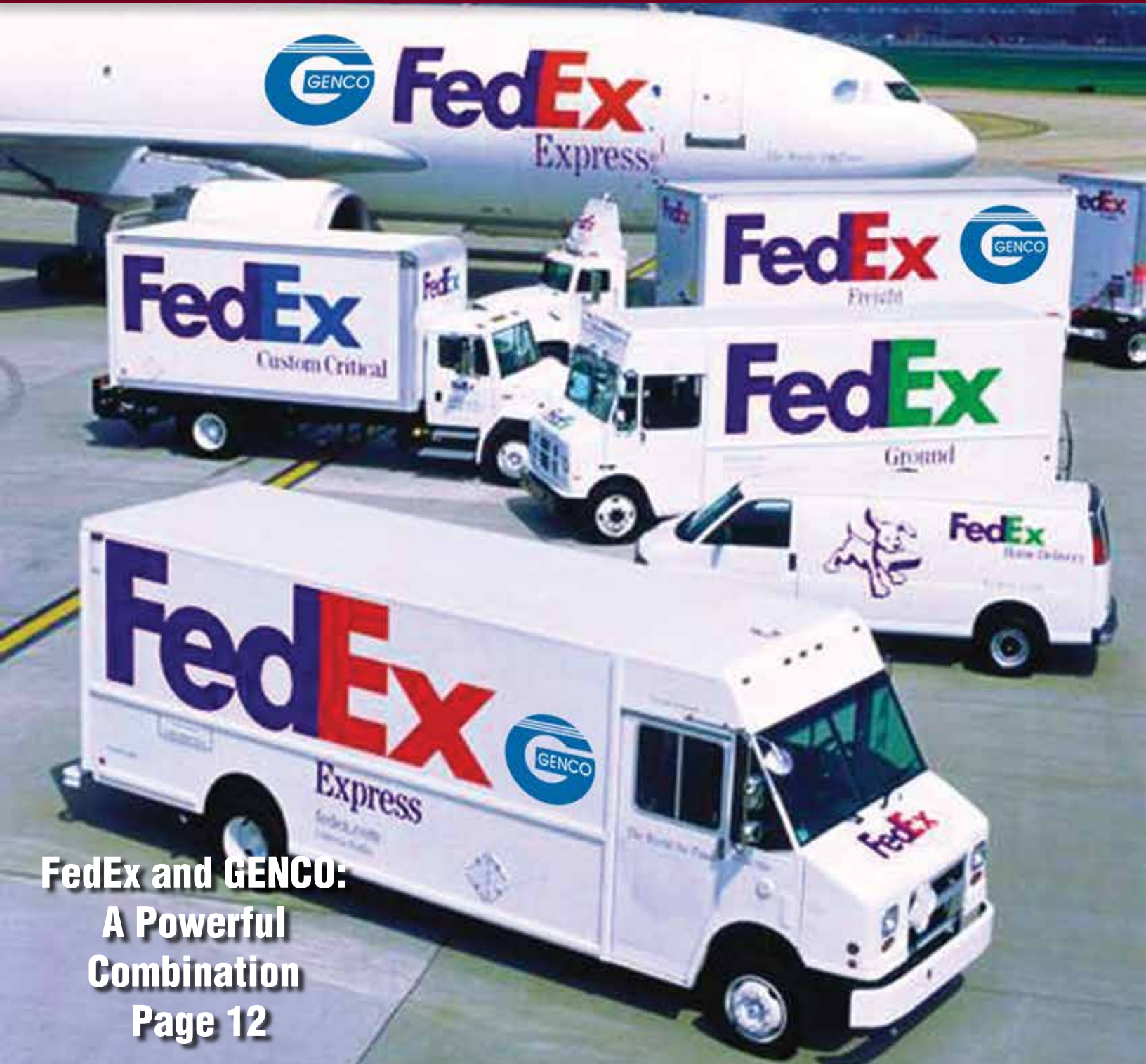


REVERSE LOGISTICS magazine®

Serving the Health Sciences, Retail, and High Tech Industries



**FedEx and GENCO:
A Powerful
Combination
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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.



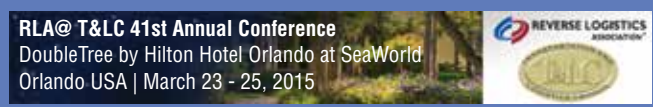
Acclaimed as the best educational program in the industry, the sessions are presented by top experts and experienced practitioners who give you information and advice that you can take back and use in your every day business. The program includes General Sessions and Workshops touching on all modes of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

RLA Members can reserve time blocks if you're interested in volunteering your time to educate attendees about the process of Reverse Logistics or contact Felecia@rla.org:



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



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Looking Towards the Future of Reverse Logistics

by Dr. Robert Gordon, Program Director, Reverse Logistics at American Public University

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Given the rate of change in technology, there is no doubt that our everyday lives are going to change as well as how business are run. Given what is happening today, there are two particular technologies that are going to impact reverse logistics worldwide. The first is the use of self-driving vehicles and the second is how technology will change how returns will be processed in the future.



The “Moneyball” Approach to Customer Returns and Excess Inventory

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by Reverse Logistics Association

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

ISSUE 9 VOLUME 3
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 73 published March 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.

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Message from the Editor

STRIVING FOR EXCELLENCE

Last month, I wrote about achieving goals. This month is related to that in a different way. By understanding what type of thinker you are, you can better understand why or why not you are achieving the goals being set. To be the most productive, we set goals and make them happen and then start the process all over again with a new goal. We live a dream and life that we want and take personal leadership over our lives.



