security and prevention of cargo theft; resolving freight charge disputes; and processing or recovering loss or damage (OS&D) claims.



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returned goods to determine the products disposition (should it be repaired, refurbished, scrapped, recycled, repackaged) and employees need specialized training depending on the types of goods they are dealing with (consumer electronics, appliances, apparel). Technology solutions also have to be customized to track the products through every step and manage credit reconciliations and compliance related issues.

Businesses must recognize the keys to optimizing their reverse logistics operations. One notable solution is to use integrated technology to create visibility across the supply chain. Increasing velocity by co-locating forward, reverse, and repair functions to trim transportation, infrastructure and overhead costs and increase disposition and speed to shelf is another strategic tactic. By co-locating the distribution management of finished goods with returns processes such as technical repair, refurbishment, and repackaging in the same facility, companies can achieve greater speed to shelf, visibility, and cost-savings.

In addition, accurately determining the appropriate disposition of assets and recovering the most value assist with making your reverse logistics operation a competitive advantage. Depending on the condition of the asset, options could include resale, return to vendor, refurbish/repair, recycle or donation.

Some companies have zero-landfill goals and e-waste management policies in place and they strive to work with a logistics partner that can provide proper recycling and disposal of returned products. Any e-waste collected or accumulated through a company's disposal chain will be tracked and documented, through final disposition, to ensure that it is properly recycled and companies audit their recycling partners to confirm policies and standards are being met. Therefore, a co-location strategy like the one described earlier, further supports carbon footprint reduction and corporate sustainability goals through fewer transportation miles, lower vehicle fuel



consumption, and lower building carbon output. A more agile supply chain also decreases product obsolescence and reduces total inventory levels. An effective reverse logistics strategy is actually the ultimate recycling process.

One area that's seeing a surge in recycling and reclamation efforts is in high-tech devices like mobile phones or circuit boards, where companies recover valuable metals like gold, silver, titanium, palladium or copper. By salvaging, reclaiming and re-using components, companies can reduce costs and minimize waste.

By unlocking the hidden value of reverse logistics, companies can manage their bottom lines, improve competitiveness and operate more sustainably.



Norm Brouillette is the Vice President and GM for the Ryder Supply Chain Solutions Technology and Healthcare Operations. Reporting to Steve Sensing, VP of Ryder Supply Chain Solutions, Norm is responsible for providing the strategic vision, operational execution, and commercial leadership for Technology and Healthcare Supply Chain Solutions. Norm began his Ryder career as a Logistics Manager in 1998 after retiring from the U.S. Air Force. Since then, he has progressed through various logistics management positions of increased responsibility and has led teams responsible for some of Ryder's largest and most integrated customers.

Read the Press



E-Waste Recycling Ramping Up In Israel Following New Epr Legislation

24 February 2015 – Israeli e-waste recycling firm, M.A.I. Electronics Recycling, exceeded its new legally binding e-waste recycling target for 2014 of 4700 tonnes by 300 tonnes, according to a report in the Jerusalem Post.

[Full Article](#)

Report Highlights Potential For Refrigeration Remanufacturing

23 February 2015 – Report highlights potential for remanufacturing to reduce both costs and carbon, with refrigerated display cases selected as a key area for improvement.

[Full Article](#)

Remanufactured Aircraft

22 February 2015 – The world is not short of updated and refurbished business aircraft. However, few can be considered truly remanufactured with major airframe structure, avionics, new design engines, and fresh paint and interior installed.

[Full Article](#)

How To Reduce The Toxic Impact Of Your Ex-Smartphone

20 February 2015 – The collective impact of all the iPhones and other devices we buy, use and then discard must be mind-boggling at

this point. Has anyone quantified this and what can we do to start reducing waste from such items?

[Full Article](#)

Toxic E-Waste Piles Up As Manufacturers End Free Recycling

20 February 2015 – Some 55 million pounds of e-waste could be recycled in 2015, but that's not likely to happen despite laws on the books

[Full Article](#)

How 125 Million Old Smartphones Are Going To Waste

19 February 2015 – Your smartphone may be pretty clever, but it seems the processes for collecting old handsets are not: the vast majority are either dumped in landfill or left to gather dust in drawers. Reversing this trend could halve the carbon footprint of mobile devices and drive a second-hand market already worth \$3bn a year in the US, a new report from Green Alliance has found.

[Full Article](#)

Demystifying New EPA Rules For Recycling Selected Hazardous Wastes

19 February 2015 – The Resource Conservation and Recovery Act (RCRA) and its state counterparts provide requirements to govern hazardous wastes during every step of their management, from cradle to grave.

[Full Article](#)

'Huge Opportunities' In Reusing And Remanufacturing Smart Devices

19 February 2015 – Six new strategies for the reuse and remanufacturing of 'smart devices' could benefit sales, as well as cutting down on waste in the industry, a new report has claimed.

[Full Article](#)

Logistics News: Frequent Shipping Errors Can Destroy Customer Relations

18 February 2015 – We have all seen the TV commercial where a lady who ordered a pair of red high-heels received a black pair instead. She was not happy! However, after a quick and easy returns process, she was delighted to receive the red pair and was happy, happy, happy.

[Full Article](#)

DHL Recognised For Its Contribution In Developing Circular Economy

18 February 2015 – Global logistics firm Deutsche Post DHL has become a member of the Ellen MacArthur Foundations Circular Economy 100.

