



REVERSE LOGISTICS DIGITAL magazine®

**RLA Conference &
Expo - Singapore
Preview - pg38**

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8th Annual

RLA Conference & Expo Singapore

Hotel Novotel Clarke Quay • September 26-28, 2011

Asia's premiere Reverse Logistics Event will bring three days of Reverse Logistics. Starting on Monday, September 26, with RLA Workshops and continuing on Tuesday and Wednesday with sessions and exhibition.

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

We have a NEW exciting venue at the Novotel Clarke Quay. The Novotel is just steps from Clarke Quay which host a colorful kaleidoscope of restaurants, wine bars, entertainment spots and retail shops. Hugging the Singapore river Clarke Quay is a modern setting old shophouses, you can enjoy the many cuisines from around the world and at night you don't have to look far to discover some of the city's trendiest nightspots.

NEW
Exciting
Location



SINGAPORE →

RACING →

← NETWORKING event



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

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

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On the Cover



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A preview of RLA's Conference & Expo in Singapore - September 26th -28th, 2011

We are very happy to announce that we have moved to a new venue at the footsteps of the exciting Clarke Quay!

Hotel Novotel Clarke Quay



Articles



Sustainable Packaging Solution for Reverse Logistics Can Add Millions to Your Bottom Line. by Paul Cannon, Ecospan

Page 12 As the demand for consumer electronic devices continues to explode globally, so too does waste generation! Certainly, there is the electronic waste generated at the end of a device's life but there is also significant waste generated multiple times in the forward and reverse logistics processes for these same devices.recovery.



Bringing Standardization to Asset Recovery Logistics by John Powers, Century Elevators

Page 26 With increased governmental emphasis, evolving societal awareness and an understanding of the potential to increase bottom-line financial performance for their organizations , manufacturers and large corporations are embracing the concepts of proper E-waste disposal and ITAD (IT Asset Disposition) programs for product return streams for consumer electronics, computer recycling and IT asset recovery.



My Summer Internship at Reverse Logistics Association by Katelynn Weber, Reverse Logistics Association

Page 32 During my time working with the headquarters RLA staff, I have been able to observe the passion for overcoming Reverse Logistics challenges which is truly in the blood of RLA staff and their associates throughout the world. RLA has taught me how to think "in reverse" and ultimately outside the box. This internship has helped me to foresee a career path in RL and I cannot wait until RLA makes their RL certification program available.

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One Year Subscriptions:
Global: \$5.00

To unsubscribe email:
editor@RLMagazine.com.

Publisher – Gailen Vick
Editor - Lyndsey Turner
Technical Director - Matt Gwilliam
Creative Design – Lyndsey Turner
Director of Marketing - Jeff Robe
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For more information on the Board of Advisors, go to RLA.org

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

BPA Worldwide Membership Applied for March 2009. Printed in the U.S.A.

ISSUE 6 VOLUME 6
REVERSE LOGISTICS MAGAZINE (ISSN 1934-3698) is published bi-monthly for \$18.00/per year by Reverse Logistics Association located at 441 W. Main Suite D, Lehi, UT 84043-2024. Periodical Postage Paid at Lehi, UT 84043 and additional mailing offices.

Edition 30 published September 2011.

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.

Reverse Logistics Magazine welcomes articles and abstracts. Please send to:
editor@RLMagazine.com



RL Magazine will publish 12 issues annually — 12 new digital editions!

Site Visit



Vietnam: Greystone Data Systems by Dennis Yipp, Greystone & Lyndsey Turner, Reverse Logistics Magazine

Page 20 Like most companies, Greystone has looked to the Asia Pacific for growth and specifically to Vietnam as a haven in challenging times where cost, engineering expertise, innovation and supply chains are complex and has never been more important in the Aftermarket Service business.

Video



What is the Reverse Logistics Association? by Reverse Logistics Association

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Message from the Editor

I was backpacking in China in 2008 and decided to take a river cruise on the Yangtze. If you have ever read any of my editorials you will know that I am an avid backpacker and have been to most regions of the world. I pride myself on knowing the tips and tricks of packing, planning, touring and socializing for all destinations. There is a “must pack” packing list; camera, mp3 player, laundry detergent, travel book and a reading book.



One of my favorite things to do while traveling is the “book exchange.” Wherever I go, I go with my travel book and a reading book to keep me occupied while on the train, plane, bus or beach. After finishing a book I don’t want to carry it around anymore, so I find a bookstore and do an exchange. It’s kind of like buying a car, once you have taken the new book out of the store it instantly drops in value. A new book that I have read once will cover the cost of an old ratty book that has been read many times and has seen the inside of one too many hostels. A few times even pages have been ripped out.



A trend started a few years ago with the e-readers, one backpacker, a couple then many were caring them. Anywhere we might be we can sit and read as many publications as we like in a device that is thinner, lighter and cleaner than an exchange book. The convenience of switching from a travel guide to a new released novel to a classic piece of literature that is in reference to the region we might be touring. For example: I visited Ann Frank’s house in Amsterdam after reading her diary on the flight over. I could read Bridge on the River Kwai on my kindle while sitting on the dock of a bungalow in view of the bridge in Kanchanaburi, Thailand or I could read the Genghis Khans biography while in the Gobi Desert of Mongolia.

The kindle is amazing! With a capacity of 3,500 publications and with one full battery charge can last for 2 months, which means no extra chords in the backpack.

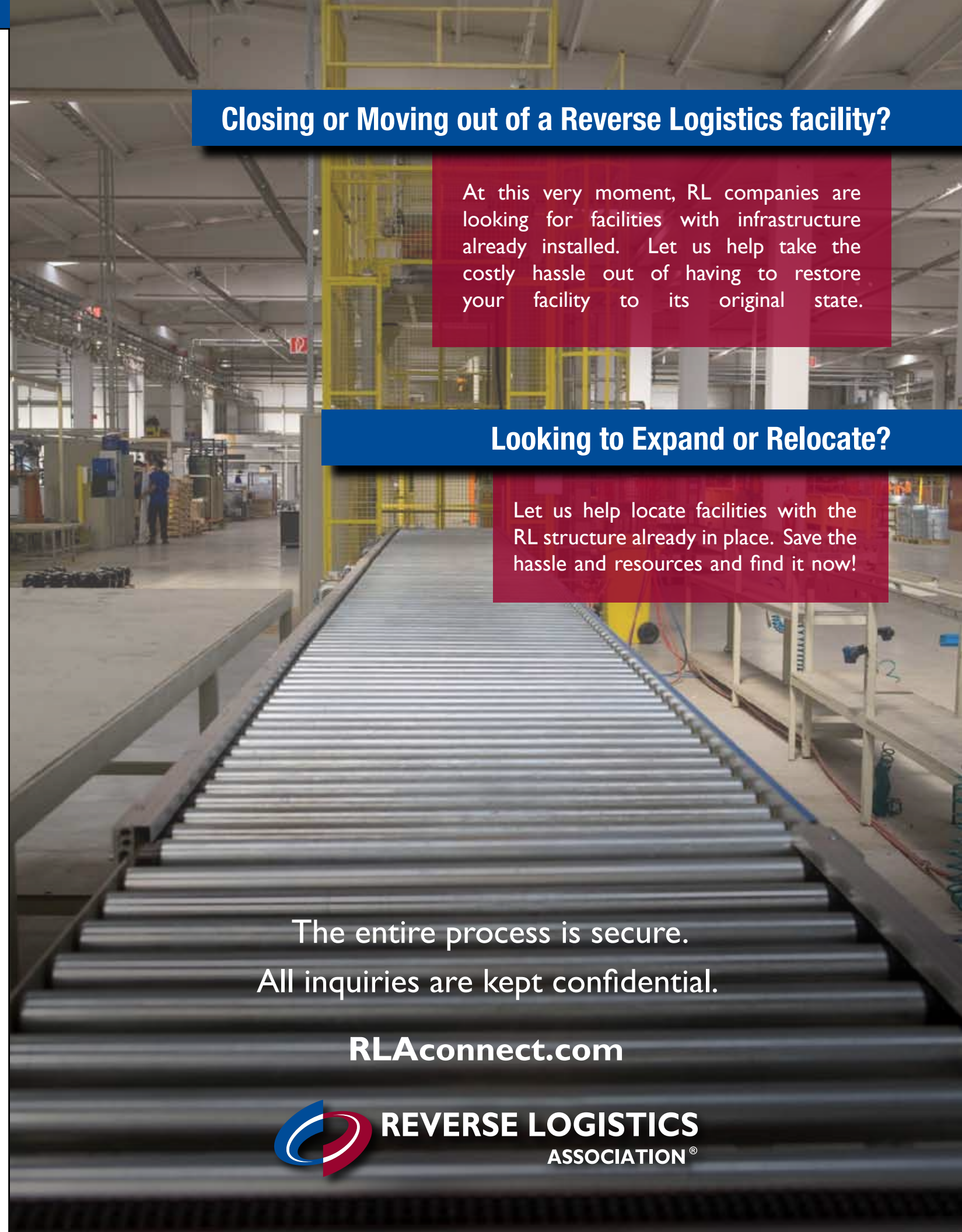
Now, while on the road, I can read and share Reverse Logistics Magazine on my Kindle. Looks like my “must pack” packing list just grew by one but decreased in size and weight. Heaven for backpacker’s shoulders!

Lyndsey Turner, Editor • 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.



Closing or Moving out of a Reverse Logistics facility?

At this very moment, RL companies are looking for facilities with infrastructure already installed. Let us help take the costly hassle out of having to restore your facility to its original state.