The number one type of thinker understands that when a big goal is set, that it has to be bigger than them or it's not a goal but simply a task instead. An example of this is if it's something that has been done before or there is no growth offered. An optimal goal is where you don't know exactly how to get it right away, have not experienced it yet, or it may be somewhat outside of your comfort zone. People are the only goal striving beings on the planet so when we're not striving for excellence we are not growing. What we can do is arm ourselves with the tools, technology, and knowledge to overcome obstacles because these will always present themselves. One way to look at an obstacle is by viewing it in a positive light so that it's there for my benefit. It will also be a reminder to progress and can offer continued growth. You don't want to get rid of obstacles because they're there to help you grow and remind us that we can set a bigger goal.



There are three other thinkers that all have different ways to go about achieving their goals. The second type of thinker will set a goal that is not too outrageous but this person will doubt themselves and look at all of the challenges and obstacles. This causes focus to be taken from the goal itself and when the obstacle becomes bigger than the goal, the end result of completion gets smaller and less achievable. The energy and intention is then placed on all of the reasons of why not to complete the goal is no longer in sight. The third type of thinker is the type of person who has a lot of excitement of ideas, with the feeling of being able to easily accomplish everything in front of them. Once they hit an obstacle or challenge that becomes difficult, they'll go back and start on another goal instead of

accomplishing the original goal set out. This can also be referred to as having a spaghetti brain, where if you drew out the goals there would be lines going everywhere. The fourth type of thinker is the type of person that does not have goals or is on a resting period from just reaching a big goal. They are not taking risk or have become comfortable and tend to stay in this zone longer than intended. The value or benefit of not having a goal is that there are no obstacles or challenges but also no chance of moving forward and striving for excellence.

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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- Mohan Kumar D, Hewlett-Packard
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- Joe Walden, The University of Kansas





Message from the Publisher

MEMBERSHIP STRENGTHENS EVERYONE

I know that many of you enjoy the benefits of a membership of the Reverse Logistics Association. But some of you don't realize the value that RLA brings for educational and networking! Please chat with others that are members and they will motivate you to become a corporate member. The Reverse Logistics Association monitors thousands of OEM, ODM, Branded and Retail companies worldwide who are looking for 3rd Party Service Providers in the Supply Chain. It is our objective to assist our members in reaching their marketing, networking and educational goals.

Since many of you have attended RLA Conferences and Seminars in the past, you might be eligible to upgrade your registration fee to a RLA Membership.

An Associate membership cost \$2,999, but you can upgrade for only \$2,000 to become a [Conference Attendee to an Association Member](#).

A Bronze membership costs \$5,499, but you can upgrade for only \$4,500 to become a [Conference Attendee to a Bronze Member](#).

You have 30 days from the date of the event to take advantage of this benefit, so act now to receive credit for your registration.

Here is a summary of [RLA Member Benefits](#).

| Solutions | Education | Information |
|---|---|--|
| <ul style="list-style-type: none"> Internship Postings Respond to RFI's Community Networking Industry Job Postings Exhibit Expo / Fairs Sponsorship Opportunities | <ul style="list-style-type: none"> Conference Presentations Case Studies Reports, Research White Papers Seminar & Workshops Recorded Conference Video Presentations | <ul style="list-style-type: none"> Weekly News Clippings Reverse Logistics Magazine RLA Committees & Chapters RL World-Wide Data Base Public Relation Announcements |

Below is a list of the RLA Events for the next year. The RLA@ Events gives our corporate members an opportunity to participate in the RLA Pavilion, so you can educate others on the Reverse Logistics process and show the solutions that your company offers.

FUTURE RLA EVENTS

- Mar 23-25 RLA@T&LC Conf: Orlando – free to Corporate Members
- Mar 23-26 RLA@ProMat: Chicago - free to Corporate Members
- Jun 23-25 RLA@Logistics & Supply Chain Expo: Mexico City - free to Corporate Members
- Apr 8-9 RLA@Home Delivery World: Atlanta - free to Corporate Members
- Jul 1-3 RLA Conf & Expo: New Delhi
- Sep 15-17 RLA Conf & Expo: São Paulo
- Nov 17-18 RLA Conf & Expo: Paris
- Jan 6-9 RLA@CES: Las Vegas - free to Corporate Members
- Apr 4-7 RLA Conf & Expo: Atlanta

If your company is a Corporate Member, you can volunteer by **reserving time blocks** in RLA's exhibit/Private Meet Room spaces **if you're interested in volunteering your time to educate attendees about the process of Reverse Logistics.**

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

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 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.



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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- Joe Walden, The University of Kansas

Join today at www.RLA.org

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Labeling Standards. RLA Members Welcome the New “sQRrl” codes

by Ron Lembke, Chair of the RLA Standards



The response to the announcement of the sQRrl (Standard QR codes for Reverse Logistics) codes was encouraging. I had the opportunity to present this new initiative to the Board of Directors of the RLA, in the Standards Committee meeting, to the Consumer Electronics Committee, and during a plenary panel session. We had a booth in the exhibit hall that was staffed throughout the conference. As a result, we had many opportunities to get input from RLA members about the standard.

