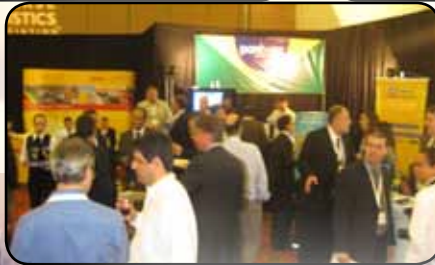




REVERSE LOGISTICS DIGITAL magazine®



RLA Conference and
Exposition, São Paulo
Prévia - pg 24

Conferencia y Exposición de Logística Inversa en São Paulo Brasil

16-18 de abril

Patrocinado por la Asociación de Logística Inversa

- Participação de profissionais de todo o mundo inclusive da América do Sul e Central
- OEMs e Varejistas Principais estão procurando empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.
- Desfruta do sol maravilhoso de São Paulo em pleno Outono.

Planear ahora para aprender de los expertos de Logística Inversa y hacer contactos con otros profesionales

MARQUE SU CALENDARIO AHORA



www.RLashows.org

Conferência e Exposição sobre Logística Reversa no Brasil

De 16 a 18 de Abril

Patrocinado pela Reverse Logistic Association

- Participação de profissionais de todo o mundo inclusive da América do Sul e Central
- Principais OEMs e Varejistas estão procurando por empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.
- Desfruta do maravilhoso sol Brasileiro de São Paulo em pleno Outono.

Programa-se agora mesmo para aprender com os especialistas em Logística Reversa e aproveite para fazer uma network com outros profissionais do ramo.

Venue:
Hotel Novotel São Paulo Jaraguá Convention

Para maiores informações, visite: www.rltshows.com/brazil.php



www.RLashows.org

Reverse Logistics Conference & Expo in São Paulo Brazil

April 16-18

Sponsored by the Reverse Logistics Association

- 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.
- Enjoy the fall season in the Brazilian sun!

Plan now to learn from the experts in Reverse Logistics and network with other RL professionals.

MARK YOUR CALENDAR NOW



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SUPERANDO AS RESTRIÇÕES DE VIAGENS

O valor não usado da Colaboração Inter-escritório criou três soluções que ajudam a superar “Restrições de Viagem”.

Quem já está lá: alguns recentes – aparentemente divergentes - desenvolvimentos expandindo conhecimento em novas informações adquiridas diante do Mercado global, levaram novos conhecimentos em viagens. Quando uma companhia visa um cliente específico ou um seminário ou até um evento de treinamento, eles normalmente fazem a pergunta: “quem devemos enviar?” A realidade com a maioria dessas empresas grandes baseia-se em questionar: “quem está naquela área neste momento?”

E se uma empresa pudesse saber dentro de instantes a resposta para essa pergunta? Embora no passado fosse difícil compreender através de departamentos quem viajava (o marketing pode não ter nenhum interesse em onde os executivos de supply-chain tem previsão de viagem ou se estão viajando) os desenvolvimentos na comunicação fazem ter esta informação imediata – e compartilhada. Com aplicações como “find my friend” e “findme” ou Blackberry “Wizi SMS with Location” você pode saber imediatamente onde todos da empresa estão, pelo GPS no seu smartphone. De fato as companhias estão começando a abraçar esta tecnologia (recentemente com esse objetivo a Emerson emitiu iPhones aos seus executivos) não para verificar movimentos do empregado, mas sim para identificar sobreposição de viagens e para reduzir despesas. Por exemplo, quando uma companhia quer participar de um Evento em Atlanta mas não tem o orçamento para enviar um determinado executivo, eles podem identificar outros executivos na região e fazer uma atribuição, salvando uma despesa significativa na viagem.

Mas não é a tecnologia que nos fez pensar nessa questão e como se relaciona a viajar. É o potencial de colaboração entre escritórios que tem nos animado. Restrições de viagem existem, é verdade, mas como um profissional você pode usar este princípio para ajudar os seus clientes ou clientes em potencial pensarem diferentemente nas questões da viagem. Ao invés de perguntar “você pode ir ao nosso evento” você estaria perguntando “quem na empresa está perto e pode estar presente?” A mensagem que você apresenta pode, então, ser entregue a um representante de sua empresa-alvo e eles não irão gastar nenhum dinheiro adicional em viagens.