Looking to Expand or Relocate?

Let us help locate facilities with the RL structure already in place. Save the hassle and resources and find it now!

The entire process is secure.
All inquiries are kept confidential.

RLAconnect.com





Message from the Publisher

SUSTAINABILITY

So many of us talk about “sustainability”, but what does this mean? Wikipedia defines Sustainability as the capacity to endure.... the responsible management of resource use.



In past issues of RL Magazine I mentioned how I’ve reduced by carbon-footprint by selling my car and commuting to work each day on my bicycle (around 4,000 miles per year). On a side note, I’m making the switch from a diamond frame to a recumbent bicycle, it’s a better workout and more speed! This should be a lot of fun! I will be doing my part personally in the area of sustainability, my body is getting leaner (my bike runs on fat cells instead of fuel cells) and I feel great.

RLA has recently made a major switch to reduce the overall carbon-footprint of our RL Magazine, again become more sustainable. With taking the magazine completely “digital” last month, we took this very change very seriously. We wanted to do more than just go digital, we wanted to expand the distribution of RL Magazine, yet maintain the quality of our content. We have done that and more, we now have our magazine in several e-reader formats, Kindle, PDF, Live Viewer, Playbook & Galaxy Tab, so our distribution is larger and in several formats.



But we have more e-readers to come; iPad and Nook is just around the corner. We are trying to make it easy to stay connected to RL Magazine and the Reverse Logistics Association on the ground and in the air. If you haven’t tried some of these e-readers you need to. They are easy to read and have the capacity to carry as many books and magazines as you can imagine.

Because travel budgets continue to be compressed, we have introduced RLA WebEx to increase face-to-face meetings with our Industry Committees and Conference & Expo Presentations. Again reducing that ugly carbon-footprint issue and increasing communications.



In all the cases above; personal, company and industry, sustainability is the common denominator that should be considered as we move into a new economic era. Thinking of new sustainable ways to do old tasks will be a necessity, just as invention propelled us in the past.

Gailen Vick - Executive Director
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:



Jack Allen – Scientific Atlanta, a Cisco Systems company

Jack Allen currently serves as Director of Global Supply Chain Processes at Scientific Atlanta. In his role, Jack is responsible for the creation, development and performance of Scientific-Atlanta’s supply networks in the United States and internationally. His leadership and commitment to the recent success of several product and distribution center transfers, the development of a cross functional supply chain team and the development of an integrated forecasting/production planning/procurement supply chain planning process resulted in the improvements in Scientific-Atlanta’s supply chain and significant annual savings for Scientific-Atlanta.



Christopher Gant – FedEx

Chris Gant is Director for FedEx Supply Chain Sales. He is responsible for all business development strategy and execution for both the FedEx SupplyChain Systems and FedEx Emerging Products Sales teams.

A 20-year veteran of transportation, logistics and electronic commerce, Chris has extensive expertise in the development and delivery of complex supply chain solutions for some of the world’s largest corporations inclusive of both Forward and Reverse Logistics. He began his career with FedEx Ground (formerly RPS) in 1989 as an operations coordinator before joining the company’s sales team in 1991. He quickly rose through the sales leadership ranks, holding the posts of area sales manager, district sales manager and senior national account manager for FedEx Ground.



Edwin Heslinga – Microsoft

Edwin is currently Director of Reverse Logistics Programs and Policies for Microsoft Devices. In his position Edwin is responsible for development and enforcement of policies surrounding returns and all related costs to the returns and is also involved in the Customer Satisfaction Continuous Improvement Council. Working with

Microsoft Call Center and the Microsoft Manufacturing Operations Edwin is driving the improvement of consumer satisfaction through agent assisted support and on-line support while managing the costs.

Prior to working for Microsoft Edwin worked for Jabil Global Services as the Director of IT Solutions, where he worked with various teams on the proposal and implementation of reversed logistics services for various companies at the Jabil factories around the world.



Charles Johnston – WAL-MART Stores, Inc.

Charles Johnston is Sr. Director of Reverse Logistics at the Bentonville Return Center, WAL-MART Stores, Inc. Chuck has been with WAL-MART for the past 14 years and his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



Hartmut Liebel – Jabil Global Services

Hartmut Liebel was named President, Jabil Global Services (JGS), in October 2004. He joined Jabil as Executive Vice President in July 2002 and was named Chief Operating Officer in October 2003.



Bernie Schaeffer – Motorola

Bernie Schaeffer is corporate vice president of Post Sales Support for Motorola Mobility. His global organization is responsible for providing both in- and out-of-warranty repair services to both consumers and carriers, provides consumer support services through call center, web access and on-device solutions, is the fulfillment engine for value-added services, manages asset recovery on equipment returns and is the source of information on product field reliability.



Doug Schmitt – Dell

Doug Schmitt serves as VP of Dell’s Global Field Delivery organization with international responsibility for global break/fix

field engineers, same day service delivery, spare parts depots, parts planning, service logistics, repair, reverse logistics and Dell’s global command centers. In addition to Doug’s role as VP Global Field Delivery he has responsibility for Americas Support Services. Previously, Doug held executive and senior management positions in service and finance at Dell, Inc.

Doug came to Dell in 1997 from Sequent Computer Systems where he held various senior level finance positions. Before Sequent, Doug worked in the banking sector.



Tony Sciarrotta – Philips Consumer Electronics

Tony is Senior Manager of Asset Recovery at Philips Consumer Electronics North America. In this position, Tony leads returns reduction and entitlement initiatives for mainstream consumer electronics, and is also currently concerned with further driving the implementation of electronic registration for Philips products at leading retailers. Working with Philips Sales, Service, Marketing, and the Philips Business Excellence Group, Tony is helping drive several teams to improve the consumer experience and subsequently reduce the high rates of products returned with no defect found.



Susan Wackerman – Hewlett-Packard Company

Susan Wackerman is currently a Sr. Operations Manager in the Americas Supply Chain for HP’s Imaging and Printing Group. In her position, Susan is responsible for the Recycling Operations for HP Americas and the Returns Operations / Remarketing for HP Americas Imaging and Printing Group. This includes supply chain development, reverse logistics, disposition and processing, refurbishment, resale, channel management. For Recycling Operations her product responsibilities cover all HP product categories including inkjet and laser printing, digital imaging, supplies, scanners, shared printing, PCs, notebooks, desktops, servers.

Complete biographies of Advisory Board Members are available from the RLA site at: www.ReverseLogisticsAssociation.org/company_advisory.php



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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- Javier Villarreal, Ace Wireless

Join today at www.RLA.org

Focus Committees & Regional Focus continued on to page 27



Sustainable Packaging Solution for Reverse Logistics Can Add Millions to Your Bottom Line.



by Paul Cannon, Ecospan

As the demand for consumer electronic devices continues to explode globally, so too does waste generation! Certainly, there is the electronic waste generated at the end of a device's life but there is also significant waste generated multiple times in the forward and reverse logistics processes for these same devices. As branded manufacturers, 3PL's and reverse logistics providers strive to lower costs, improve their bottom lines and answer the call for increased sustainability (that

is being demanded by their constituents), there is a "killer" application that provides benefits on all fronts. This solution is something that you can take advantage of today. In this article, I will be discussing several of the key enablers that exist in most reverse logistics processes today and the benefits to be enjoyed by you and your customers. Single use packaging for reverse logistics is extremely prevalent in most processes today. And, with the multiple

consolidation points, shipment to a repair depot and then ultimately back to the point of purchase or consumer, packaging is changed several times throughout a cycle, producing significant waste. And with some of the paper packaging that is used today, there is further damage being done to devices within this loop, often times increasing the cost of repair or resulting in the disposal of the device.

Bioplastic containers to ship consumer electronic devices

within a closed loop can provide an excellent solution for this application, creates a true "cradle-to-cradle" ecosystem and provide significant benefits including ROI, elimination of waste and dramatically lower carbon footprint. Key elements to delivering the benefits include:

- Bioplastic containers made with petroleum free materials
- Reuse of containers for multiple shipping cycles
- Closed loop process

• Regrind of containers back into raw material

BIOPLASTIC CONTAINERS

Let's start with a definition for bioplastic: a form of plastic derived from renewable biomass sources, such as vegetable oil, corn starch, pea starch, or microbiota, rather than fossil-fuel plastics which are derived from petroleum. There has been significant development over the past couple of years with bioplastics, some of which have enabled their use for durable

goods application. Bioplastic containers for consumer electronic goods will provide a protective shell for the devices and eliminate further damages in shipping. They are also rugged and designed to be reused many times over. Since they are made with bio-based materials, free from petroleum, these containers have zero material carbon footprint and the process to make them yields at least 30% less greenhouse gas emissions. An additional benefit of this is that the reduction in Greenhouse Gas (GHG) emissions can be

FIGURE 1: CUSTOMER EXAMPLE: \$21.4 MM ROI PLUS . .



Customer Example: \$21.4 MM ROI plus...

- **ROI calculation - annualized**
 - *Scenario A (before)*
 - Paper packaging (\$.75 per) utilized 3 times in a repair instance (\$2.25 per repair instance)
 - Annual units repaired: 5 million (15 million cycles)
 - Annual cost: \$11.25 million (\$2.25 x 5MM)
 - *Scenario B (after)*
 - Reusable bioplastic packaging – modeling 18 reuse cycles
 - Annual units repaired: 10 million (15 million cycles)
 - Annual cost: \$3.3 million (\$0.22 per unit per cycle)
 - Freight savings due to master packing changes: \$1 million
 - Total ROI: \$8.95 MM
 - All done with 0 Material Carbon Footprint !

submitted to your customers to help them with their scope 3 GHG reporting.