As with any brand new idea, the initial response of many people was skeptical, and it is always helpful when people play the Devil's advocate. We welcome as many questions as we can get, because that is how we will make the standard better. When I presented to the Board of Directors, Tom Maher of Dell was skeptical. But in his keynote presentation, he said that I may have changed his mind. He had asked some great questions in the board meeting, and fortunately, they were all issues we on the committee had discussed internally or with other people, so I was able to allay his concerns. After he had some time think about it, he could see the value sQRrl codes can offer. For example, Dell has concerns about counterfeiting, and we believe that the ability to use encryption in the sQRrl code fields could help them in their efforts to fight counterfeiters.

We are not trying to mandate that people use them, or how they use them. But we do believe that they offer companies an efficient, effective way to share information with their retail and supply chain partners. Companies can include whichever fields they believe add value, and none of the others.

Visitors to the booth at the show asked many great questions and had many valuable solutions. As just a couple of examples of additions that have been made fairly recently, I want to highlight a few things:

1. Encryption – Anything on a QR code can be read by anyone with a QR code reader. We thought companies might appreciate to put things that could not be read by the general public, and we initially created a small number of fields that could be encrypted. But Bruce Brown, of Informission, who is developing the software for creating QR codes for us, said there was no reason we needed to limit the number of encryptable fields. As a result, now any of the 60+ fields can be encrypted.

2. Geolocation – Bruce also found a way to capture geographic location information from the end user. So when an end user scans the QR code, when it pings the server, the server records the geographic location of the end user. This gives the company tremendous potential for collecting and analyzing data. If for example, the manufacturer discovers that it is getting many scans from customers in stores of one particular retailer, it might want to make changes to its packaging or displays. Also, for the first time, companies can find out exactly how geographically dispersed its products become. A company may discover that a surprising number of its products have made their way into countries where the company has no direct sales presence, which can have valuable implications for discovering valuable new markets for retailing, as well as RL opportunities for after sales service and support.

3. Transportation fields – as Ken Jacobsen described in his article, we had many requests for fields related to shipping, customs and international trade. As a result, we have added fields for this information, as well.

So far, the response has been very encouraging, but we know that there must be many other useful fields that have not been suggested to us. We look forward to hearing more ideas from the members of the RLA. If you have any ideas, questions, or suggestions, please email me or Ken, and we would love to talk to you.



Ron Lembke
Chair, RLA Standards Committee
ronlembke@unr.edu

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KINDLE DEVICES.



FedEx and GENCO: A Powerful Combination

by Sandy McCurdy, Senior Vice President, Strategic Planning & Communications, FedEx Ground
and Ryan Kelly, Senior Vice President, Strategy, GENCO

It's no secret that companies across a broad spectrum of industry segments – from retail, electronics and consumer goods to healthcare, high-tech and government – are increasingly turning their attention to reverse logistics as a catalyst to drive supply chain optimization.

By improving reverse logistics processes, both business-to-consumer (B2C) and business-to-business (B2B) organizations of all sizes realize they have the potential to add as much as five percent to the bottom line and, just as importantly, bolster customer satisfaction. In fact, the potential impact to profitability by implementing an optimal reverse logistics solution can be much greater than forward distribution – making it a crucial strategic tool in differentiating companies from the competition.

According to a January, 2015, report from IBISWorld, the U.S. reverse logistics industry is projected to grow another 18 percent, from \$6.1 billion in 2015 to \$7.2 billion by 2020. In an age where an estimated 15-20 percent of all online purchases are returned, the focus on reverse logistics will only continue to intensify.

Best-in-class reverse logistics

At FedEx, our customers in numerous market segments – especially retailers and e-tailers – have been requesting a more robust portfolio of dedicated reverse logistics capabilities to complement our forward-facing supply chain solutions. While our portfolio includes several



solutions to help our customers more efficiently manage their returns in-house, we have been receiving an increasing number of requests to offer outsourced dedicated reverse logistics services – to operate return centers and provide custom solutions to maximum recovery efforts.

With the percentage of product returns continuing to rise, it was clear that we needed to offer our customers true “cradle-to-grave” capabilities that can reduce their total cost of product ownership.

That's why the recent acquisition of Pittsburgh-based GENCO is such a perfect fit for FedEx. GENCO is widely regarded in the industry as the pioneer of reverse logistics as a professional discipline. Both companies have similar corporate cultures, and GENCO shares the



Reverse Logistics Association Regional Chapter Committees

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• Michael Geoffrey Omosa, NIT Rourkela

• Paul Rupnow, Andlor Logistics Systems Inc

• Tony Sciarrotta, Reverse It Sales & Consulting



FedEx commitment to making every customer experience outstanding and delivering exceptional service.

As Stifel Nicolaus analyst David Ross commented in a research note following the acquisition announcement, FedEx is buying a quality, complementary company with a strong industry position, keeping its leadership intact.

With the acquisition of GENCO, the leader in product lifecycle logistics®, FedEx has expanded our industry-leading portfolio of transportation, e-commerce and business solutions to include world-class return center operations, return-to-vendor processing, recall management, liquidation and test, repair and refurbishment services.

GENCO currently operates more than 130 value-added warehouse operations and processes approximately half a billion returned items annually for a diverse range of customers in the retail, consumer and industrial, technology, healthcare, and government sectors. The company helps customers to improve cash flow, clear inventory, streamline operations, manage compliance with internal policies and vendor agreements, reduce labor hours and maximize the value for returned goods through a wide range of liquidation channels including GENCO Marketplace and nobetterdeal.com. In short, GENCO enables organizations to efficiently process and monetize returned products – and focus on their core competencies.