Fundação RLA: Reverse Logistics Association tem como base uma oportunidade de patrocínio inovadora. O objetivo é ajudar os fabricantes, revendedores, e empresas de marca a participar de nossos eventos. Este programa único permite que os membros RLA possam comprar Patrocínios de Viagem, esses fundos então são usados para compensar as despesas de viagem de fabricantes, varejistas, e empresas de marca cujos orçamentos de viagem foram cortados devido a crise econômica, ou seja, cortes de obrigatórios das empresas. Esta oportunidade de patrocínio é destinada para criar o comércio e ajudar fabricantes, varejistas, e empresas de marca a viajar e participar em eventos globais RLA. O programa foi lançado em maio de 2008 o objetivo é ajudar os associados da RLA sucesso em difíceis condições econômicas.

- Membros da RLA que compram “Patrocínios de viagem” vão receber reconhecimento público através de cartazes e apresentação de abertura dos eventos RLA.
- Anonimato entre todos fabricantes, varejistas, ou Empresas que recebem fundos não serão divulgadas, a fim de manter um código de ética.

Live Streaming de vídeo: Se as restrições de viagens ou de custo são ainda muito altas, temos uma solução de baixo custo Live Video Streaming. Sessões de nossas conferências e Seminários são transmitidos ao vivo em seu escritório ou casa, o que inclui todas as sessões gerais, estudos de caso painéis e tracks. Cadastre-se agora para o serviço de streaming de vídeo.



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Reverse Logistics Association Conference and Expo, Sao Paulo 2013 Preview

Tuesday offers pre-conference workshops. Wednesday is the keynote address by Felipe Ortiz, Administracion de Logística Reversa, Grupo Pao de Açúcar, followed by sessions presented by RL professionals and leading academics.



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The Possibilities and Trends of Logistics Business in India

by Rajib Dey, Content Writer, Global Associates

Page 12 At present the logistics industry in India is growing at a rapid rate due to the rising demand for logistics services and growth.



Brazil Looks to Silicon Valley to Power New Semiconductor Factory

by Heather Somerville, Business Reporter, Bay Area News Group

Page 20 Brazil is building what is considered one of the most advanced semiconductor businesses in the Southern Hemisphere.



Socio-Ecological Model in Reverse Logistics

by Dr. Ing Jose Antonio Valles Romero, research professor at the Autonomous University of Mexico

Page 26 The purpose of reverse logistics is to recover waste products by consumers and the study and analysis of the options that companies have for a successful reintegration into the production process.

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Non-qualified rates are as follows:

One Year Subscriptions:
Global: \$5.00

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

ISSUE 3 VOLUME 8
REVERSE LOGISTICS MAGAZINE (ISSN 1934-3698) is published monthly for \$5.00/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 49 published March 2013.

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!

Article



Waste No Time In Disposing E-Waste Aptly

by Dong Fangyu, Reporter, China Daily

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E-waste is a double-edged sword. If well managed, it will help conserve resources, improve energy efficiency and create new jobs.

Video



What is the Reverse Logistics Association?

by Reverse Logistics Association

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Message from the Editor

BUSINESS DEVELOPMENT STRATEGY

The term 'business' is defined as the purchase and sale of goods in an attempt to make a profit. Business development is basically developing a further thought out plan to increase the revenue. The best management practices and strategies, as well as good knowledge help a business to grow. A business development manager must have the ability to undertake plans for the growth of the business. The plans can occasionally be dreary but it can revolutionize the business or the company in the long term.

With the competitive environment of businesses today, challenges become more complicated and require more comprehensive problem solving techniques. Advertising, finance and legal skills are all involved in the development of any type of business. Being creative in the field adds to the benefits in the long term operation and help to deal with any challenges in the future. A multi disciplinary approach ensures a successful business development strategy, which can lead to sustainable growth for the business. With the competitive environment of businesses today, challenges become more complicated and require more comprehensive problem solving techniques.

A strategic marketing plan is essential to help a business grow and succeed. The different issues that may arise regarding the business must be addressed in the plan. Different factors that



can affect or influence a business can include: alteration of customer, dynamics of the marketing structure, target market, ability to fulfill the market/customer needs, and developing the desirable products or solutions. A large part of a successful business lies heavily on the development strategy, which needs to be carefully planned.