REUSE

There are some reverse logistics processes that necessitate the disposal of packaging up to 3 or 4 times in a single repair loop. By reusing bioplastic containers, you will realize a significant return on your packaging investment. While the unit cost of a bioplastic container will be more than the unit cost of paper packaging, most companies are seeing breakeven at some point in

the second shipping cycle. So, in less than 2 turns, they are seeing a return on their investment. With bioplastics, attaining more than 10 cycles is easily achievable. For clarity, an example is provided:

CLOSED LOOP PROCESS

Most reverse logistics processes deploy a closed loop system today! That means that while a device that needs to be repaired or refurbished enters the repair process and stays in that loop until it returns to the

retail outlet. Close integration of the delivery of bioplastic containers into the closed loop reverse logistics process is a critical success factor. Through this integration and operation in a closed loop system, it virtually ensures that all of the reusable containers are tracked and returned to the producer. Here is an illustration of closed loop systems:

There are also logistics processes that have the container with device end up with the consumer. There are also huge benefits to be derived through this type of solution and

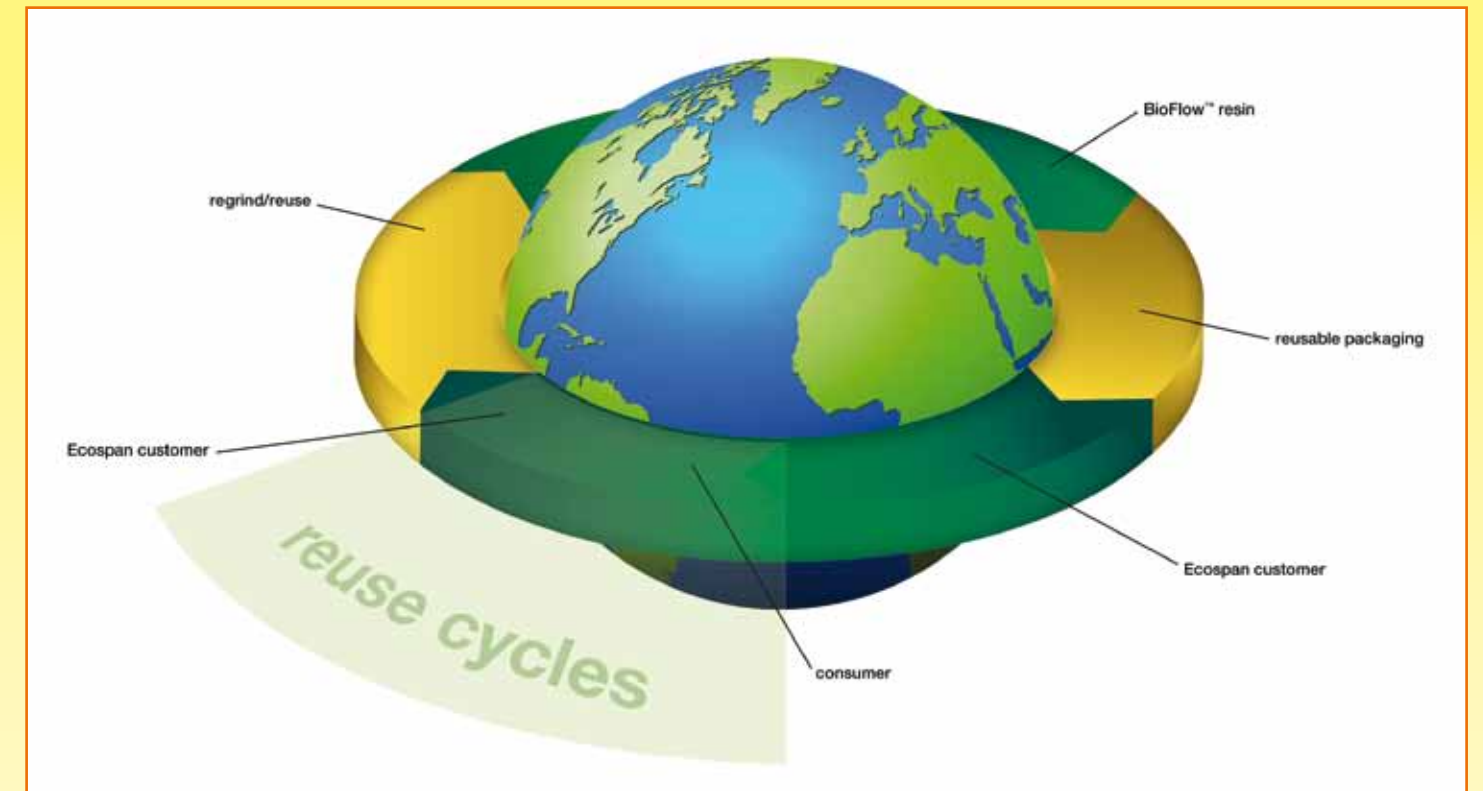


FIGURE 2: CLOSED LOOP SYSTEM

with just two turns, a ROI can be established. Additionally, by using bio-based materials, the eco-system stays in balance and with much shorter time to biodegrade versus petroleum-based plastics, carbon footprint is substantially improved. Companies deploying this today are engaging their marketing teams to make these sustainability messages pop so they can get maximum visibility and benefit.

REGRIND

Once the bioplastic container has reached the end of its

useful life in the closed loop, it gets returned to the producer. The producer will regrind the bioplastic container back into pellets used as raw material to make other products. Testing to date on bio-based plastics shows that the reusability factor of reground material is extremely high. You may have heard the term “cradle-to-cradle” and that is what we are referring to now. The end of life for these bioplastic containers is a regrind process that enables the material to be used in making other products hence, cradle-to-cradle – its end of life is the beginning of life for a new product. This is

the ultimate in sustainability. First, since the original product is made of bio-based material (mostly plants), once the farmers replant their crops (every 6 months), the eco-system stays in balance. And, whereas petroleum-based plastics do not biodegrade and are on the earth in some form forever, bio-based plastics will biodegrade in 1-2 years or less in the proper environment making them the ultimate material for sustainability.

The Sustainable Packaging Coalition is a project of GreenBlue, a non-profit



**RLA CONFERENCE & EXPO IN
SÃO PAULO BRAZIL**



**CONFERÊNCIA E EXPOSIÇÃO
SOBRE RLA NO BRASIL**

- Professionals worldwide will attend this event.
- Major OEMs & Retailers are looking for Third Party Service Providers that can manage their Reverse Logistics in this region.
- Be sure not to miss the pre-conference workshops that will be held on the 26th.
- Enjoy the fall season in the Brazilian sun!

- Participação de profissionais de todo o mundo inclusive da mérica do Sul e Central
- Principais OEMs e Varejistas estão procurando por empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.
- Não percam os cursos práticos que acontecerão durante a pré-conferência, no dia 26.
- Desfrute do maravilhoso sol Brasileiro de São Paulo em pleno Outono.



**Para maiores informações
visite: www.RLashows.org**

**MARK YOUR CALENDAR NOW
www.RLashows.org**



FIGURE 3: CARDBOARD WASTE

organization working with the business world to make products more sustainable. They are an industry working group dedicated to a more robust environmental vision for packaging and has developed a definition of sustainable packaging. It provides a common vision and a framework for understanding activities directed toward improving packaging, and continues to inform the future vision of the coalition and its individual member-companies. This definition has been widely adopted throughout the packaging industry.

SUSTAINABLE PACKAGING:

- Is beneficial, safe & healthy for individuals and

- communities throughout its life cycle;
- Meets market criteria for both performance and cost;
- Is sourced, manufactured, transported, and recycled using renewable energy;
- Optimizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy in all probable end of life scenarios;
- Is physically designed to optimize materials and energy;
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles.

©2011 GreenBlue's Sustainable Packaging Coalition
www.sustainablepackaging.org

While this definition is a bit aspirational, taking steps with a solution like reverse logistics with bioplastic containers ostensibly achieves all aspects

of sustainable packaging. As companies look to improve their carbon footprint and be “green”, this application is relatively risk free and delivers significant benefits on all three tenets of the Triple Bottom Line (TBL) namely, People, Planet and Profit.

It is clear that companies will not move to be green just for the sake of being green. They will move in that direction if it can provide them with competitive advantage and if they can see a return on investment. The solution highlighted above for a packaging application in reverse logistics for consumer electronics provides significant benefits in sustainability, competitive advantage and return on investment.

RLM



Before joining Ecospan, Paul was Vice President of Marketing for several large corporations including BD Biosciences, IMS Health and VWR International. Paul led cross-functional marketing teams, helping them “become” their targeted customer community by “spending a day in their life”. This provided an imaginative understanding of their unmet needs and helped build cross-functional understanding of them.