With the acquisition, GENCO customers now have access to the FedEx air and ground networks that cover more than 220 countries and territories, linking more than 99 percent of the world's gross domestic product



(GDP). This opens up the possibility of expanding to new markets around the globe.

More robust supply chain management capabilities

While FedEx has long had a presence in supply chain management, our current solutions are focused on forward logistics, particularly for customers with high-value products or complex supply chain requirements. We have specialized in providing end-of-runway solutions for healthcare and high-tech companies that have mission-critical service parts and highly time-sensitive inventory. We also provide solutions that utilize our extensive network of global distribution centers (GDCs) and forward stocking locations (FSLs) in more than 24 countries.

With the addition of GENCO, FedEx can expand our

TURNING GREEN INTO GOLD



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

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global third-party logistics provider (3PL) capabilities to a broader range of market segments – in particular retail and e-commerce. The combination of the two organizations is expected to result in more solutions and options that better meet each customer's unique supply chain requirements. We'll be able to create and customize business models that deliver a wide array of forward and reverse logistics services, including warehousing and fulfillment, transportation management, service parts logistics, contract packaging, product configuration, returns management, and liquidation.

As the reverse logistics market continues to grow, the goal of FedEx and GENCO is to continue introducing the innovative, integrated solutions our customers need to keep driving cost efficiencies – and adding to their bottom line.



Sandy McCurdy is Senior Vice President of Strategic Planning, Communications and Contractor Relations for FedEx Ground, headquartered in Moon Township, Pennsylvania.

Sandy joined FedEx Ground in 2000 with more than 10 years of experience in financial planning and analysis. In 2007 she was promoted from Managing Director to Vice President of Finance. Her extensive knowledge of the financial world made her the ideal choice to become the Vice President of Strategic Planning in 2012 before assuming her current role in 2013.

Sandy is active in the community and industry. She serves as Chairman of the Board Elect to the Pittsburgh Chapter of the American Heart Association and is also a member of the Conference Board.

As an accomplished leader, Sandy attended the FedEx Executive Leadership Institute in 2003 and participated in the FedEx Excel Leadership Program in 2012. She has also been honored with the company's most prestigious award, the Five Star Award, on three separate occasions, and the FedEx Ground Leadership Award twice.

Sandy is originally from Moon Township, Pennsylvania. She earned her B.B.A. from Kent State University, and her M.B.A. from the University of Pittsburgh's Katz Graduate School of Business.

Sandy currently resides in Moon Township with her two children.



Ryan Kelly is Senior Vice President of Strategy at GENCO, headquartered in Pittsburgh, PA.

In this role, Ryan leads the strategic planning process, corporate development initiatives, and the integration of GENCO with FedEx. Ryan is also responsible for managing the Marketing and Business Development functions within the company. A member of GENCO's senior management team, Ryan is a key strategic partner for all of GENCO's business units.

Ryan came to GENCO through its 2010 merger with ATC Technology Corp., for which Ryan was Director of Corporate Development, Planning, and Analysis. Immediately after the merger, Ryan was appointed Vice President of Strategy for GENCO. Previously, Ryan worked at Robert W. Baird & Company and J.C. Bradford & Company in their capital markets groups, holding positions in equity research, corporate development, private equity, risk management, and investment banking.

Ryan earned his bachelor's degree in business administration from Loyola University New Orleans and his MBA with concentrations in finance, accounting, and strategic management from the University of Chicago, Booth School of Business.

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



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

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

Looking Towards the Future of Reverse Logistics

By Dr. Robert Gordon, Program Director, Reverse Logistics at American Public University



Given the rate of change in technology, there is no doubt that our everyday lives are going to change as well as how business are run. Given what is happening today, there are two particular technologies that are going to impact reverse logistics worldwide. The first is the use of self-driving vehicles and the second is how technology will change how returns will be processed in the future.

First, for logistics the use of self-driving trucks is going to revolutionize the transportation of materials from distribution center to retail outlet. If one were to take the efficiencies gained by the [Wal-Mart WAVE](#) system and combine it with the self-driving capabilities of the [Mercedes designed Future Truck](#), one could have an amazing new truck that would change shipping. Self-driving cars are not as far off as we might think as



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projections are estimating the [self-driving car market will be at 87 billion dollars by 2030](#). Mercedes has already announced that a self-driving package will be available on their [cars released by 2020](#). Given that level of anticipated growth, along with three major automobiles manufacturers conducting driverless car testing in the US, shows that this market will grow.

Although self-driving vehicles does not mean that there will be no one at the wheel, it does offer the [benefit of fewer accidents](#). Self-driving vehicles never get distracted, they never feel fatigue, and never drive at anything less than 100%. This technology will certainly

evolve over time and acceptance might be slow at first, but in time it will become a requirement. When seatbelts were first introduced as a safety device, the public was tepid at their introduction. There was a similar situation with the introduction of the first airbags. Over time, as the safety and value of these items were found, they became a requirement for all vehicles. Self-driving vehicles will likely follow the same pattern of acceptance.

Second, for reverse logistics, there will soon be a technology revolution with regards to the processing of returns. Lowes and Nestle have reported that they will be introducing robots as sales associates by the end of this



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16 March 2015 – Will you be joining 600+ retailers & B2C delivery professionals in April?

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City IDA Unsure What Remains At E-Waste Facility

9 March 2015 – The city has not yet done an inventory at E-Waste Systems space at the Geneva Enterprise Development Center (GEDC) on Genesee Street to determine what if anything the company left behind.