[Full Article](#)

Over 157,000 Computers And E-Waste Refurbished Or Recycled

17 February 2015 – Dubai: Dubai Municipality has refurbished or recycled more than 157,000 laptops, desktops and other electronic devices since 2007, new figures show.

[Full Article](#)

5 Things You May Not Know About Reverse Logistics

by Ryan Lunka, Digital Marketing Director, nChannel Incorporated

Reverse logistics can be a messy business. Most people think of item returns when they hear the term “reverse logistics”, but returns are far from the only aspect. There’s a quandary of information out there about reverse logistics, but I’ve consolidated some good information into five things you may not already know.

1 Your return policy has a huge impact on your sales.

Customers have a lot of choice about where they buy products. They factor many elements into that decision. One is the return policy you offer. In fact, the 2014 Pulse of the Online Shopper states that:

82% of those surveyed are likely to complete a sale if you offer a free return shipping label and in-store returns

68% are likely to complete a sale if you just offer the free return shipping label

But, only 20% are likely to complete the sale if you offer no in-store shipping and the buyer pays return shipping

66% of your customers will look at your return policy before they make a purchase

The study cites shades of gray between these scenarios, but the trend is clear: the better your return policy (in the eyes of the buyer), the more likely it is that they’ll make the purchase.

2 Poorly managing your returns can increase your costs.

Managing returns has influence on your costs and therefore your profitability. That means it’s important for you to take the steps to reduce this cost to your business. If you’re doing a poor job, you could be costing yourself money.

Logistics company Cerasis provides a helpful formula for calculating the impact returns are having on your business. Their reverse logistics cost equation is:

Processing Costs + Logistics Costs + Credits/ Replacements Cost + Asset Depreciation = Total Reverse Logistics Costs

You might be surprised when you figure out just how much financial impact your reverse logistics processes have. This can also help you justify the investment in people who and technology that can help you get it right.

3 Re-shelving items isn’t the only way to make reverse logistics profitable.

The simplest-to-understand example of reverse logistics is something like a clothing retailer accepting returns.



RLA @ Logistics & Supply Chain Expo

Centro Banamex in Mexico City, Mexico, June 23-25, 2015

Join the Reverse Logistics Association at Logistics & Supply Chain Expo

<p>Foro Retail 23 junio</p> <p>lumen todo para crear</p> <p>Retail basado en gestión de experiencias José Antonio Padrón Abad Director de Operaciones 09:00 - 09:45 hrs</p>	<p>LOGISTICS & SUPPLY CHAIN EXPO 23 junio</p> <p>Coca-Cola México</p> <p>Mejorando la cadena de valor end to end José Antonio Parra Ashby Director de Excelencia Operacional 18:30 - 19:30 hrs.</p>	<p>Foro Retail 23 junio</p> <p>Hasbro</p> <p>Mejores prácticas de negocios para operaciones exitosas en retail Javier Arellano / Abel Ayala Director de Ventas / Operaciones 11:00 - 11:45 hrs.</p>
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Logistics & Supply Chain Expo es un evento líder en América Latina que congrega a los principales actores de la industria logística en México en torno a productos, servicios, innovaciones y tendencias de la cadena de suministro, logística y manejo de materiales. Durante 3 días los proveedores más importantes del sector se reúnen con clientes potenciales en una plataforma que incluye diversas actividades.

Logistics & Supply Chain and Expo is a leading event in Latin America that brings together the major players in the logistics industry in Mexico around products, services, innovations and trends in the supply chain, logistics and material handling. During 3 days providers meet with potential clients more important sector on a platform that includes various activities.



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

The customer brings back the pair of jeans. The retailer makes sure they aren't damaged or worn. If they aren't, the jeans get retagged and re-shelved for sale. If those jeans are still within the current season, they can probably still sell for full price.

That scenario has its own complexities: transferring items between stores, shipping online orders from returned items in stores, etc. It also has its own opportunities for increased profitability. But, if your business model doesn't really align with that of a clothing store (for example), what are some other reverse logistics models you can consider?

Accepting used items to be disassembled and sold for parts. (Think cars.)

Taking in older items to be refurbished and resold at a lower price point. (Think computers and cell phones.)

Simply reselling items in a secondary market. They may not be as valuable as new products, but that doesn't mean they won't be profitable. I hear eBay is pretty good for this sort of thing. (Think music equipment.)

These are just a few examples. Ryder (the truck company) talks about some ways to take advantage of

reverse logistics and the impact it has on sustainability. It's worth a read for some more ideas.

4 You can outsource your reverse logistics to increase profitability.

Don't think you have the budget or competency to invest in incorporating best of breed reverse logistics processes into your business? Did you know you can outsource that part of your business, and in fact, many Fortune 1000 companies do?

As with many other parts of your business, outsourcing can have a positive impact on the bottom line. It may cost a little more (it may not), but you'll generally see gains in effectiveness of whatever was outsourced. Generally speaking, you'll want to pay someone who really knows what they are doing to handle it for you. In the messy reverse logistics domain, outsourcing can really make it easier.

Fraser Direct offers some deeper insight into how you can profit by outsourcing reverse logistics. The article is a little self-serving, but they provide some good insight, all the same.

5 Managing reverse logistics is not like managing forward logistics.

You may excel at managing forward logistics, the typical

kinds of things we generally consider along the supply chain. You may be lean and mean. But, that does not automatically qualify you to effectively manage reverse logistics.