Read the Press

Seagate Is The First Manufacturer To Break The Capacity Ceiling With A New 4TB GoFlex Desk Drive

Cupertino, CA—7 September 2011—Seagate today announced it is shipping a new 4TB GoFlex Desk external hard drive – the highest capacity hard drive in the industry. This latest addition to the GoFlex Family of external hard drives showcases Seagate’s new desktop design. The streamlined industrial design delivers a smaller footprint and better reflects the aesthetic of today’s modern offices while still providing all of the benefits of previous generations of the GoFlex drives. [CLICK HERE](#)

Cost-effective, multi-sector order management from Kewill

7 September 2011-Kewill, a leading provider of solutions that simplify global trade and logistics, has launched a fully scalable and cost-effective hosted order management system, automating the processing of essential businesses orders, providing a quick return on investment. Kewill Trade Quick Start is remotely accessible from a browser-based interface, enabling any organisation trading with a large number of suppliers to have complete visibility and control of the end-to-end order management process. [CLICK HERE](#)

The journey from gadgets to toxic garbage

7 September 2011-New Delhi: Have you ever wondered what happens to all the old mobile phones, laptops, television sets or monitors after you switch to new ones? [CLICK HERE](#)

ModusLink appoints Scott R. Crawley President, Integrated Services

Waltham, Mass.—7 September 2011—ModusLink Global Solutions, which designs and executes value chain strategies for the world’s largest technology and consumer goods companies, today announced that it has appointed Scott R. Crawley President, Integrated Services effective immediately. This newly created position will focus on the development of ModusLink’s e-Business and aftermarket solutions and include the integration of services to provide unique solutions to clients and open new market opportunities for the Company. [CLICK HERE](#)

Coupon Use on the Rise in Early 2011

Winston-Salem, NC—7 September 2011—Inmar, a leading provider of solutions that connect trading partners through consulting, software services and operations, today reported that, after a year of no growth, coupon redemption was up 4% in the second quarter compared with the same period in 2010. Following a flat first quarter, this increase pushes redemption up by 1% for the first six months of 2011. This increase was driven, in part, by an unexpected surge in non-food coupon redemption. This segment, which represents 35% of all redemption activity, rose 3%. Food coupon redemptions remained flat for the six-month period. [CLICK HERE](#)

US electronics imports sometimes preloaded with malware

7 September 2011-The technology supply chain is loaded with a number of security vulnerabilities and is leading to a surge in malware occurrences and data breaches in the U.S., according to an official representing the Homeland Security Department. [CLICK HERE](#)

eBuilder and the Swedish National Financial Management Authority disagree on interpretation of tendering requirements

6 September 2011-As previously announced, the Swedish National Financial Management Authority (SNFMA) began tendering proceedings for an “e-Procurement 2010 service.” The tendering proceedings have been ongoing for more than a year, during which there have been many appeals and court orders. During the summer of 2011, three suppliers were chosen to undergo a final test of their respective solutions before any authority could place a call off order for any of these three solutions. During these final tests, SNFMA decided that authorities are not allowed to order eBuilder’s eProcurement solution. According to SNFMA, this is because eBuilder’s solution does not meet certain SNFMA requirements. [CLICK HERE](#)

Dell Ranked No. 1 Global Healthcare Information Technology Services Provider By Leading Analyst Firm

Plano, TX—1 September 2011—Dell is the

leading provider of healthcare IT services globally according to a recent Gartner industry report. The ranking, which is based on 2010 revenue, marks the second consecutive year Dell has achieved the No. 1 ranking for healthcare services. Dell also ranked No. 1 globally for the provision of hardware maintenance and support to education customers. [CLICK HERE](#)

C.H. Robinson’s Pink Ribbon Watermelon Program Doubles Annual Goal

Eden Prairie, MN—1 September 2011—A sweet way to stay healthy got a little sweeter this summer. C.H. Robinson’s Pink Ribbon Watermelon program will donate \$230,000 on behalf of retailers nationwide to breast cancer research organizations this year, doubling the program’s donation total since 2008. [CLICK HERE](#)

Security Magazine Names Ryder Executive as One of Industry’s Most Influential

Miami, FL—1 September 2011—Ryder System, Inc., a leader in transportation and supply chain solutions, today announced that Bill Anderson, Group Director of Global Security, has been named by Security magazine as one of the industry’s Most Influential security executives. Mr. Anderson was honored with this recognition because of his role as a thought leader who has elevated public discussion around collaboration between government agencies and the private sector to improve supply chain security. He is featured in the August 2011 issue of Security magazine. [CLICK HERE](#)

Returns Management in Your Supply Chain

30 August 2011-Every supplier, either wholesale or retail, has to deal with returns and defective products at some time or another. It’s all a part of doing business, but usually results in a financial loss, and a quandary as to how to dispose of the returns. If a company were to institute a returns management program for dealing with returns, there is a possibility to recoup some of the financial loss. [CLICK HERE](#)



were very hospitable and curious about my travels. Derrick said he would give me a tour and then I would be treated to an amazing authentic Vietnamese lunch.

Walking around the building there were two things that stuck me the most: the culture in which the employees are treated and the high level of protection and security that Greystone gives it's clients. I happened to be there

during lunchtime, I was told that a nutritious lunch is provided for them. A lot of the employees were also exercising together at their work stations which I had heard about but had only seen on YouTube. After lunch and exercise they all lay down for a nap. I smiled at Mr. Teo and he said, "Happy healthy worker is better" Every Client had it's own facility room with in the building. Each room had it's own security

guard and station, some even with metal detectors. Every employee, even the Derrick Teo, had to be checked. I looked puzzled, "Clients privacy and protection is most important." Even recording devices such as cameras and camera phones were not aloud in the client's facility room.

Then it was lunchtime, I was lead back to the conference room ready for

FIGURE 1: A WARM WELCOMING FOR ME AT GREYSTONE IN HO CHI MINH CITY, VIETNAM

Vietnam: Greystone Data Systems

by Dennis Yipp, Greystone

Introduction by Lyndsey Turner, Reverse Logistics Magazine

While traveling after the RLA Conference & Expo in Singapore last year I decided to wander around Vietnam. Greystone, located in Ho Chi Minh City, graciously invited me for a tour of their facility. I spent my first day in Ho Chi Minh

walking around looking at sights. The second day I woke up early and hunted down a taxi that would take me to the outskirts of Ho Chi Minh where Greystone was located. After driving around for a while I noticed a huge banner across the

front of a building that said "Welcome Mrs. Lyndsey Turner or Reverse Logistics Association." A huge smile crossed my face, I turned to the drive and said, "this is the place." I made my way into the complex and met Dennis Yip and Derrick Teo, they

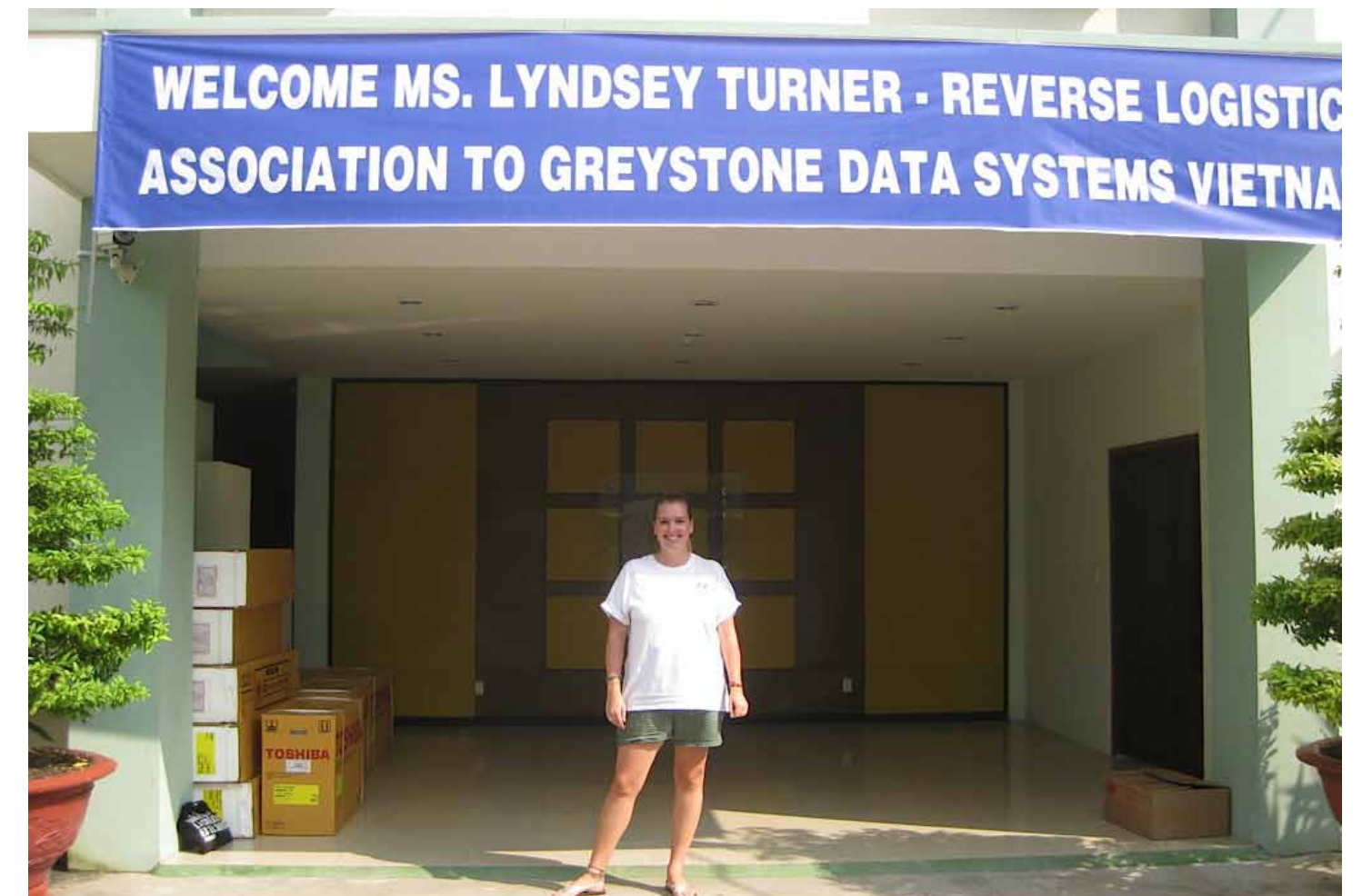




FIGURE 2: GREYSTONES RESEARCH & DESIGN GROUP

more Vietnamese food. Did I mention this was the last stop of my trip and had been eating nothing but noodles and rice for months? Dennis Yip opens the doors and I see the comforts of home on the table; KFC and Pizza Hut!!! “Here is your authentic Vietnamese business lunch” we all start to laugh! “This is wonderful,” I say. We sit down to eat and I tell them about my trip and RLA and they tell me about their business and future plans. Pepperoni pizza in Ho Chi Minh City, a great ending to a great trip! - Lyndsey Turner

This is a story of a company – Greystone Data Systems – a

U.S.-based company with 20-year history and operations in the U.S. headquartered in Fremont, California. Like most companies, Greystone has looked to the Asia Pacific for growth and specifically to Vietnam as a haven in challenging times where cost, engineering expertise, innovation and supply chains are complex and has never been more important in the Aftermarket Service business.