[Full Article](#)

Electronic Recycling Surges, Turns Profit In Westchester

9 March 2015 – Dying cathode-ray tubes and the appeal of smart televisions helped Westchester County's hazardous electronic-waste recycling numbers soar last year.

[Full Article](#)

Consumer Models Stuck In The Stone Age

6 March 2015 – How would you feel if you no longer owned your own washing machine? Perhaps you already use a community laundry in the name of resource efficiency, but this would spell the end of a highly

convenient domestic amenity.

[Full Article](#)

Remanufacturing Sector Could Add Nearly £2bn To Scotland's Economy

5 March 2015 – The remanufacturing industry in Scotland has the potential to add nearly 2 billion to the nations economy, Environment Secretary Richard Lochhead confirmed today.

[Full Article](#)

Route Genie Offers More Choice In The Carrier Management Market Place

5 March 2015 – In September 2014, results emerged from a survey commissioned by law firm Thomas Eggar LLP which looked at consumer views on retail deliveries. The findings indicate that retailers brand images are intrinsically linked to their logistics fulfilment.

[Full Article](#)

County Sees E-Waste Recycling Boom

4 March 2015 – Thousands of pounds of waste have been recycled by county residents since last March, but its not the traditionally gross, grimy trash.

[Full Article](#)

UK Risks Losing Out On Over £3bn From The Remanufacturing Economy

3 March 2015 – The UK economy could be losing out on over 3 billion by failing to fully embrace the commercial opportunities of the

remanufacturing revolution, a new report warns today.

[Full Article](#)

Irwin Mine And Tunneling Supply Acquires Equipment Repairs Companies

3 March 2015 – Irwin Mine and Tunneling Supply, an affiliate of Irwin Car and Equipment, has purchased Mescher Manufacturing Co. of Big Rock, VA, and Radford Remanufacturing & Assembly of Radford, VA.

[Full Article](#)

Liz Swafford: More Than 2.6 Million Pounds Recycled In Dalton Last Year

3 March 2015 – Whats the weight equivalent of 745 mid-sized cars and saves enough energy to power 139 households for a year? Thats the 1,334 tons, or 2,668,020 pounds, of materials that residents in the city of Dalton recycled in 2014 through the citys curbside recycling program..

[Full Article](#)

Warning! Retailers' Environmental Enforcement Initiative In New York

2 March 2015 – Our retail clients with stores and warehouse facilities in the State of New York are warned that the State of New York Department of Environmental Conservation (NYDEC) has announced that it will begin enforcing regulations relating to hazardous waste

[Full Article](#)



year. Although this seems to be more related to sales, what people do not realize is this technology along with using the same technology for self-service checkout is going to revolutionize returns. Imagine instead of standing in the return line, one can go to a station designed to check a return seamlessly and generate a gift card for store credit.

The system would be the same as combining the customer service robot along with a self-checkout station. The self-checkout station would weigh the item being returned, as well as being able to scan the bar code and the bar code on the receipt. If everything comes up as correct, the checkout station could dispense a gift card with the correctly credited value. [Just like with self-checkout stations, this would allow for a single employee to monitor several returns stations](#), effectively reducing costs and increasing efficiency.

Both of these changes are going to change how large retailers are going to conduct their logistics and reverse logistics. In both of these cases, the technology is still not



perfected; however, these changes are going to happen sooner than people think. Technology is moving faster as everyone is trying to apply technological solutions to everyday situations.



Dr. Robert Lee Gordon is currently an associate professor with American Public University System in Reverse Logistics Management program. He has four published books, three regarding project management and one regarding reverse logistics in addition to dozens of articles. Dr. Gordon curates a Reverse Logistics topic at <http://www.scoop.it/t/reverse-logistics-by-robert-gordon2>.

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The “Moneyball” Approach to Customer Returns and Excess Inventory

by Howard Rosenberg, CEO and co-founder of B-Stock Solutions

Most of us are familiar with “Moneyball,” a book-turned-Oscar-nominated film about a Major League Baseball team’s data-driven approach to assembling a competitive roster. The idea is that the historical wisdom of baseball insiders is flawed and that more analytical metrics of player performance can better predict team performance.

The same tactics can be applied to reverse logistics, specifically how organizations approach the sale of their returned, overstock and excess inventory slated for liquidation. Whether it’s a team of MLB players or racks of customer returns in your warehouse, the answers to building a formula for success lie in the data.

Before we dive into data points though, let’s discuss the reverse supply chain landscape and the transition that is slowly taking place when it comes to solutions for returned and excess inventory. Historically, there has been a lack of innovation for dealing with obsolete inventory, which has resulted in billions of dollars lost



MONEYBALL



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David Stoyle
Director General
15:00 - 16:00 hrs.

Vanguardia e innovación logística: ¿cómo aprovechar las oportunidades que nos habilita el nuevo entorno?

LOGISTICS & SUPPLY CHAIN EXPO 23 junio



Mtro. Esteban Martínez Armada
Director de Cadena de Suministro
16:15 a 17:15 hrs.

Nuevos esquemas de operación: Alineación operativa y estratégica por medio del S&OP y Balance Score Card

LOGISTICS & SUPPLY CHAIN EXPO 25 junio



Gailen Vick
Executive Director & Founder
15:30 a 16:30 hrs.

The Reverse Logistics Dilemma

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.