There are two types of approaches that are utilized in any business. The first is known as bottom-up approach. This style promotes participation of employees at all levels and flows upwards of management. This type of approach can also stimulate creativity and allow flexibility. The second is known as top-down approach. This seems to be more typical of large organizations. Senior management will identify problems or strategies, and solutions then flow down the line of lower management.

Laura Nixon, 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.

9th Annual RLA/RLTS Conference & Expo AMSTERDAM

Over 400 RL Professionals & 200 Companies will be in Attendance

Location:
Amsterdam, The Netherlands

Venue:
Mövenpick Hotel Amsterdam City Centre

Date:
Workshops - June 18, 2013
Conference & Expo - June 18-20, 2013



Two concentrated
Days of RL Thought
Leadership, Innovation
and Networking!



The Reverse Logistics Association Conference & Expo kicks off on Monday with workshops and committee meetings. Tuesday and Wednesday's events include the opening of the exhibit hall, the keynote address, sessions presented by RL professionals, leading academics and interactive panel discussions.

Session topics include "Controlled Reverse Chains for End-of-Life Products," "Returns Management and Asset Recovery" and "Challenges and Compliance with Cross Border Commerce." A wide range of Reverse Logistics companies will be in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

Be sure to visit the Exhibition Hall where OEMs, ODMs and Retailers will be looking for Third Party Service Providers that can manage Reverse Logistics in Europe and around the world. This is a rich opportunity for OEMs and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

For more information, visit: www.RLASHows.org



REVERSE
LOGISTICS
ASSOCIATION
CONFERENCE
& EXPO



Message from the Publisher

WORLD WIDE SOLUTIONS IN RL



No matter where I travel and meet RL professionals (from Mumbai, India to Bentonville, Arkansas), I learn solutions to issues that exist in other parts of the world. That is the main reason that we have our global event in Sao Paulo, Brasil each Fall in the southern hemisphere in the month of April. Yet just as important is the knowledge we learn from the European's in June at our Amsterdam Conference. But don't forget the challenges that face the Asian RL professionals that we visit each September in Singapore. All this is combined at yet another event in Las Vegas each year in February. So knowledge of RL is shared, debated and reviewed time and time again during the year to reach what is considered to be the best in solutions. Best practices surface at the top as professionals present, and subjects are discussed in panels that are moderated by the best minds in the various industries.

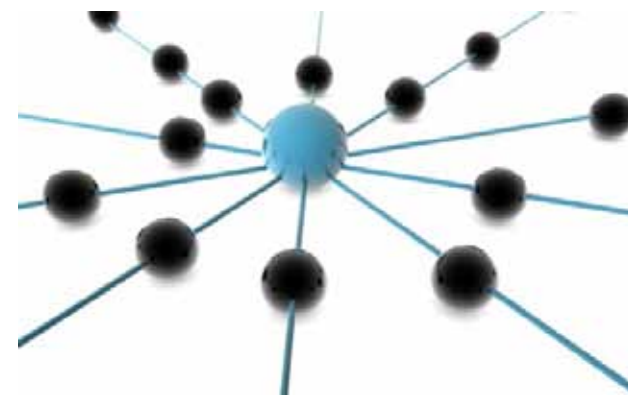
As I have said in this editorial in months past: "The word "Asset" is one of the terms we use in the definition of Reverse Logistics....But assets are much more than property....."

Our definition of Reverse Logistics has changed over the last 10 years to encourage all industries towards managing their assets..... We don't like changes unless it is needed, but it is time to update the definition again; **"Reverse Logistics is the scientific method of managing assets, in every department in all industries and across all disciplines"**.... Not only supply chain solutions in the High Technology Industry, but all industries and every department from Legal to Human Resources.

We have continually encouraged the need for a **Corporate Reverse Logistics Department** that works closely with finance to monitor un-budgeted expenditures. This department educates and supports the managing of assets across all departments, not just parts and products. IP in every form needs to be monitored as an asset to maximize value...

These are the reasons that we continue to look globally for new legions of professional that can share new light on the discussion of **MANAGING ASSETS**.

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:



John Benardino - Comcast

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.



David O'Leary - UPS
David O'Leary brings over 22 years of management experience through several key roles in Sales, Finance and Operations positions that he has held during his career at UPS. As Vice-President,

Global Post Sales and Reverse Logistics, David is responsible for the US and Canada operations while having strategic oversight for the product globally. Prior to taking on this role David was Vice-President of High Tech Sales. In this role, David was responsible for managing a group of High Tech sales executives who support internal and external sales cycles focused on UPS distribution and service part logistics products.