In the year 2000, Greystone Data Systems started its Global Depot Factory in the Linh Trung Export Process Zone (EPZ) in Thu Duc district, about 40km

northeast of Ho Chi Minh City, Vietnam. With 2 buildings comprising of total floor space of over 200,000 square foot, it employs more than 2,000 headcount today.

Greystone counts itself as one of the leading service providers to the ICT industry which provides a full spectrum of Aftermarket Services (AMS) and Lifecycle Management Services including; Warranty Management, Bulk Repair, Screening and Refurbishment, Asset Recovery, Field Services, Service Parts Logistics, Fulfillment, etc.

The Vietnam factory also provides e-Waste recycling solution, a key feature of Greystone’s commitment to integrated life cycle management and responsibility. Through parts re-use, remarketing, recycling and disposal, Greystone optimizes the value of the customers’ assets and opens the door for secondary market opportunities to reuse/remarket/resell recovered products and components, providing a channel for end-to-end repair, refurbishment and resale. Over the past 10 years, it has accumulated a list of certifications and accreditations e.g. ISO 9001, QMS 9000, EMS 14000, OSHAS 18000, EPA, etc. that ensures Greystone’s competitiveness and compliance in the global arena.

Within the Vietnam facility also houses the Design Centre for the company’s hardware division which specializes in Hard Disk



FIGURE 3: GENERIC BATTERY TESTING PROCESS

Drive Duplication, PCMCIA cards and Hard Disk Drive Software Cloning, Data Erasure and Battery Testing for the Wireless Mobile segment and Hard Disk Drive Screening and Recovery Testers. Greystone offers complete ownership of electronic design from conception and definition to finished product, verification and test, including logic design, schematic design, layout, firmware and driver development, component purchasing and product assembly. In fact, Greystone’s hardware serves both the end-markets, OEMs

as well as the public sectors which are mission critical and require rapid response rates. Greystone employs more than 50 Professional Engineers in the Design Centre. A majority of the design work i.e. schematic, layout, firmware, logic, software, driver, etc. are done by the in-house engineering talents.–Design test equipment for in-house use.

Complete ownership of electronic design from conception and definition to finished product, verification

and test, including logic design, schematic design, layout, firmware and driver development, component purchasing and product assembly.

“Greystone Vietnam offers a high-skill base, low-cost solution for our customers; a value proposition that is unsurpassed and sustainable for the present and future to come. Vietnam plays a crucial role in our plan to be the lowest cost, highest value, politically stable with a highly motivated workforce that will help reduce the overall cost of service in

our customers’ value chain. Our strategy is to leverage engineering and technology expertise with low cost labor to optimize yield and recovery of material and assets.” said Dennis Yip, EVP Business Development of Greystone.

One of Greystone’s philosophies is building in-house capabilities which is why you can hardly find any work or sub-processes that are outsourced. The Vietnam facility has set-up its in-house sub-assembly operations as well as off-line processes e.g. painting,

FIGURE 4: MECHANICAL PROTOTYPE WORKSHOP



polishing, laser inscribing operations, etc. There is also a machine shop complete with CNC Turning (Lathe) and CNC Laser Cutting for convenient and low-cost fabrication of custom parts, tooling and jigs. There is also a class 1000 cleanroom used for the repair of small-size LCD panels used in mobile phones and MP3 players. There is also a crusher machine for electronic components and plastics e.g. PCBAs, metal castings, plastics, etc. to ensure the robustness and integrity of the customers’ scrap process is strictly adhered.

Besides the global depot in Ho Chi Minh City, Greystone’s footprint spans across the Asia Pacific region and the US. It operates Level 3 repair factories for a leading Mobile Phone company in Vietnam, Philippines and Thailand. It also operates Walk-in service centers in Vietnam and Thailand for a leading storage company.



FIGURE 5: (LEFT TO RIGHT) LYNDSEY TURNER - EDITOR RL MAGAZINE, DENNIS YIP - EVP BUSINESS DEVELOPMENT & FIELD SERVICES AND DERRICK TEO - PROGRAM DIRECTOR

In line with its expansion strategy, Greystone recently announced the joint venture with HLS Electronic, a subsidiary of Enviro-Hub Holdings Limited, a Singapore based company listed in the main board of Singapore Stock Exchange (SGX) who offers total environmental solutions and services that provides high quality, cost effective E-waste Management, Base metal recycling, PGM refining services to Electrical & Electronic Equipment (EEE) industries to enhance its services to current and future clients, its recovery

capabilities and broaden the geographical footprint. Today, the Greystone Vietnam factory has a velocity of more than 5 million units per year of Hard Disk Drives, Mobile Phones, Consumer Electronics and Networking equipment products. With a list of blue chip clients under its belt, the plan is to continue to leverage the highly trainable workforce by scaling the operations through flawless execution and value-creation for the customers. Besides this, there is no other way

that Greystone knows how to do it.

RLM



Denis Yip has over 20 years of Hands-On Leadership experience in the Info-

communications industry, of which, 13 years are in Reverse Logistics / Aftermarket Services. A proven track record in Cross-Cultural, Cross-Border Solutions (ROI) Selling, Developing & Sustaining relationships across the clients’ organizations.

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



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.

Reverse Logistics Association Focus Committees



FOCUS COMMITTEES

Corporate Social Responsibility

Chairperson - Brian F. Eddy, SubCon Industries

- Christopher Fabian, Professional Service Solutions, LLC
- Larry Maye, Precision Camera
- Wes Stott, DEX

Software Solutions

Chairperson - Leonard Schneeman, DEX

Co-Chairperson - Paul Rupnow, Andlor Logistics Systems Inc

- Jacob Aharon, Asset Science
- Michael Blumberg, Blumberg Associates
- M. Brian Carter, SAP Labs
- Haozhe Chen, East Carolina University
- Randal Dewey, Pervacio, Inc.
- Matt Domachowski, GENCO ATC
- Joan Harbin, Servigistics
- Joakim Jansch, eBuilder
- Peter Philippens, Ideatics BV
- Norman Plummer, Haeiwacom, Inc.
- Jeffrey Reed, InFonte
- John Rinehart, Intel
- Lee Sacco, Oracle
- Seshagiri Singaraju, Sun Microsystems
- Matt Winger, Kewill

Extended Warranties

Chairperson - David Novak, Assurant Solutions

Co-Chair - Simon Fong, Cinram Wireless, LLC

- Barney Brookbank, RMA Systems and Asset Recovery Solutions
- Charles Chappell, Genco ATC
- Amit Mahajan, XCaliber Technologies
- Shawn Murphy, Cinram Wireless, LLC
- Mike Neilon, ShoppJimmy.com

Spare Parts Management

Chairperson - Needed

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- John Baehr, KLA-Tencor Corporation
- Andy Chuang, ZyXEL Communications Corporation
- Matthew Cutone, Horizon Technology
- Jürgen Donders, Gordian Logistic Experts BV
- Dan Gardner, ATC Logistics & Electronics
- Herman Goemans, Sprague Magnetics Europe.
- Edward Higgins, MasterWorks International Inc.
- Mike Joy, Refurb World Inc.

- Amit Mahajan, XCaliber Technologies
- Pedro Mauricio, Keylab
- Jack McHale, Jack McHale
- Scott Oberg, Tektronix
- Jesus Sales, Juniper Networks
- Derek Scott, Canon Europa N.V.
- Roy Steele, RoShar Associates, LLC
- John Weatherup, Refurb World Inc.
- Alan Wheatley, MasterWorks International
- John Wild, Flash Global Logistics
- Mitch Williams, Superior Service Solutions

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Co-Chairperson - Ken Jacobsen, Connexus

- Haozhe Chen, East Carolina University
- Beth Foster, United States Postal Service
- Ishak Kang, dot UI
- Jeff Redford, Service Logistics, LLC
- Jeffrey Reed, InFonte
- Paul Rupnow, Andlor Logistics Systems Inc

Sustainability and Environmental Management

Chairperson - Jade Lee, Supply-Chain Services, Inc.