Reverse logistics carries its own unique challenges and difficulties:

It's largely unplanned and unpredictable, where forward logistics is typically very intentional.

There are different levels of what you could consider reverse logistics (it's more than simply "returns").

It can be largely undocumented, where forward logistics usually has a detailed paper trail.

Reverse logistics can have less obvious impact on

the bottom line than forward logistics typically does.

Don't just assume that because you can handle your forward logistics, you are doing a good job with reverse logistics. Assess your operation honestly and suspiciously.



Ryan is the Digital Marketing Director for nChannel. He blogs about the relationship between customer experience management and multichannel commerce. He's a marketing technologist, a former digital strategy and implementation consultant, the author Adobe Experience Manager: Classroom in a Book, and a contributing writer for CMSWire.

Industry Events



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

RLA @ : ProMat 2015: Chicago
March 23, 2015

RLA@ Home Delivery World Atlanta
April 8, 2015

RLA @ Logistics & Supply Chain Expo: Mexico City
June 23, 2015

RLA Conference & Expo : New Delhi
July 1, 2015

RLA Conference & Expo : São Paulo
September 15, 2015

RLA Conference & Expo: Paris
November 17, 2015

RLA Conference & Expo : Atlanta
April 04, 2016

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- ASIC Development
- Mechanical Design
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- Procurement
- Inventory Planning
- Component Fabrication

Manufacturing & Distribution

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- Box Assembly
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- Configuration
- Final Testing
- Distribution to Customer
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 - 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



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The National Impact of a West Coast Port Stoppage

by Matt Shay, President & CEO at National Retail Federation



(Interview conducted by CNBC Squawk Box)

NRF President and CEO Matthew Shay discussed the “economic fallout from a West Coast port slowdown” on CNBC Squawk Box.

Steve: We will find out how the slowdown of the port is impacting the retail industry. Matt Shay of the National Retail Federation. Have we started to see this issue show

up on the shelves of retailers in the United States?

Matt Shay: What we’ve seen is that the slowdown has had a serious impact. It continues to negatively and significantly affect operations of retailers and many other industries in the U.S. and this goes back many months. We’ve talked with you on a couple of occasions. This is being observed, negotiations have been going on for 9 months, contract expired 6 months ago and in context here, this is 29 ports from San Diego, CA all the way to Bellingham, WA. 42% of all containerized freight, 12% of GDP, 18 million jobs, and it’s starting to have an effect. As the port operators are saying it’s close to catastrophic. The last time they said that there was a shutdown for 10 days in 2002 that cost the economy a billion a day. Our study estimates today that it would be 2.5 billion per day.

Steve: Give me an example, physically what is happening to retailers with this port slowdown?

Matt Shay: Obviously there are an enormous number of containers that are not getting offloaded, so those products are not

WEST COAST PORTS EMPLOYMENT FACTS

- 128,942 jobs
- Wages & salaries: \$7.1B a year
- Est. 8.7M U.S. jobs supported by cargo
- Cargo: about 12.5% of total U.S. GDP



RLA Conference & Expo: New Delhi

Pragati Maidan, New Delhi – July 01-03, 2015



REVERSE
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If you are a Reverse Logistics professional – don’t miss this event!

For more information and complete details, visit www.RLShows.com. Attendees may register online for Workshops and the Conference and even book flights and hotel. Exhibitor space is available for purchase as well.

RLA’s APAC Committee and Reed Exhibitions Cold Chain Show 2014 unite to present three days of Cold Chain & Unsaleables/Reverse Logistics.

A wide range of leading regional and global Reverse Logistics companies are in attendance including unsaleables management to transportation logistics.

Be sure to visit the Exhibition Hall where Manufacturers and Retailers will be looking for Third Party Service Providers (3PSPs) that can manage Reverse Logistics in the APAC region, along with identifying solutions for Europe and the Americas. There will be many exhibitors showcasing their Reverse Logistics services and solutions. This is a rich opportunity for OEMs and Branded companies to identify future service partners.





making it to shelves. We know there are 25 container ships sitting offshore in Los Angeles, 15 offshore in Oakland and they just can't get here. There are inventory delays, making it much harder to get the product and to turn that inventory. This goes for everyone, not just us. Agricultural products are rotting and can't get exported, manufacturing goods both coming in and out of this country, it's starting to add up. We're all trying to help the middle class here but they're going to be the ones that feel it the most in the higher prices.

Steve: Are you talking to the White House about this, urging federal government involvement?

Matt Shay: We have been since before the holidays, we have been for many months.

Steve: What is the white house telling you?

Matt Shay: You heard Secretary Liu tell you that they are looking at this and monitoring the situation closely. We

certainly don't want to take a position on the negotiating issues between the two parties. We encourage them to continue with the existing contract, state the table, and keep normal operations in place; avoid the slowdown. When you have 25 ships just sitting offshore outside Long Beach and LA, and 15 offshore in San Francisco. This is the kind of thing that usually takes a few days to offload a container. Now it takes weeks. And you heard a couple of examples of the inability to get the right kinds of skilled workers to operate those cranes, this is a real serious issue and is a significant part of the economy. 95% of the personal protective equipment used in medical institutions, such as gloves and masks gets made outside of the US and it can't get here. We've got commissaries on military bases where military families in Europe and Asia can't buy fresh produce, can't get meat, pork and poultry so this has got a real serious affect in many industries and we certainly feel it very acutely.