RLA Members can *reserve time blocks* if you're interested in *volunteering your time to educate attendees about the process of Reverse Logistics* or contact Felecia@rla.org:

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by retailers and manufacturers; reactive approaches and traditional liquidation methods are among the problems. Over the past few years however, a subtle shift has taken place in how organizations deal with their returned and excess inventory: many are incorporating technology-based, data-driven liquidation programs into their overall business strategy. This includes customized B2B marketplaces that connect obsolete inventory directly to business buyers, enabling companies to create incremental revenue totaling hundreds of millions of dollars. Whether managed in-house or by a provider, a data-driven B2B online auction marketplace, when properly executed, can often increase recovery by 50% and sometimes much more.

So how do you sustain a successful B2B liquidation marketplace? Let's get back to the importance of data and take look at how to build a formula for success through bidder acquisition and retention, sustained competition, auction lot configuration and customer service quality.

Finding the Right Bidders

Having the right buyers is always the most important

Reverse Supply Chain-Risk Assessment Survey Questionnaire

I am a post graduate student at the National Institute of Technology (NIT) - Rourkela, India, working on a research project on 'Design and analysis of reverse logistics in supply chain systems' under the supervision of Prof. Siba Sankar Mahapatra from the department of Mechanical Engineering.

Your assistance is critical to understanding the extents of the Risks involved in the reverse supply chain network and the measures carried out to mitigate those risks by the companies you represent or by various companies that undertake reverse logistics activities.

The survey will take approximately 20-30 minutes of your time to complete. It is possible to participate anonymously and answers will be treated confidentially. Only me and my supervisor shall view any of the raw data and no company data will be identified in our final thesis report. Should you have any questions, please call us at (+91)7750853518. If you wish to receive a copy of the survey results, please indicate 'Yes' in the questionnaire.

I sincerely appreciate your help in filling this questionnaire. Your prompt response is critical to completing this research work.

Thank you again for your kind assistance.

*Omosa B Michael Geoffrey
Mechanical Engineering Department
NIT-Rourkela*

Survey Questionnaire

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



RLA Conference & Expo: New Delhi

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



first step to maximize recovery. It's important to segment buyers by product category, condition code and ability to participate (financial ability, geographic location, etc.) in order to properly drive demand. Only by developing effective campaigns to target the right buyers at the right time, can a marketplace successfully scale.

Generate Repeat Buyers

Repeat buyers create a foundation on which to build a successful marketplace. There are many operational elements that contribute to success here. Building

customer loyalty programs that reward repeat purchases is one example. Marketing campaigns that target buyers based on their past bidding and buying history is another.

Sustain Bidder Competition

More bidder competition (among 'the right' buyers) means higher prices every time so continually investing in attracting new buyers through targeted demand generation programs is critical. Our data reveals a 300% increase in recovery rates as competition grows from under five bidders to more than 15 bidders.

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.

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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!

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RLA Conference & Expo : New Delhi 2015
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Optimize Auction Lot Configuration

How auction lots are assembled is extremely important to maximizing recovery numbers. What works best here is very unique to every situation. There are thousands of potential variables to be tweaked and tested. What is required to succeed are the skills needed to figure out what those optimal configurations look like.

This takes years of experience that create ‘pattern recognition’. While there is an element of ‘science’ to it, there is also a considerable amount of ‘art’. Y

Offer Quality Customer Service

A customized, private-label B2B liquidation marketplace promotes a direct relationship between you and your buyers; and with that comes the responsibility to provide them with a great buying experience. By offering quality customer service that includes resolving the inevitable disputes that will crop up amicably and quickly, you’ll reap benefits in the form of better prices.

As the relevance and importance of incorporating reverse logistics programs into overall business strategy continues to mature, so should the way we determine what constitutes success in the world of liquidations. The best run retailers and manufacturers use data to

generate better results across their businesses every day; it is only fitting that they use it to improve results in the last mile of the reverse supply chain: liquidation.



Howard Rosenberg is co-founder and CEO of B-Stock Solutions, the largest network of private-label B2B liquidation marketplaces. Hundreds of retailers including four of the top five U.S. retailers, have leveraged B-Stock Solutions’ technology and service offerings to sell billions of dollars worth of consumer returned and excess inventory. For more information please visit <http://bstocksolutions.com>.

**This article has been drafted by Howard Rosenberg exclusively for Reverse Logistics Magazine*

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 - Spare Parts Management
 - RMA Management
 - Replacement Management
- Refurbishment
- Screening/Count Auditing
- End-of-life Manufacturing
- Remanufacturing
- Fulfillment Services
- IT Process Management
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High-Risk, Solid Rewards – Simon & Schuster and Norbert Dentressangle chart out new territories in returns management

by Dave Bumbarger, Norbert Dentressangle – with RJ Droll

Through mergers and acquisitions, and a changing marketplace, the partnership between Simon & Schuster, Inc. and Norbert Dentressangle (originally Arnold Logistics) has progressed steadily for more than 13 years at their 230,000 square-foot returns center in Central Pennsylvania. With steady upgrades to technology and gain-sharing opportunities, Simon & Schuster has been able to increase their efficiencies and keep costs under control.

In the early 2000s, a fully implemented, process-driven returns center was uncharted territory for the publishing world. Simon & Schuster's Vice President of Distribution and Fulfillment, Dave Schaeffer, had a vision to improve both his company's returns processes and their bottom line by reducing overhead, introducing a high level of automation, and freeing up the space they were currently using to handle returns.

"Our problem at the time was our returns center in Bristol [PA]," Schaeffer explained. "The facility didn't have enough space and we were having problems with production. We had a plan to automate the project and hopefully increase productivity, but the cost to do it was very significant, and there were other, better opportunities for investment that took priority."