David began his career with UPS through the acquisition of Livingston Inc. in October 2000. Just prior to the acquisition, David had moved into a Service Parts Logistics (SPL) operations role and assumed more senior operational responsibilities within SPL at UPS. Prior to moving to operations, David spent four years with Livingston in various financial roles. His last financial assignment was Controller of Livingston, Inc.

David has a Bachelor of Commerce degree from the University of Toronto. In addition, he obtained his Chartered Accountancy (CA) designation in 1992 during his apprenticeship with Price Waterhouse. David worked for Price Waterhouse for five years performing roles in audit, tax and insolvency groups. David spent one year at Coco-Cola as a Finance Manager prior to joining Livingston.



Jose Garcia - Motorola, Jose Garcia joined Motorola as the Director of Reverse Logistics in September, 2012. Jose has been in the Consumer Electronics Industry for over 25 years holding leadership positions in Reverse Logistics, Repair, Refurbishing,

Technical Support Engineering Groups, Training Departments, and After Sales Support Policy. The last few years gave Jose the privilege to lead high volume Software Manufacturing and Games Operations for Microsoft as well as a Global program team that launched hundreds of products around the globe through a regimen of "milestone gates" and sign offs.



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



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.



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.



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

A strong Logistics professional with a deep understanding of the Retail operation and market place. Extensive Distribution Center (DC)/Transportation operations experience and vast International Logistics operations experience focusing on growth, integrations, strategic planning, innovation, and process improvements.



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.



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. Moved the operations from a predominantly In-House business to a total outsourced operational model. Last 3 Years at Cisco within Supply Chain Field Operations, setting up the EMEA non Service returns and Cost Avoidance Operations within the Netherlands. Responsible direct for EMEA Freight and Warehouse Operations. During the last 2 years has successfully set up Operational infrastructure to support the Teams Global Revenue targets.



Dale Rogers- Rutgers University, Dale Rogers is the Foundation Professor of Logistics and Supply Chain Management and the Director of the Center for Logistics Management at the University of Nevada. He is also the chairman of the Reverse

Logistics Executive Council (www.rlec.org), a professional organization devoted to the improvement of reverse logistics practices. He is the leader of the sustainable supply chain research project currently underway at the University of Nevada. (www.sustainable-supplychain.com) Dr. Rogers is the former co-chairman of the RFID Users' Group, an organization researching the utilization RFID technologies in the supply chain. In 2001, he was the Paper Foundation Visiting Eminent Scholar Chair of Logistics at the University of North Florida.



Tony Sciarrotta - Reverse It Sales & Consulting, Tony Sciarrotta has held a variety of sales and marketing positions in the consumer electronics industry for over 30+ years, including the last 25 years at Philips Consumer Lifestyle. His

background prepared him in this developmental role as director for returns management activities, and he was responsible for implementing effective returns policies and procedures with a variety of dealers.



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



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.



Reverse Logistics Association Industry Committees



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

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

Apparel

- Jeroen Weers, Spring Global Mail

Automotive

- Charles Chappell, Genco ATC

Aviation

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- Brad Larsen, Hewlett

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- Jonathan Pine, Renova Technology
- Paul Rupnow, Andlor Logistics Systems Inc
- Jim Rushton, Encompass
- Tony Sciarrotta, Reverse It Sales & Consulting
- Brian Vowels, UPS

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- Gary Gear, Toshiba
- Glenn Grube, ModusLink
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- Pat Coats, Kellogg Company
- Sharon Joyner-payne, Inmar CLS
- Bruce Stevenson, Stevenson Consulting

Life Sciences

- Dan Gardner, ATC Logistics & Electronics

Retailers

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- Coordinator: Rachelle Hetterson, Defense Ammunition Center
- Randy Compas, Canadian Tire Corporation
- Sam Jackson, Target
- Andrea Newman, Best Buy
- Anthony Pereira, Barnes & Noble

Small Appliances

- Chairperson: Kathy Murphy, Jarden Consumer Solutions
- Paul Adamson, ReptileDog, LLC

Telecommunications

- Chairperson: Gary Cullen, 4PRL LLC
- Glen West, Celestica, Inc.