- Gina Chiarella, WeRecycle!, Inc.
- Gary Cullen, 4PRL LLC
- Robert Gallagher, Li Tong Group Hong Kong
- Robert German, Rochester Institute of Technology
- Adriaan Jooste, DUONS MCO PTY LTD
- Lutz-Guenther Scheidt, Igs consult
- Chris Soh

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APAC

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Co-Chairperson - Jason Juretic, eBuilder

- Peter Chung, Chungco Technology Pte Ltd
- Andrew French, Asia Manufacturing Trading and Marketing Ltd
- Kenichi Kato, Katotec Pte. Ltd.
- Colin Kempter, ECN Group
- Brian Noone, Infinet Service Solutions Pty Ltd

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Co-Chairperson - Djalma Barbosa, Dell Inc

- Aniello Assumpção, Assurant Solutions
- Marcelo Cairulli, Belmont Trading Company
- Carlos Chiu, Pegatron Computer do Brasil
- Maryellen Daniels, ITRAN
- Giselle Drouillard-Salom, Teleplan International N.V.
- Reimar Franchin, Foxconn CMMSG Industria de Eletronicos Ltda
- Marcus Karten, Arvato Services
- Luciana Lacerda, HP
- Pedro Mauricio, Keylab
- Adriano Pêgas, Acer
- Cássio Peixoto, BMS Gestão Empresarial
- Andre Luiz Pereira, FUMEC University
- Joana Sampaio, Porto Digital
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- Glenn A Norem, eeParts

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- Herman Goemans, Sprague Magnetics Europe.
- Sanjeev Kakar, RT Outsourcing Services Ltd
- Marcus Karten, Arvato Services
- Richard Needham, Virgin Media
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- Howard Strowman, Westcoast Asset Management

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- Oliver Lemanski, TNT
- Ian Rusher, Cisco Systems



Bringing Standardization to Asset Recovery Logistics

by Terry Haber, CEVA Logistics

With increased governmental emphasis, manufacturers and large corporations are embracing the concept of proper E-waste disposal and ITAD (IT Asset Disposition) programs for product return streams, for consumer electronics, computer recycling and IT asset recovery. One of the most difficult challenges in making these processes efficient is overcoming the lack of reverse logistics standardization, creating

inefficiencies in the process and leaving unnecessary liability and exposure for companies. Regional asset recovery companies operate autonomously throughout the world with little to no coordination of efforts. Global supply chain and logistics providers, however, have started to integrate their services with these asset recovery companies in an effort to bring standard operating practices to the reverse logistics industry that will help drive efficiencies and streamline reverse

inventory management.

Recent research from Computer Sciences Corporation calls E-waste the biggest challenge facing the IT industry today. As this report states: “While the IT industry appears on track to be energy-neutral in terms of its net energy consumption and savings, there is still no credible scenario for safely managing the global production and disposal of literally billions of personal computers, mobile phones and other electronic devices.” The

EPA was recently joined by senior executives from Dell, Sony and Sprint to unveil the federal government’s “National Strategy for Electronics Stewardship”, a collaborative effort to outline best practices for responsible electronic design, purchasing, management and recycling of consumer hardware products. Companies are clearly starting to understand the importance of addressing this issue and are increasing their focus and building strategies around asset

RL Careers

Arrow Electronics

- Business Development Representative
- PEMCO Inside Sales
- Solutions Development Manager

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DecisionOne

- Director of Engineering

[Click Here](#)

Hyper Microsystems Inc

- Inside Sales Person

[Click Here](#)

Product Support Services (PSSI)

- Sales & Marketing

[Click Here](#)

Reverse Logistics Association

- Account Manager
- Accounting & Registration Manager
- Administrative Assistant
- Seminars Manager
- RLA Corporate Internship

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Test Technology Inc

- Sales Professional

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recovery. With regional E-waste management providers scattered across the globe, large corporations are becoming increasingly frustrated by the lack of consistency with asset recovery processes in different regions and will be more than interested in innovative solutions.

E-waste management companies are starting to partner with global supply chain providers to join

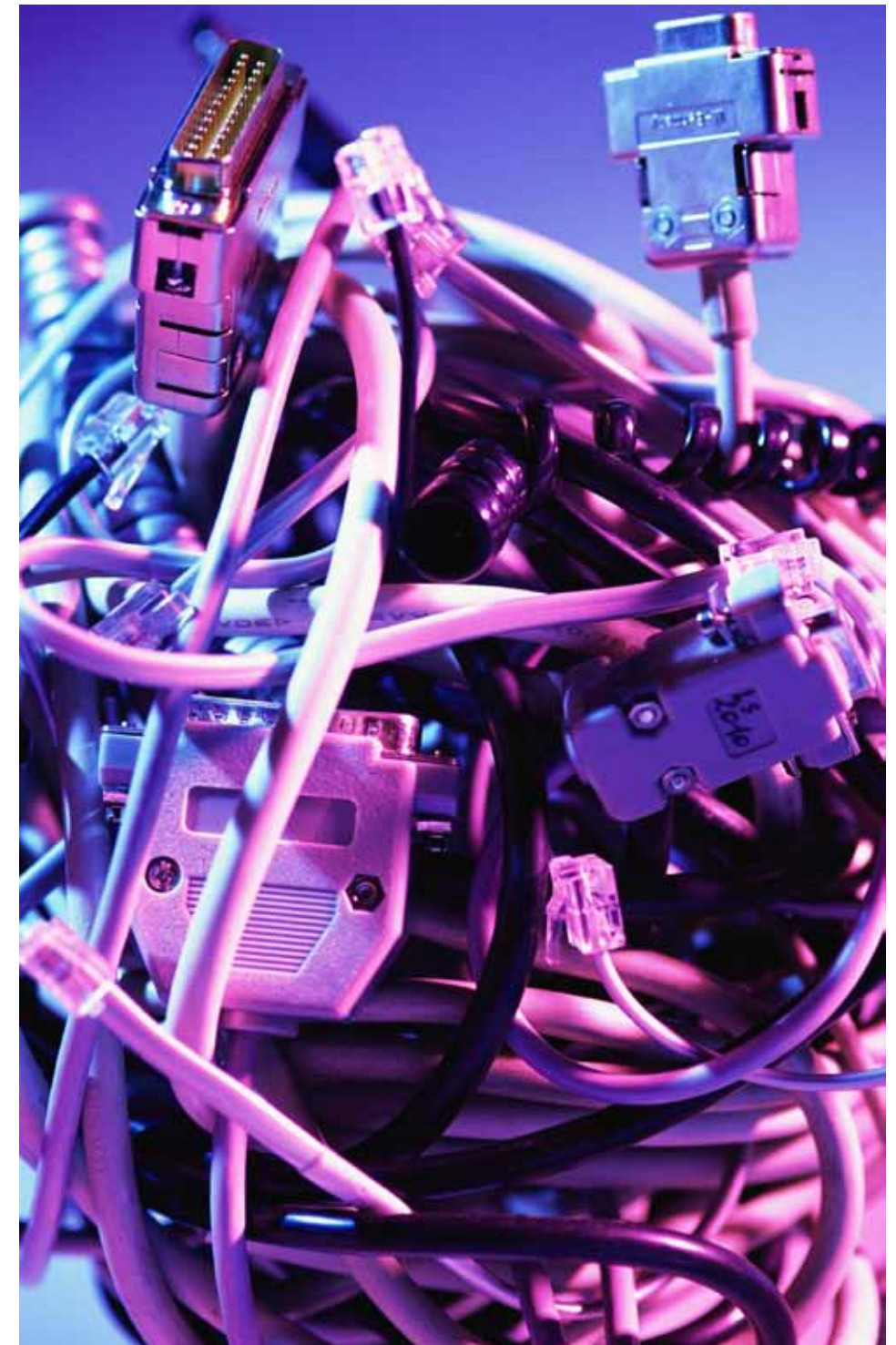
forces and leverage their respective areas of expertise to streamline and improve overall process efficiencies. While these asset recovery companies have tremendous experience and certifications in data scrubbing, computer refurbishment, remarketing and recycling, large supply chain providers offer superior efficiencies through inventory management, economies of scale and standardized shipping methodology. Advanced

invoicing and reporting capabilities allow for real-time shipment visibility to enable companies to tightly coordinate asset recovery activities and manage material and information flows across regions.

CEVA Logistics, for example, recently partnered with asset recovery provider CloudBlue and implemented this integrated services model in North America. We're already seeing how the synergies are creating an end-to-end solution that is extremely appealing to large corporate customers, and we plan to replicate this model in other regions across the world. So far, CEVA and CloudBlue have collaborated in the Central and Western regions of the United States in order to expand the reach of our collective Reverse Logistics, ITAD and E-waste disposal expertise. Future plans include additional sites in the US, expansion into other North American markets, as well as other strategic, global locations to provide onsite services, intelligent returns routing,

data destruction/scrubbing, computer refurbishment and E-waste disposal.

When manufacturers and corporations leverage ITAD processes where electronics recovery, refurbishment, resale and recycling are involved, the processes are even more complex due to the legal requirements surrounding data privacy and proper disposal of electronic waste. There are multiple operating elements to consider in the aftermarket services arena beyond ITAD and E-waste disposal including, but not limited to, spare support, spare management and customer delivery of the parts needed to repair various products and avoid work stoppage and system down time. The costs of supporting an aftermarket supply chain sales requirement can be twice as high than for new products, so any standardization of processes will bring tremendous cost savings through effective asset management programs, aftermarket revenue generation and mitigating liability and



exposure through improved compliance standards.

As ITAD and E-waste programs evolve to become mainstream reverse logistics strategies for large

corporations, increased scrutiny on costs and processes will inevitably follow. Although companies specializing in E-waste management have honed the science of technology assessment, data wiping,



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Money Talks



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- Storopack increases sales** [Click Here](#)

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- Dell Completes Acquisition of Data Center Networking Leader Force10 Networks** [Click Here](#)

- Jabil to Acquire Telmar Network Technology** [Click Here](#)

- Sims Metal Management Announces Fiscal 2011 Results** [Click Here](#)

refurbishment and recycling, they can continue to drive better efficiencies in the reverse channel by working with experienced supply chain providers – and then deliver the resulting benefits to the bottom line.