Schaeffer however had already researched the possibility of outsourcing and was able to present his company with the benefits of partnering with a third-party provider. With his proposal approved, Schaeffer sent the returns center opportunity out to bid, looking for a partner capable of designing and implementing a solution that would handle all of their domestic book returns and manage

the intense programming surrounding recognition and issuance of credit to retail partners.

"We received bids from three companies," Schaeffer recounted. "By far, the simplest was from Arnold Logistics. [One company's] proposal was so complicated that we couldn't fully understand the cost structure, and we saw a lot of risk in that. We liked the idea of a simple proposal, and we gained a lot of confidence in the people at Arnold."

In addition to providing warehouse space and labor, Simon & Schuster called upon Arnold to demonstrate a thorough understanding of the publisher's processes and provide a completely customized solution. Among the people at Arnold who Schaeffer worked with in those early stages was Dave Bumbarger, who helped envision and realize his company's solution. This process took thoughtful development over six months of intensive summit meetings, analysis, and creation of the programming required to meet a day-one operational requirement.

Schaeffer also needed to realize a return on investment. In addition to the labor and infrastructure at the Bristol returns center, Simon & Schuster also utilized a number of internal associates to handle tasks associated with tracking, completing, and issuing credit.

"Our internal forecasts showed we needed a payback in less than two years," Schaeffer said. "Once we were able to free up the 150,000 square feet in Bristol and bring in new distribution clients, we saw a total return on investment in just six months."

Through mergers and acquisitions, the partnership

Schaeffer forged in 2002 has survived and thrived for more than 13 years. Arnold Logistics was acquired by Jacobson Companies in 2007, and in 2014, Jacobson Companies was acquired by Norbert Dentressangle. Additionally, the marketplace has changed considerably for book publishers. In order to keep the partnership beneficial, Simon & Schuster has added more distribution clients and Norbert Dentressangle has constantly upgraded the technology used at the returns center.

"The volume is lower, but we've improved our efficiency," Schaeffer said. "The SKUs have increased and are almost two-and-a-half times greater than the original number. Our industry is changing and that includes more titles in print longer for us and distribution clients. Thanks to the upgraded technology, we're able to do a much better job of sorting through and determining the quality of what we're returning, and able to get better product back to stock. The other thing to note is the backlog of what's not processed at any given time is probably about 25% of what it used to be at its peak, and is consistently in a reasonable range."

To further drive value in their partnership, Norbert Dentressangle has begun adding additional clients to the returns center. Since late 2013, two additional publishers have begun utilizing the space and processes the two companies have developed. With the fixed overhead for management and space at the facility, Schaeffer calls it a win/win for both companies. "[Norbert Dentressangle] can bid at a lower price to add more clients, and we get gain sharing because we're sharing capacity and leveraging our processes."

It is also important to note that the design of the returns center is flexible enough that new clients are not limited to the publishing world. "It was never just my vision to open a world-class book return center," said Bumbarger, who is now Vice President of Operations for Norbert Dentressangle, and has continued to play an instrumental role on the project. "It's always been in my mind to operate a center that can handle returns for a variety of consumer products."

The flexibility and maturity of the business processes in

place at the returns center allow their current clients to consistently improve operational efficiencies. Publishers require no advanced notice or consistency of return by their retailers.

"No one buys a book based on how nice our warehouse is or how we process returns," Schaeffer said. "We don't compete based on the services we provide distribution-wise; we compete based on what we publish."

Norbert Dentressangle's system provides their customers the ability to access claims data easily, looking for discrepancies with a single mouse click. This ensures credit is issued only for merchandise that was actually returned to the publisher. Furthermore, the system provides the ability to capture and record non-compliances from carriers to carton weights.

The center handles all aspects of the returns operation, from scheduling inbound carriers to outbound shipment



execution to the certified destruction of all books unfit for resale. Additionally, Norbert Dentressangle provides value-added services, such as book inspection, re-jacketing, and re-pricing, and oversees the recycling of all paper and cardboard

resulting from the destroyed books.

"It's a good project," Schaeffer said. "A lot of people told me they wouldn't have done it because it was high risk, but it worked. The value of this partnership is that it frees up our investments. It allows us to have a smaller footprint for distribution and helps keep costs in line. We've developed a standard set of business rules that Norbert Dentressangle follows very strictly. It's been a big benefit to us."

Dave Bumbarger is the Vice President of Operations, Contract Logistics Services, for Norbert Dentressangle – a third party logistics provider that manages inbound, outbound and reverse supply chains for customers on five continents. Dave has more than 24 years of logistics operations experience and has proven expertise in driving organizational culture, management development, returns management and customized warehouse management systems.



sQRrI Codes Released and Evolving

by Kenneth Jacobsen, Co-chair of the RLA Standards

At the 2015 Reverse Logistics Exhibition and Conference in Las Vegas in February, the RLA Standards Committee released their list of standardized label fields to be used on products to facilitate reverse logistics processing. Called sQRrI codes for Standard QR codes for Reverse Logistics, these labels are designed to supplement bar codes and UPC codes with additional information for manufacturers, logistics professionals, recyclers, refurbishers and consumers. QR code technology can communicate up to four thousand characters of information. Modern bar codes offer one-fourth the capacity. Most products today have multiple bar codes. Why not combine them all into one scan-able label. What additional information would you want to find? There is still room!