Matt Shay joined NRF in 2010. Shay began his career at the Ohio Council of Retail Merchants after receiving his undergraduate degree from Wittenberg University and his law degree from Ohio State University. He joined the IFA

in 1993 and served in several positions of increasing responsibility including Vice President and Director of Government Relations, Senior Vice President and Chief Counsel, and Executive Vice President and COO. He was named IFA President in 2004 and added the title of CEO in 2007. He has the leadership skills, energy and enthusiasm necessary to guide this organization confidently into the future.



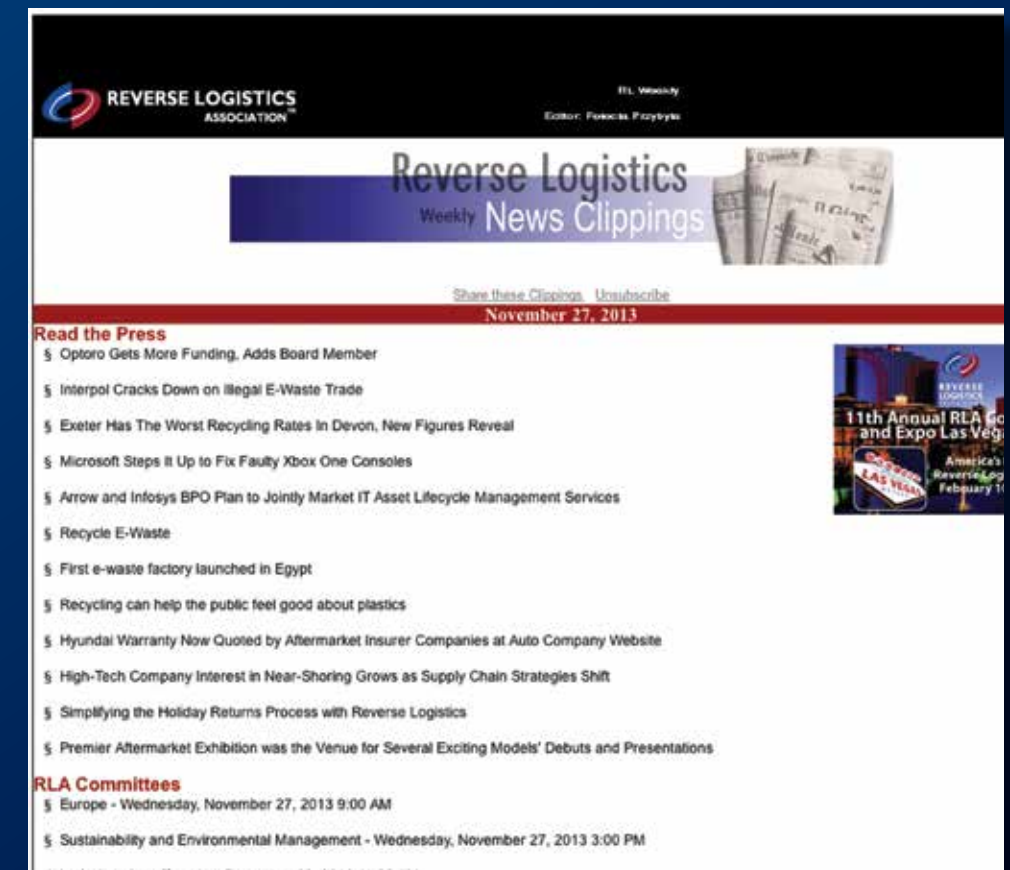
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WEEKLY NEWS CLIPPING

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Hindsight is 20/20/20: Protect Your Eyes from Digital Devices Part 2 of 2

by The Vision Council

HINDSIGHT IS 20/20/20: PROTECT YOUR EYES FROM DIGITAL DEVICES

Symptoms of Digital Eye Strain



Redness, irritation or dry eyes from staring at the bright backlight of screens for long periods; also, reduced blinking



Blurred vision due to screen glare



General fatigue from staring at screens and straining to see small fonts and images



Back and neck pain due to poor body posture when a screen is not positioned properly



Headaches from repeated eye strain

What to Consider When Protecting Your Eyes from Blue Light

Blue light-blocking lens materials such as blue attenuating anti-reflective lenses, or specialty filters, absorb specific wavelengths of high-energy blue light and limit penetration into the retina. If selecting blue light-blocking lenses, be aware that most varieties will distort color perception.

Early research suggests that blue light-blocking lenses can also help sleep patterns by wearing these lenses in the evening hours while still awake.^{vii} Blue light is known to impact circadian rhythms by suppressing the natural release of melatonin.^{viii} Wearing blue light-blocking lens material when using digital devices in the evening can help prevent the body's responses to blue light and encourage better sleep patterns.



FIGURE 2: Nearly three in four adults (72 percent) don't know that digital devices emit blue light.

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.



REVERSE LOGISTICS ASSOCIATION™

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

REVERSE LOGISTICS PROFESSIONAL (RLP)

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



REVERSE LOGISTICS MANAGER (RLM)

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



REVERSE LOGISTICS TRAINER (RLT)

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



RL Certification program is organized by the RL Certification Committee

What Can Cause Digital Eye Strain?

While no one culprit is solely responsible for causing digital eye strain, several environmental factors can contribute to it, including posture, personal device use habits and the blue light emitted from screens, lighting and even sunlight.