Terry Haber is Vice President Supply Chain – Technology Sector Leader for CEVA Logistics in Americas Region. He has responsibility for to oversee the development and growth of the technology sector throughout the region, which includes leading the design of the overall strategy, direct

interface and development of strategic customer accounts, and working to expand the CEVA's services offerings within the sector.

Terry joined the company in 2001, and he has held a variety of positions over the past then years in business development, marketing and communications, and corporate strategy.

Before joining CEVA in 2001, Terry was based in Chicago and Atlanta, holding numerous positions in logistical operations, including Director of Operations at Ryder Integrated Logistics where he was responsible for selected

automotive operations across the United States.

Terry has served as president of the Jacksonville Roundtable Chapter of the Council of Supply Chain Management Professionals (CSCMP), and he has done some guest speaking for a variety of organizations, including APICS and the University of North Florida.

Terry received his Bachelor of Science in Management from the Georgia Institute of Technology in 1992, and he completed a Master of Business Administration at Georgia State University in 1994.

Industry Events



RLA Conference & Expo – Singapore
 September 26-28, 2011
[Click Here](#)

Escrap Conference - Orlando, Florida
 October 5-6, 2011
[Click Here](#)

RLA Seminar - Tampa
 November 7, 2011
[Click Here](#)

My Summer Internship at Reverse Logistics Association



by Katelynn Weber, Reverse Logistics Association

While working as a brand ambassador for Panasonic at the 2011 Consumer Electronics Show in Las Vegas, I walked by the RLA Booth during my lunch break and I was drawn in by the RL Magazine signs.

As I walked up to the booth I didn't expect anyone to spend much time with me once they knew I was an exhibitor, but much to my surprise about ten minutes later, Gailen Vick had briefly educated me

on Reverse Logistics. He also invited me to become an intern for the upcoming RLA 2011 Conference & Expo- Las Vegas.

During the RLA Conference I worked along



FIGURE 1: RLA AT CES LAST JANUARY

with other UNLV students who already had substantial knowledge on RL. However, the internship program was designed for every major and I was able to contribute with my skills in international languages and communication. I participated in running the workshops and speaker sessions and had an overwhelming crash course on RL. After the show, I was selected to become an RLA World Traveler.

As an RLA World Traveler I travelled to Brazil to be part of RLA 2011 Conference &

Expo- Sao Paulo, with all travel expenses paid. The experience as RLA Event Coordinator in Brazil was a real challenge as I had to

FIGURE 2: KATELYNN WORKING AS AN INTERN AT RLA CONFERENCE IN LAS VEGAS 2011



speak in front of hundreds of people for the first time and coordinate interns and hotel staff, but it was a great career experience. After the event, I was able to visit my family in Brazil which I had not seen for two years.

Upon my return to the U.S., I was invited to be part of an RLA Corporate Internship at the headquarters office in Utah for the summer of 2011. During my time working with the headquarters RLA staff, I have been able to observe the passion



FIGURE 3: KATELYNN INTRODUCING RLA'S EXECUTIVE DIRECTOR IN PORTUGUESE

for overcoming Reverse Logistics challenges which is truly in the blood of RLA staff and their associates throughout the world. The Industry, Focus, and Regional Committees are truly dedicated to finding new solutions in RL. Participating in some of these committees has brought me up-to-date across a broad range of RL topics on a global level. I got so inspired by the committees work that I was able to implement an academic sub-committee to the RLA Brazil Committee. This sub-

committee is formed of Brazilian scholars who will perform academic research and generate data to support the committee. My experience with RLA has brought me so much

FIGURE 4: KATELYNN WORKING WITH FILM CREW AT RLA CONFERENCE & EXPO IN LAS VEGAS, 2011



credibility and confidence. My opinion and creative input was considered just like any other employee. Gailen Vick has acted as my mentor and with his professional input I was able to strengthen my talents and improve some areas where I knew I needed work. RLA has taught me how to think “in reverse” and ultimately outside the box. This internship has helped me to foresee a career path in RL and I cannot wait until RLA makes their RL certification program available.

RLA members can post internships at <http://rla.org/careers.php> Interns can reply to internship positions at <http://rla.org/internships.php>



Katelynn is originally from Brazil and has lived in the U.S. for the past 12 years. She is majoring


American Public University

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in International Business with a minor in Sociology at UNLV, Las Vegas, Nevada. Line works as a Lead Generator and Brand Ambassador for various exhibitors from Las Vegas Trade Shows. Line joined RLA as an intern and has been promoted as an Event coordinator for RLA -Brazil.. She now has joined the work forces of Process Weaver in Santa Clara. e. ProcessWeaver's Shipping Solutions are

based on Enterprise Services Architecture (ESA) framework designed to handle all business processes and services in an easy, fast, secure and reliable manner to perform the shipping process from within SAP system landscape. Katelynn will be using her Latin America expertise for her new position in sales & marketing.

RLA Membership



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- Discounts on Exhibiting, Sponsorships, Research and Advertising



To Learn how to obtain these plus additional benefits through membership call 1-801-331-8949 x40 or visit www.ReverseLogisticsAssociation.org

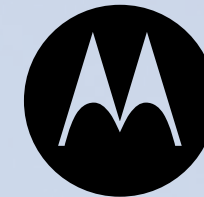


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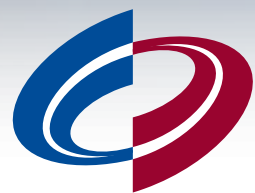
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8th Annual RLA Conference & Expo SINGAPORE

September 26-28, 2011

NEW
Exciting
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Asia's premiere Reverse Logistics Event will bring three days of Reverse Logistics. Starting on Monday, September 26, with RLA Workshops and continuing on Tuesday and Wednesday with sessions and exhibition.

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FOR COMPLETE DETAILS VISIT WWW.RLASHOWS.ORG

9/25 RECEPTION - 7:30pm - 10:00pm

9/26 PRE-CONFERENCE WORKSHOPS - 9:00am - 5:00pm

MORNING REFRESHMENTS - 9:00am - 9:30am

9:30am



Gailen Vick - Executive Director, RLA
Successful Outsourcing - RFQs, Contracts and SOWs



LUNCH BREAK - 11:30am - 12:30pm

12:30pm



Dr. Wolfgang Partsch - President, ISC GLOBAL AG
"Seven Steps to Happiness" - Maximize Profits by Operational Excellence



AFTERNOON BREAK - 2:30pm - 3:00pm

3:00pm



Tan Kok Huan - Operation Manager, PERKINELMER
Warranty Management



9/27 EXHIBIT HALL OPENS - 8:30am - 5:00pm

10:00am



SINGAPORE 2011 WELCOME
Gailen Vick - Executive Director



10:15am



KEYNOTE ADDRESS
Sudipto Ghosh - Chief Customer Service Officer, Acer India
Challenges & New Trends in Service Operations



BUFFET LUNCH - 11:30am - 1:00pm

1:00pm



Yogesh Sarin - Director, Supply Chain, Dell
Lean Supply Chain - Ticket to India



2:00pm



Klas Hjort -
PhD Candidate,
Licentiate in Engineering
University of Boras



Peter Eriksson -
Operations Manager
nelly.com

**Case Study regarding
Consumer returns within
fashion e-commerce
business**

AFTERNOON BREAK - 3:00pm - 4:00pm

4:00pm



Robert (Bob) Jaffin -
Independent
Academician
Robert Jaffin



John Wilson -
General Manager
Infoteam Oceania

Life Cycle Management

FOR COMPLETE DETAILS VISIT WWW.RLASHOWS.ORG

9/28

MORNING REFRESHMENTS - 8:30am - 5:00pm

9:00am



Dr. Wolfgang Partsch - President, ISC GLOBAL AG
"The Supply Chain of The Future is incomplete without Reverse Logistics"



10:00am



Dr. Ruslan Hassan - Professor Ir., MITRANS
A Linear cost Model Application for Reverse Logistics;
A Case Study of Malaysian Company



MORNING BREAK - 11:00am - 11:30am

11:30am



Jalal Aweti - Director of Supply Chain APJ. Dell
Supply Chain, Global Service Parts



12:30pm



SINGAPORE 2011 CLOSING REMARKS
Gailen Vick - Executive Director, RLA



LUCKY DRAW

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6th Floor

SESSION HALL



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Technical Trends

RL Warfare: Brands vs. Ecosystem

Mass market access devices for delivering media content (wireless phones, computing/pads, game consoles) are facing huge market turmoil. Customer preference and perception of value is disrupting the common academic understanding of a products' price at sale and the residual value for refurbishment or repair. At lunch with a friend of mine we were discussing our opinions of the top brands of various products in their particular market segments and why they were valuable. Our objective was to get a handle on what products and brands would be good positions to make some money on refurbishing. What we determined is that if a product did not have an integrated ecosystem, the brand did not matter. To prove this out we conducted an informal test and asked a

few folks about their phones. The result is that if someone had a 'basic' cellphone regardless of configuration (flip, slide, bar...) they tended to consider the particular carrier's name as the brand of the phone. We would ask, 'what brand of phone do you have?' and we would hear Sprint, Verizon, AT&T or etc... as the answer. The exception was if the phone was an Apple or an Android-based product. Those folks knew very well what they had and the Android owners even went further. The Android geeks were always anxious to not only tell you the model of the phone, but then with verbose prose explain their phone's features and why it was better than an iPhone.