In his keynote address, Tom Maher, Vice President of Global Service and Parts discussed some applications for this label. He reported that Dell has a problem with fraudulent returns. Counterfeit products are often difficult to identify. Encrypted labels both on products and on subassemblies would help address this problem. Vejay Raisinghani, Vice President for Reverse Logistics at Google, commented that these labels will help with documenting the repair and refurbishing cycle. Others

like GoPro and Intel concurred that this was an attractive feature.

A deficiency in our schema was noted by many. Our initial list of sixty fields did not include fields to expedite transportation. Customs and D.O.T. processes are often slowed down over documentation. Much of this information could be placed onto a scan-able sQRrI code label. We have always considered our project to be a dynamic process and expect that before long we may have over 1000 fields defined in our protocol. Our standard is designed to be open to all suggestions and be technologically agnostic. It works because, as a trade association, we can arbitrate field designation and promote best-practices. Each manufacturer chooses which fields to implement and how many labels they require. In this case, a sQRrI code label might be on the packaging and contain the appropriate information for transportation logistics beyond that provided by the UPC codes.

We have added the following new fields to our schema:

We are open to suggestions for additional field labels. For a complete listing of our protocol, visit <http://rla.org/qr-code-listing.php>. At the bottom of the list is a form to suggest additional fields.

Customs/DOT Official (TR for Transport)

| | | | |
|-------|----------------------|---------------|---|
| TR 3C | Schedule B | xxxx.xx.xxxx | Export Classifications: Harmonized System |
| TR 3D | HTS | xxxx.xx.xxxx | Import Classifications Harmonized Tariff Schedule |
| TR 3E | NMFC | xxxxxx.x | Type of Product shipped by LTL carrier |
| TR 3F | Freight Classes | xxxx.x | 18 classes of freight |
| TR 40 | ECCN | nAnnn | Export Control Classification Number |
| TR 41 | Hazmat | x.s | Classes of hazardous materials. |
| TR 42 | Country of Origin | AA (internet) | Country Code of origin |
| TR 43 | Sub-assembly Origins | AA, AA | Country Code of origin for subassemblies |
| TR 44 | CoM | AA | Country of Manufacture |
| TR 45 | Value | xx.xx | For customs |
| TR 46 | Currency | Pull down | |



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.

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



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Returning Thoughts

Reverse Logistics Software Case Study at a Third Party Service Provider

by Paul Rupnow

Vivitech Solutions is a Reverse Logistics Service Provider (also known as 3PSP or specialty 3PL). Vivitech helps consumer product manufacturers to process product returns from retailers with the main goal of recapturing the highest value possible from the returned inventory. Each day Vivitech receives thousands of mixed individual return items from big retailers. These returned items are typically open box goods in a variety of conditions that consumers have returned to the retail store, but could not be put back onto the store shelves. Vivitech must process each item to ensure its manufacturing clients have detailed data about

the receipt to process a credit for the retailer. They will then stream each item to a special workflow to ensure they can assess and prepare the item to recapture the highest resale value. Their clients, the manufacturers, also require visibility of the inventory at each step as the items get processed.

Vivitech uses Reverse Logistics Management Software (an RLMS) to manage all of their returns processing. An RLMS is a special niche software application for best practices Returns processing. An RLMS typically provides modules for in depth handling for the key areas of returns management such as: RMAs, an RMA



customer portal, “Smart” Receiving, disposition, sorting, refurbishing, repairing, shipping and inventory management. RLMS’s are designed for manufacturers, 3PL Third Party Logistics companies and 3PSP Third Party Reverse Logistics Service Providers. Many share data or work with corporate ERP or accounting systems to enhance the special needs and workflows of high volume returns processing. Some are web based so that all parties involved in managing the returns process can have instant knowledge with real time access and visibility.

Reverse Logistics Terminology

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



Often, consumer product returns get bulked together by the retailer and sold as a batch either by the retailer or by the manufacturer at a low bulk price. This is often thought to be the easiest method to disposition returned items. However, with many higher value consumer products there is a much higher profit opportunity. Vivitech uses the RLMS to enable them to separate the bulk returns and stream each item down its highest value path, without much additional effort or cost. Depending on the condition and the data collected at the time of receipt or as the unit is tested or processed, the Vivitech business team can set up rules and workflows for each item, without the need for a programmer. These rules help guide the team to the best next step, so that some items will be sorted for repackaging, while others will be repaired, and others that may be a lower value or beyond economic repair can be just sold “as is”. “The net effect of these custom tailored workflows is a much higher selling value and profit for our clients” says Richard Chemel, VP of Business Development at Vivitech. “In addition, by processing the returned items, we are adding value to them and managing the optimal secondary market resale channels rather than liquidating them. As a result, our clients are also able to control their brand, since they can better control where and how the products are sold into the secondary retail market.”

“With the data we collect as the units get processed in the RLMS and with the real time reports and visibility, we can work together with our clients to continually evaluate the workflows for each product, to improve recovery and to reduce touches and costs. Our RLMS is an essential tool for the success of our Reverse Logistics operations.”



ReverseLogistics Professional
 Business Insights and Strategies
 for Managing Product Returns
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

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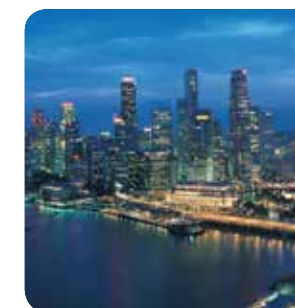
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- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
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