However, many people do not understand the effects of constant viewing of digital devices or know that there are ways to reduce digital eye strain.

Digital eye strain can be identified by an eye care provider through a comprehensive eye exam and conversations about lifestyle and digital device use. For people experiencing symptoms of digital eye strain, it is important to have their vision and eyes evaluated by an eye care provider. Eye exams are an important part of maintaining health. Adults should have their eyes tested to keep their prescriptions current and to check for early signs of eye disease. For children, eye exams can play an important role in normal development.

Consumers should pay close attention and protect their vision health if they encounter the following:



"I get headaches from squinting to read the print on my screen."

→ **The culprit: Text on Digital Devices**

Newspapers and books displayed on digital devices often have small, hard-to-read type. To see it better, people tend to hold them closer to their eyes. This can cause the muscle inside the eye to contract and refocus, leading to fatigue and eye strain. Try increasing the text size and adjusting the contrast on the device to make the text easier to read at a comfortable distance.



"My eyes feel dry and tired after spending all day staring at my computer and phone."

→ **The culprit: Time Spent Staring at Screens**

Six in 10 adults (60.8 percent) report spending five or more hours every day using digital devices. Such sustained usage can wear eyes out, creating discomfort and affecting productivity. Remember the "20-20-20 rule:" look away from the screen every 20 minutes for at least 20 seconds at something 20 feet away. This helps refocus and recharge the eyes during long periods of use and helps blinking return to a normal rate.



"When at work, the lighting and my desk setup make my eyes feel uncomfortable."

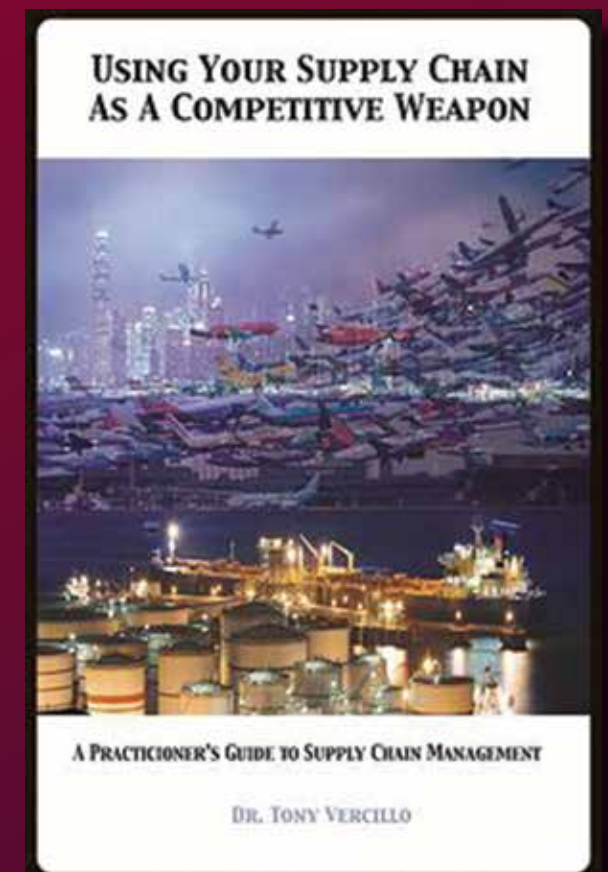
→ **The culprit: Workstation Distance and Setup**

Shorter working distances for computers, laptops, smartphones and tablets dominate how digital devices are viewed in the workplace. Many office dwellers spend their days in cramped cubicles, which can significantly strain their vision. Adjust the computer screen so that it is one arm's length in front of your face.

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

"I find myself straining when using my glasses with digital devices for sustained periods of time."

→ The culprit: Existing Vision Issues

While individuals of all ages and backgrounds are susceptible to digital eye strain based on their use of technology, people with vision issues such as myopia, hyperopia, astigmatism and presbyopia may be at increased risk. The combination of too much screen time and existing vision issues can put extra strain on the eye. Fatigue can set in as the eyes strain to correct for abnormal vision issues while focusing on complex digital content. Lenses designed to correct vision issues might not be appropriate for the mid-distance range of a computer. People with vision issues should consult an eye care provider to tailor their eyewear for their activities, including use of digital devices.

"My eyes get irritated from the light on the screen."

→ The culprit: Glare and Blue Light

Glare from surroundings, including walls and the reflection from of the screen, can foster digital eye strain. Emerging research indicates that blue light emitted from screens or even the fluorescent or LED lighting in an office can have both short-term and long-term effects on the eye. To reduce glare, try an anti-reflective coating on the front and back of lenses or anti-glare protective screens for monitors. If possible, also try adjusting the lighting in the workspace, using desk lamps or other portable lighting.



Blue light emanates from indoor lighting, computer screens, mobile devices and even the sun, leaving eyes exposed over time to potential deterioration and gradual oxidation of the macula. While it may seem like there is no escaping the harmful effects of high-energy blue light, protection is available.

In my Alexandria, Virginia, practice, patients of every age – from their early teens through their 40s – come in with symptoms of eye strain. Whether they are teens with visual complaints of fluctuating vision from constantly looking up from smartphones or office workers feeling the strain likely from the effect of blue light on eyes – they assume these symptoms are something they need to live with as the cost of using digital devices.