Consider the implications of what is happening. Customer perception of a brand's value

is changing and for many products brand identity may not really matter anymore. I really believe we are in a product phase where if there is no ecosystem of apps/upgrades/service to continually add value to the product the notion of a brand has become meaningless. In effect waiting on the upgrade cycle for hardware is an obsolete notion not tolerated by the Customer. Our attention spans are far too short. We want and are willing to pay for continual upgrade-ability. The Customer has demanded ownership of the design cycle. Waiting 6 or 12 months for the next model and scrapping the old one and buying new is just no longer viable. The Customer wants a new version this moment and they are willing to pay for it. If a product cannot have new functions added or new

content on the fly-then it is considered little more than a disposable lighter.

For these mass market access devices my short list has five successful ecosystems;

- Apple (computing, OS, iPhone, iPad)
- Google/Android
- Amazon/Kindle/Cloud Service
- Microsoft (Xbox, Windows)
- Sony (PS2)

For those of you in the RL/Refurbish business you already know this. These products tend to be the ones that can be profitable to service. Other products that operate without an integrated ecosystem are the products that are most often just scrapped and salvaged when the lighter fluid runs out... I mean stop working or break. Also consider that the ecosystem that helps drive value extends beyond just simple access to a well stocked 'app-store'. It is about the breadth of accessories provided or the fact that the service provider has support offerings like integrated online data storage with free backup. All of these elements contribute to

creating an environment that nurtures value, Customer loyalty and high residuals.

We have two recent examples of these forces at work in large scale ways. One was the much commented on exit of HP from the PC and pad computing business to focus more on consulting. The other is the flurry of news regarding Gamestop's success in refurbishing and reselling Apple devices and their decision to launch their own pad-based gaming platform founded on the Android OS. Also key to the Gamestop announcement was the integrated service offering Gamestop will provide. This streaming content (ecosystem) will keep the Gamestop devices fresh and their Customers very interested.

The really powerful aspect of all these ecosystems to the RL Service Provider comes from how the ecosystem can be leveraged to transform our entire cost structure and operational performance. With a few relatively simple applications the product can perform some tests, look up some data and tell your ERP system it's condition, errors, call timers, battery levels,

age and how many impacts (remember these all have accelerometers) and from how high. From that data you will have all the information needed to better diagnose and repair and all the data needed to very accurately assess residual value. Since the product is from a consistent ecosystem you don't have the bear the cost of writing new versions of your diagnostic application every few days for mountain of new models.

So you may want to update that sales presentation. Rather than just list brands you service, you may want to update the slide in your sales deck to also include what ecosystems you are integrated with. Then you may want to get cracking on coding your app to speed your service process.

RLM



L. Bryant Underwood is Director, Supply Chain for Elbit Systems of America, a leading provider of high performance products and system solutions focusing on the defense, homeland security, commercial aviation and medical instrumentation markets.

Returning Thoughts

The “Need for Speed” in Reverse Logistics

One of the best opportunities for profit in your reverse logistics operations is available in the area of asset disposition. One of the best ways to enhance the disposition value of your refurbished goods is through speed. The “Need for Speed” should be one of your top 3 objectives in your Reverse Logistics processing operations. Many high tech companies, processing high value returns, are often letting significant profit evaporate into thin air by not focusing enough attention on speed. There is a huge opportunity to recover significantly higher values from your returned

assets by paying close attention to the impact of time on the disposition value of your rapidly depreciating returned goods.

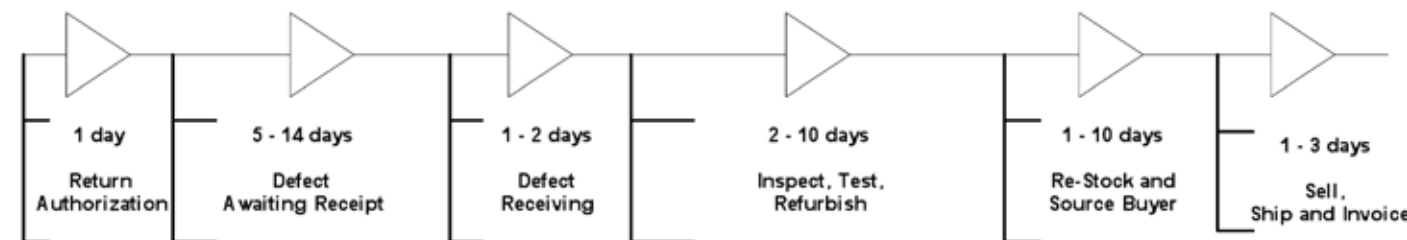
The following paper outlines three possible ways for you to take advantage of the opportunity to recover greater value from your returned goods:

1. Assess your Revenue opportunities. You can start this assessment by looking at two areas:

A) Customer vs. Corporate focus - Many Reverse Logistics operation have a “customer” focus. Once the customer is satisfied, issued a credit or sent a replacement product, the staff breathes a sigh of relief and moves onto the next customer return. At this stage, however, your return processing is not complete. Your processing must now move its focus away from “Customer Satisfaction” and onto “Corporate Satisfaction” to take full advantage of the opportunity to recapture the highest possible value from those returned “assets”.

B) Impact of Time on your Value - Speed is needed to recover the highest value. You can assess the impact of speed by looking at the life cycles of each of your returned products and the related market value that is lost over time. One high tech company I worked with recently has a line of some of the hottest products you can find in computer stores today. These hot products are changing so quickly that their life cycle on

Example Reverse Logistics Timeline



the store shelves is not much more than 3 months. That translates to about 1% per day of depreciating value.

A short life cycle product is an excellent example of the “need for speed”. If you can chop 2 weeks out of your recoverable Returns processing, you can add 14% of Revenue to your recovery value since you are not giving up that 1% depreciation per day to time. If you have 2000 refurbished units per month with an original cost of \$100, your opportunity is \$28,000 per month (14% gained depreciation x \$100 cost x 2000 units).

Your product timelines may not have straight line value depreciation, but a review of your major items will provide you with the appropriate curve to enhance your decision making on the profit opportunity that you can capture back from Father Time.

2. Assess your Reverse Logistics Processing Timeline. A detailed review of the time a unit takes at each stage of your reverse logistics process will help you find time saving

opportunities. “It is a tragedy that so much value is lost to time”, says Paul Fletcher, Partner of Dealtree (now part of Best Buy), specialists in recapturing the highest value for returned goods through eBay auctions. “Almost every company I visit has not effectively evaluated the impact of time on their Returns processing and asset recovery”.

An example timeline is outlined below to help you start to assess improvements to your timeline. Try to ensure you have included all the steps. For example: do not forget the unit that waits for several days on a pallet until enough units are consolidated to move that pallet to the next stage of processing. Look carefully for opportunities to reduce time, so you can reduce the impact of depreciation and generate higher revenues.

3. Focus on Maximizing Recovery Value. Reverse Logistics is the process of getting the goods back to your organization AND recovering value from those returned goods. At an individual unit level, the item needs to be returned from the customer, inspected and then streamed to the path that will yield the

highest recovery rate for that unit. If you focus on maximizing your Recovery Value, you will drive Reverse Logistics process improvements, since speed is critical to higher recovery. In addition, maximum value is an excellent measurement to build processing benchmarks around.

The “Need for Speed” is an excellent opportunity for your Reverse Logistics processing operations to increase Revenues and profits by reducing lost value to time. It is also a great opportunity to look at your Returns operations from a new perspective which may help you improve many of your processes and reduce costs. Good luck!

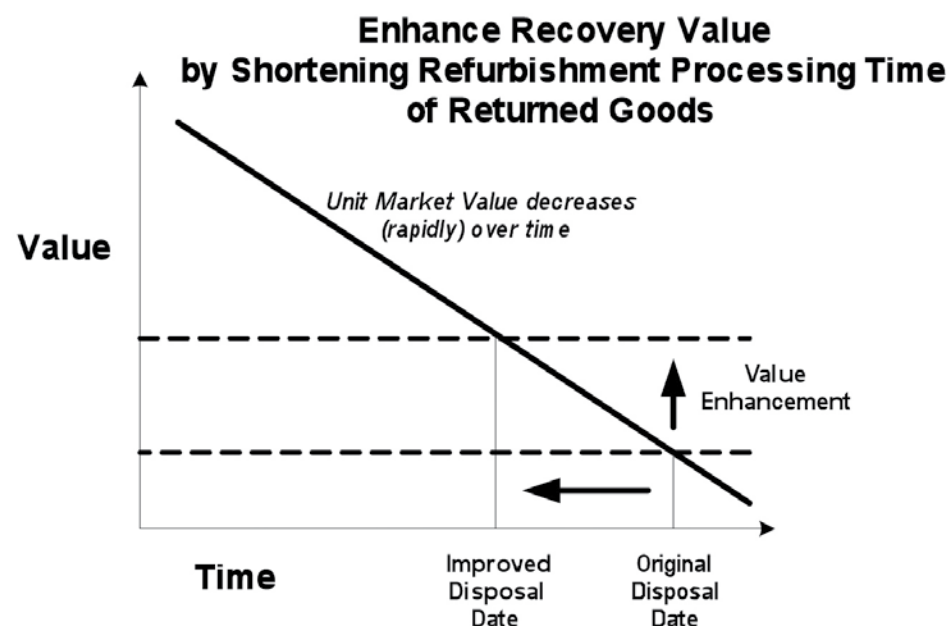


Paul Rupnow -
 Director, Reverse Logistics Systems,
 Andlor Logistics Systems Inc.
 (604) 687-1130
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Some Past Workshops

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



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