Wireless

- Chairperson: Douglas Zody, Apple
- Co-Chairperson: Blake Vaughn, Brightpoint
- Co-Chairperson: Joe Walden, University of Kansas
- Mark DeLong, Arvato Services
- Bill Kenney, OnProcess Technology Inc
- Regan Pasko, TESSCO Technologies, Inc.



Join today at www.RLA.org



The Possibilities and Trends of Logistics Business in India

As Possibilidades e Tendências de Negócios de Logística na Índia - Página 16

by Rajib Dey, Content Writer, Global Associates

In India the logistics sector is mainly operated by small and regional companies. At present the logistics industry in India is growing at a rapid rate due to the rising demand for logistics services and growth in disposable incomes and superior industrialization endeavors over the country.



The logistics is mainly involved with transportation of goods. It is segregated in four major sectors like Air Transportation, Sea Transportation, Rail Transportation and Road Transportation.

Road transport in India includes a huge share of cargo movement for elasticity, frequency and point-to-point delivery. Road transport is considered to be the largest section in the logistics

In India the logistics sector

sectors and it consists 73% of the freight movement in 2008-2009.

To cope up with the huge advancement in Industrial segments, the concept of logistics has been broaden with supplementary services that may range from 3PL, cold chains, warehousing etc. Some significant premeditated development areas within the Indian logistics sector are - Air cargo logistics, Cold chain / cold storage, ICD / CFS, Third-party logistics (3PL), Road transport service, Shipping, Warehousing, Logistic parks, Relocation, Courier.

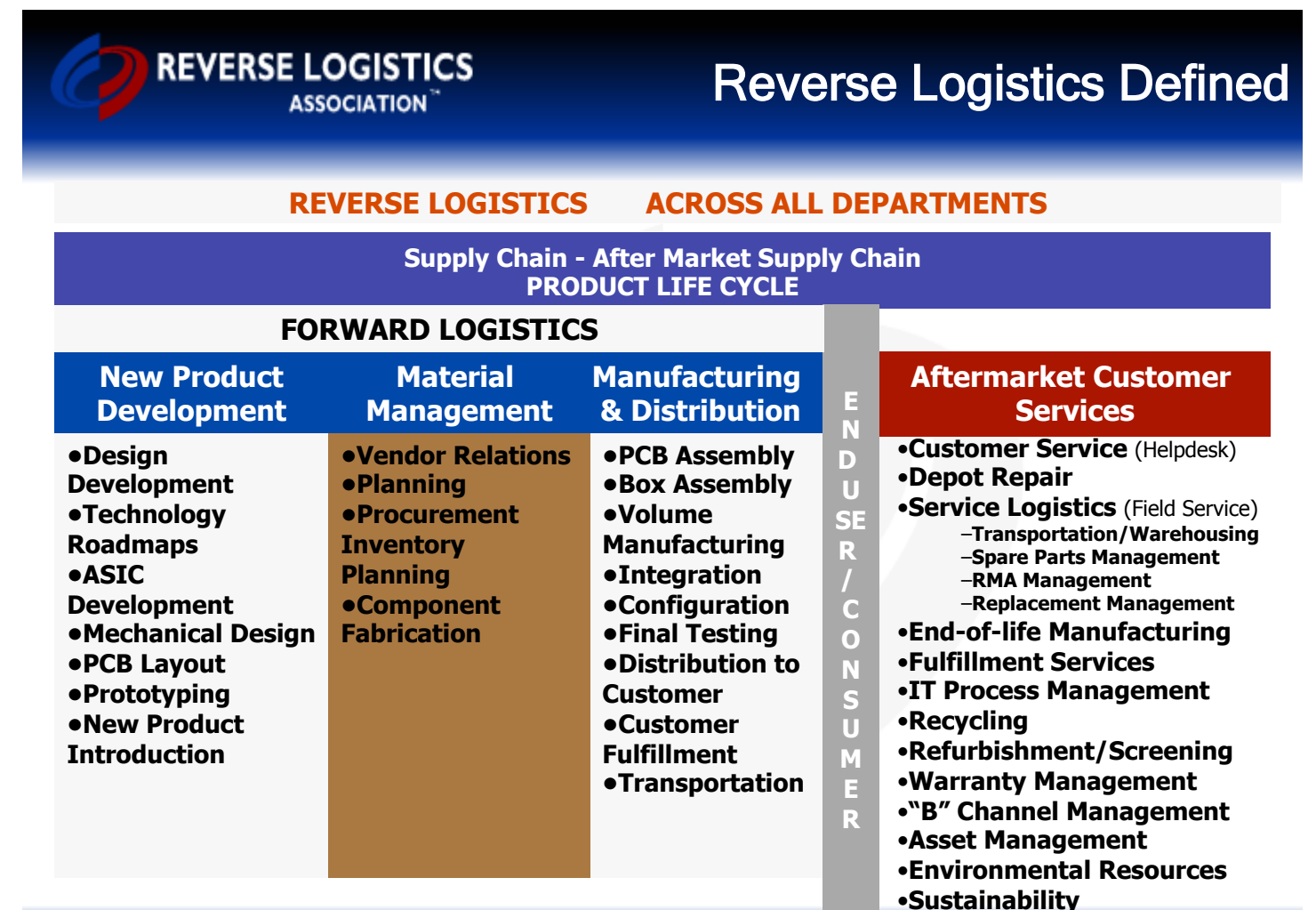
India is an economically developed country and there are lots of development scopes for various industries. The sector comes up with more openings for revenue enhancements and so the sector will be flourished rapidly in India in near future. Industrial developments in logistics may also result in improving the country's GDP and increase the numbers of customers for logistics industry.