Office workers especially experience a high frequency of these symptoms. Faced with hours at the computer, coupled with harsh LED or fluorescent lighting that emit blue light, as well as the popularity of large and dual-monitor computer screen set-ups, office environments are increasingly becoming hot spots for digital eye strain. It has been estimated that as many as 70 to 75 percent of computer workers experience eye discomfort from high screen use.

As an industry, we need to educate the public that you don't have to live in discomfort, or even pain, when using technology. Adjustments to viewing, along with custom eyewear can alleviate or prevent these symptoms. Blue light-blocking lenses are available for people with or without prescription glasses to provide relief from short-term symptoms and protection from long-term damage.

Dora Adamopoulou, OD
Medical Advisor, The Vision Council

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
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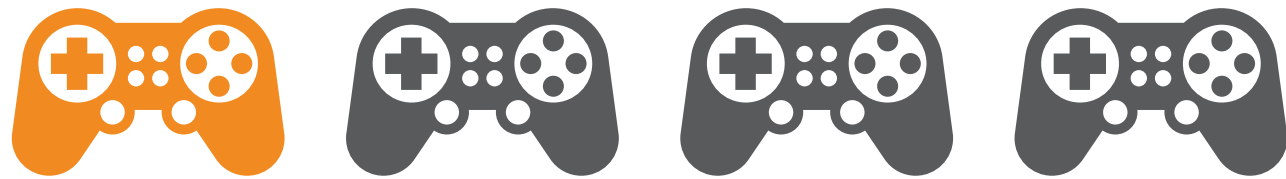
How Do Digital Devices Impact Children?

Children today have grown up with technology always at their fingertips. It seems as if kids learn how to use a smartphone or tablet before they learn to walk. Whether it's playing the latest game or doing homework, technology permeates a child's life and does so at a young age.

Because this is a new phenomenon, not much is known about the long-term impact of computers or other digital gadgets on pediatric eyes. However, eye care providers have reported seeing an increase in cases of myopia, or nearsightedness. According to the National Eye Institute, more than 34 million Americans suffer with myopia, a number that is projected to rise to nearly 40 million by 2030.^{ix}

Although there is no one specific cause for the increase, scientists point to a mix of genetic and environmental factors, including increasing near-range activities such as the use of digital devices, and decreasing exposure to natural light through outdoor activities.^x Digital eye strain can also affect children and teens, whose eyes may fatigue after long periods of use. Computers and smartphones are often tied to every facet of a young person's life—from school to socializing, there is little respite from the constant use of technology.

To ensure children's eyes are developing normally, parents should ensure their child receives comprehensive annual eye exams. An eye care provider can evaluate any symptoms or physical discomfort stemming from use of digital devices, and may suggest tools and tips to help children protect their eyes.



One in four kids use digital devices more than three hours a day

Many parents aren't heeding the warnings from medical professionals on the need to monitor digital device use among kids. One in four children uses digital devices for more than three hours a day. In fact, 15 percent of survey respondents report they don't limit their children's screen time at all.^{xi}

And while 22 percent of parents say they are very concerned about the potentially harmful impact of digital devices on developing eyes, 30 percent report not being concerned at all about this issue.

Digital devices are an easy — and often welcome — way for parents to distract their children, but it's important for adults to limit overexposure. Although limiting screen time is the best way to reduce or prevent digital eye strain, parents can also follow these tips to help their children develop good habits while using digital devices:

- Consider investing in computer eyewear for your child to prevent digital eye strain and to block blue light exposure.
- Encourage children to take breaks when using digital devices.
- Make sure children don't put the screen too close to their eyes, especially for long periods of time.
- If a child is doing schoolwork on a computer, set up the workspace properly. This includes having a chair that encourages correct posture, with both feet flat on the floor.

RLA Conference & Expo: São Paulo

Expo Center Norte in São Paulo, Brazil, September 15-17, 2015



We are pleased to announce the RLA Conference & Expo: São Paulo 2015! Companies from all over the world and especially South America & Central America along with many other international delegates will be in attendance.

ODMs, OEMs, Branded Companies and Retailers will be looking for 3PSPs that can manage Reverse Logistics in South & Central America.



What Can You Do to Prevent Digital Eye Strain?

Many people experience the symptoms of digital eye strain but don't know that products and changes in how they use their devices can help stave off the often annoying and even painful effects of the condition in the short term and potentially protect long-term vision health.

Computer Eyewear and Advances in Lens Technology

Just like people need different pairs of shoes for different occasions, there is also a need for different, specialized lenses to cater to varied vision needs. To accommodate how much lives have changed in the decade with digital devices, the optical industry has developed lens treatments that limit the amount of blue light penetrating eyes while also preventing vision fatigue caused by prolonged use of technology.

Computer eyewear is specially designed for optimizing vision when viewing content on screens and can be provided with or without a prescription. This eyewear can utilize different filters, lenses and materials tailored to lifestyle needs. Users experience more relaxation, sharper focus and reduced blurriness and pixilation, which can cause discomfort unless corrected. The lens designs allow adults and children's eyes to relax, adjusting to intermediate-distance objects and reducing glare during prolonged use of digital devices.

One of the most popular lens options is the anti-reflective, or AR, lens, which decreases reflection from overhead lighting to improve acuity and contrast. These specialized lenses can be combined with blue light-blocking capabilities. Blue light-blocking lenses selectively absorb harmful blue light, keeping it from entering through the cornea and reaching the back of the eye. These lenses are either infused with melanin or made to filter a specific range of blue light.

When examining the best options, consumers should take into consideration the amount of time spent in front of their computer, ambient lighting conditions, distance from their computer and the type of computer work being done. Consider if there are short bursts of computer work interspersed with meetings or other activities away from the desk. This will help determine between the need for lenses that offer a very wide, but shallow field of view (ideal for sustained computer work) and one that offers good computer vision but also lets you see clearly wherever you are inside the workplace.

Lens Options

- **Single Vision Lenses** – function at an individual's computer working distance
- **High Fitting Bifocals** – provide a large diameter bifocal section at the bottom and middle of the lens specifically for the face-to-computer distance; above the bifocal section, the lens is built to view objects that are far away
- **Occupational Lenses** – offer appropriate computer screen viewing assistance at the top of the lens; the bottom of the lens is for reading
- **Progressive Lenses** – developed as a solution for everyday vision needs, near, intermediate and far; prescribed for adults with limited computer use
- **Computer Progressive Lenses** – designed to provide large, distortion-free viewing areas for computer distance and up-close objects; recommended for computer use, reading and limited distance viewing

Lens Treatments and Filters

- **Anti-Reflective Lenses** – reduces reflection and glare from indoor and outdoor lighting sources
- **Amber/Yellow Filters** – absorb glare and filter out harmful blue and violet light that is emitted by many digital devices

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

Computer eyewear is available through eye care provider practices as well as at selected retailers. It is recommended to consult an eye care provider when considering the best options for your lifestyle and vision needs.

Use Devices Responsibly

- When using handheld devices, make sure to keep them at a safe distance, just below eye level.
- Take a 20-20-20 break: Every 20 minutes, take a 20-second break and look at something 20 feet away.
- Remind yourself to blink more often. Staring at a digital screen can affect the number of times you blink, causing eyes to dry.
- Frequently dust and wipe digital screens to help reduce glare.
- Increase text size to better define the content on the screen. Use the settings control to make adjustments that feel comfortable to your eyes.

Adjust Your Workstation

Lighting

- Lessen the amount of overhead and surrounding light that is competing with the device's screen.
- Adjust the brightness of the device. Consider changing the background color from bright white to cool gray.
- Attach a glare reduction filter to your computer screen.

Setup

- Create a comfortable distance for viewing. When using a computer, first sit in your chair and extend your arm. Your palm should rest comfortably on the monitor (as if you're high-fiving the screen), ideally 20 to 28 inches from your eyes.
- Adjust the screen so that it is directly in front of your face and slightly below eye level. Do not tilt a computer monitor.

In Conclusion

Digital devices are here to stay, yet it is still unknown how all the exposure will impact eyes in the long term. However, even temporary issues such as digital eye strain are taking a toll on technology users, which can have real effects on productivity while causing unnecessary discomfort.

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It is important for consumers to be proactive about their vision health and to monitor if constant exposure to digital devices is impacting their eyes. While many individuals may be experiencing symptoms, they may not know there are products such as computer eyewear that can ease digital eye strain.

Through this report, The Vision Council aims to elevate the issue of digital eye strain and highlight recommendations from the optical industry and eye care providers about this preventable health issue.

Practicing good eye health and proper eye care are key to preserving your vision. Having a comprehensive annual eye exam is the most important thing you can do to prevent or treat symptoms of digital eye strain. During an exam, an eye care provider can take a closer look at the health of your eyes and vision and determine a plan to address personal vision needs based on your lifestyle and digital device use.

Regular eye exams are a part of healthy vision maintenance and should be considered for both adults and children. Preventative eye care can help preserve vision and can help identify vision and other health issues early on in disease progression ensuring lifelong vision health.

If you have digital eye strain, your eye care provider has technology designed to help you alleviate and prevent it in the future. By taking action, individuals can enhance their vision in everyday life when using digital devices.

For more information about digital eye strain, visit www.thevisioncouncil.org.

Methodology

This report is based on VisionWatch, a large-scale consumer survey designed for the eye care industry. The questionnaire took place in October 2014. VisionWatch is an ongoing study of a statistically balanced sample of 110,000 U.S. residents designed to be representative of the U.S. population 18 years of age and older. The structure of the sample is controlled to produce an unweighted composition that is as close as possible to the desired final mix. Both demographic weights and psychographic weights are applied to assure that the final sample is statistically stable and representative.

A list of 11 questions regarding use of digital media devices and any related effects on vision from extended use was appended to the October 2014 VisionWatch questionnaire.

Results and tabulations contained in this report are based on a total sample of 9,749 American adults.

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Returning Thoughts

Top 2 Reasons You DO NOT Want a Return Allowance with Your Retail Partners

by Paul Rupnow

It is currently a common trend for many manufacturers of consumer products to negotiate a Return Allowance with Retail partners to avoid the cost and effort of handling their own product returns and Reverse Logistics. Using a Return Allowance means that the retailer will keep your returns and manage the disposition of your items in exchange for a negotiated Return Allowance Fee deducted from each invoice. While for some products, with a lower selling price and higher transportation costs, this may be a great idea, if your products have a higher selling price, you may want to re-think your Return Allowance strategy.

There are two key considerations that may make you re-think your Return Allowance, the first is Brand Protection and the second is an opportunity to make additional, often easy, profit from your returned products.