India has been positioned 39th place amid 150 countries regarding logistics performance with its future potential as per global logistics

report 2007 prepared by the World Bank.

In between 2020 the Indian logistics industry will experience a steady annual growth of around 8-9 percent and gain potential revenue of about \$190-200 billion backed by some leading industries similar to engineering, pharmaceuticals, automotive, food processing and others.

The Logistics industry in India is making some advancement in its system and it is observed some committed performer deals with greater part of a company's logistics





operations. These players are called as 3PL players who take care of logistics value chain. At an elementary level they will look after the integrated transportation, distribution and warehousing services that can be tailored to meet up the requirements of a company. Now-a-days the 3PL players are also involving with tracking, packing and In order to manage increasing logistics costs and urgency to concentrate on core competencies, the various companies are searching for such 3PL player. The involvement of 3PL in the overall logistics market is going to be 3.5-4% by 2013-2014.

Another concept is also gaining popularity in Indian logistics sector which is known as 4PL

(4th party logistics). 4PL refers to a supplier of outsourced supply chain coordination and management service that usually does not possess or control the fundamental logistical assets and resources. 4PL can be defined as an integrator that build ups the sources, capabilities and equipment of its personal business and other businesses to plan, construct, and maneuver all-inclusive supply chain solutions. A 4PL works for management of the whole procedure. In a broader range a 4PL manages the financial, operational, IT and customer services for the client for services.

Besides all these online logistics in India is also becoming

popular in India. Some companies like Suain Logistics have launched their online portal (www.loadjunction.com) which is very useful for Indian logistics companies. Logistics companies can get the live information of unlimited trucking companies and their vehicles details to haul their freight. Besides they get the availability of various types of specialized vehicles like trailers, containers, van, reefer, flatbed, 10 wheelers lorry for haul bulk amount of loads. The logistics companies can post their available loads online and if any load is matched with a trucker they can directly negotiate through online. This types of online portals which are also known as load boards provide credit scoring systems to verify the genuineness/authenticity of the load providers and carriers/vehicle owners. The logistics companies can also get real-time rates on different routes on PAN India basis. RLM



Rajib Dey is the content writer of Global Associates, a leading firm that provides design and sustainability analysis services for a long period. I write article, blog on sustainable design & global warming issues.

10th Annual

RLA Conference & Expo Singapore

Novotel Clarke Quay • September 24-26, 2013

Asia's premiere Reverse Logistics Event will bring three full days of Reverse Logistics. Starting on Monday, September 24, 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.

Be sure to visit the Exhibition Hall where ODMs and OEMs will be looking for Third Party Service Providers (3PSPs) that can manage Reverse Logistics in the Far East, 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.



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.





As Possibilidades e Tendências de Negócios de Logística na Índia

Na Índia, o setor de logística é operado principalmente por empresas de pequeno e regional. Atualmente, a indústria de logística na Índia está crescendo a uma taxa rápida devido à crescente demanda por serviços de logística e de crescimento da renda disponível e esforços de industrialização superiores sobre o país.

A logística é principalmente envolvidos com o transporte de mercadorias. Na Índia, o setor de logística é segregado em quatro setores principais como Transporte Aéreo, Transporte Mar, Transporte Ferroviário e rodoviário.