Brand Protection

Retailers are great at selling new product. However,

many of the goods that get returned are open box, not working or in some state or condition that is not suitable to put back on the retail shelves for immediate resale. If you have negotiated a return allowance with the retailer, these returned items now belong to the retailer, so the retailer is going to try to minimize the cost of handling the returned items, minimize the time they are holding the returned items and maximize the price they can re-capture for the returned items. Most retailers are not in the business of handling, inspecting, testing and refurbishing returned goods. As a result they typically sell the goods as-is or turn them over to a 3rd Party Reverse Logistics partner for disposal or resale. This is where the Brand conflict may begin to arise in four key areas:

No Control of the Secondary Market - You have very little or no control over what happens to your product now. You have worked hard to create a brand image and establish brand pricing. However, now your product

may end up in secondary markets or landfill locations where you would prefer your product not to be seen or found.

No Control of Secondary Market Pricing - your products may be re-sold in visible markets or on-line websites for prices well below the branded pricing you have worked hard to establish.

Customer Confusion - your consumers may be confused and believe the product they have purchased is in new condition and has full warranty, when in fact it was initially returned by the original customer because it had an issue and should not have been sold again.

Now you have second upset customer as a result of one defective unit.

Double Warranty Costs - in the situation above, where you have a confused customer, you will often end up absorbing the cost to provide a warranty repair or replacement on the defective unit a second time to please the upset customer who unknowingly bought the secondary market product. That item should not have been sold a second time because it was identified as defective at retail the first time and you have already reimbursed the retailer for this warranty item through your return allowance.

Reverse Logistics Terminology

Industry Definition		R E V E R S E L O G I S T I C S	Life Cycle Management		
INDUSTRY	TERMINOLOGY		After Purchase Life Cycle		
Apparel	Merchandise Returns		= E Q U A L S =	<ul style="list-style-type: none"> • Customer Service (helpdesk) • Depot Repair/ReMan • Service Logistics (Field Service) <ul style="list-style-type: none"> - Transportation/Warehousing - Spare Parts Management - RMA Management - Replacement Management • Refurbishment • End-of-life Manufacturing • Remanufacturing • Fulfillment Services • IT Process Management • Recycling • Scrap/Waste Management • Gray/B Channel Management • Warranty Management • Asset Management/ITad - IT Asset Disposition • Sustainability/EPR - Extended Producer Responsibility • Environmental Resources 	
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Space & Aviation	Obsolescence				
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“Reverse Logistics is the process of managing assets (whether negative or positive) after a product or service is purchased or consumed in all industries and across all disciplines”....



Profit Opportunity

Regardless of the condition of your product, your team has the best information to make the best decisions to get the highest selling price for your products, new, refurbished or as-is. Reverse Logistics knowledge and expertise has made a lot of progress over the last several years. As a result, the process of getting your goods back from retail, assessed, refurbished and resold is much easier. Most importantly, handling your own returns may be an excellent opportunity to generate significant profit for your company. These six considerations might help you understand why:

Zero cost inventory - whether you issue an allowance or whether you issue a credit to the Retailer when you receive the returned goods, essentially your inventory cost is zero. Your task is to now spend some money on those returned items to achieve a return that exceeds your new input costs of transportation, labor and handling.

Higher Selling Prices - there is significant demand from customers in the secondary market to purchase most refurbished products. Often the selling price for factory refurbished products can achieve up to 85% of full retail selling price.

No Trouble Found - the nature of retail returns results in a high percentage of open box, no trouble found items. Many consumer products have No Trouble Found rates of 50-85%. These are very easy to clean up and resell for high recovery values.

Returns Processing Management - there are now great tools and partners that make managing Returns processing very easy. Software tools are available that can help your team rapidly process returned items, credits and create special work flows to rapidly assess, and stream a returned item through process steps for rapid and high value recovery. There are also a number of great 3PSP Third Party Service Providers and 3PLs Third Party Logistics partners who specialize in Reverse Logistics processing who can help you process and manage your returns for high value recapture.

Resale Channels - there is significant consumer demand for refurbished goods. You can easily experiment with numerous resale channels, from on-line, to B2B auctions, to secondary and to primary retailers.

Better Data and Understanding - handling your own returns provides you the opportunity to have faster and better data to understand your returns, not just for better processing and disposition, but to quickly provide feedback to reduce manufacturing issues or to better understand why customers are returning products. Better data will help you achieve your most important goal of reducing returns at retail.



Revisit your Return Allowance Decision

Protect your Brand and capture profits from your products are two excellent reasons to rethink your returns allowance. Once you have a better understanding of opportunities in these areas, your next task is to create a business case to review with your CFO and CEO. Assembling preliminary numbers for a business case is not too difficult a task. The Reverse Logistics Association (RLA.org) Consumer Products Committee assembled an excellent article called [Finance is from Mars and Reverse Logistics is from Venus](#) - "How we

can talk to each other" that expands on the data and information above. (RLA.org login required, it just takes a minute). The article also has an easy to use spreadsheet called the [Returns Savings Calculator](#) to assist you to assemble your case.

Go ahead, take a closer look. Your CEO and CFO will thank you.



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

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

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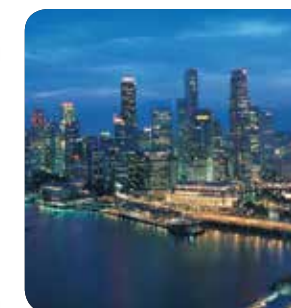
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- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
- Leverage RL to Drive Sustainability & Reduce Expenses by Jesse LaRose, ESE Solutions



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