Transporte rodoviário na Índia inclui uma parcela enorme

de movimentação de cargas para entrega de frequência, elasticidade e ponto-a-ponto. O transporte rodoviário é considerado a maior seção nos setores de logística e consiste de 73% da movimentação de cargas em 2008-2009.

Para lidar com o enorme avanço nos segmentos industriais, o conceito de logística tem sido ampliar com serviços complementares que podem variar de 3PL, redes de frio, armazenagem, etc Alguns significativa premeditado áreas de desenvolvimento dentro do setor de logística indiana são - logística de carga ar frio cadeia / armazenagem a frio, CID / CFS, serviços terceirizados de logística (3PL), o transporte rodoviário de serviços,

transporte, armazenagem, parques logísticos, Transferência, Courier.

A Índia é um país economicamente desenvolvido e existem muitos âmbitos de desenvolvimento para diversas indústrias. O setor vem com mais aberturas para melhorias de receita e por isso o setor será floresceram rapidamente na Índia no futuro próximo. Desenvolvimentos industriais na área de logística também pode resultar na melhoria do PIB do país e aumentar o número de clientes para a indústria de logística.

Índia foi posicionada 39 ° lugar entre 150 países sobre o desempenho da logística com o seu potencial futuro,

como por relatório global de logística 2007 elaborado pelo Banco Mundial.

No meio de 2020, o setor de logística indiana vai experimentar um crescimento anual constante de cerca de 8-9 por cento e ganhar receita potencial de cerca de US \$ 190-200 apoiado por algumas indústrias líderes semelhantes à engenharia, farmacêutica, automotiva, de alimentos e outros.

A indústria de logística na Índia está fazendo algum progresso em seu sistema e observa-se alguns negócios performer comprometidos com uma maior parte das operações de uma empresa de logística. Estes jogadores são chamados de jogadores 3PL que cuidam da logística de cadeia de valor. Em um nível elementar eles vão cuidar dos serviços integrados de distribuição, transporte e armazenagem que podem ser adaptados para atender as necessidades de uma empresa. Hoje em dia os jogadores estão 3PL envolvendo também com acompanhamento, embalagem e A fim de gerenciar o aumento dos custos de logística e de urgência para se concentrar nas competências essenciais, várias empresas estão à procura de jogador 3PL tal. O envolvimento de 3PL no

mercado de logística global vai ser 3,5-4% em 2013-2014.

Outro conceito também está ganhando popularidade no setor de logística indiana, que é conhecido como 4PL (logística de 4). 4PL refere-se a um fornecedor terceirizado de coordenação da cadeia de fornecimento e serviço de gestão que geralmente não possui ou controlar os ativos fundamentais logísticos e recursos. 4PL pode ser definido como um integrador que ups construir as fontes, recursos e equipamentos de seus negócios pessoais e outras empresas para planejar, construir e manobrar com tudo incluído soluções de cadeia de fornecimento. A 4PL funciona para a gestão de todo o processo. Em uma gama mais ampla de um 4PL gerencia os financeiros, operacionais e de TI de clientes de serviços para o cliente para os serviços.

Além de todas essas logística online na Índia também está se tornando popular na Índia. Algumas empresas, como Logística Suain lançaram seu portal online (www.loadjunction.com), que é muito útil para empresas de logística indianos. As empresas de logística pode obter as informações ao vivo de empresas de camionagem ilimitadas e detalhes de seus

veículos para transportar sua carga. Além disso, eles obter a disponibilidade de vários tipos de veículos especializados como reboques, contentores, van, reefer, de mesa, 10 rodas de caminhão para a quantidade de cargas a granel curso. As empresas de logística podem postar suas cargas disponíveis on-line e se qualquer carga é compensada com um caminhoneiro que eles podem negociar diretamente através da Internet. Estes tipos de portais on-line que também são conhecidos como placas de carga fornecer sistemas de pontuação de crédito para verificar a genuinidade / autenticidade dos fornecedores e transportadoras de carga / proprietários de veículos. As empresas de logística também pode obter em tempo real as taxas em rotas diferentes no PAN base Índia.

RLM



Rajib Dey é o escritor de conteúdo da Global Associates, uma empresa líder que oferece

serviços de projeto e análise de sustentabilidade para um longo período. Eu escrevo artigo, blog sobre design sustentável e questões do aquecimento global.

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



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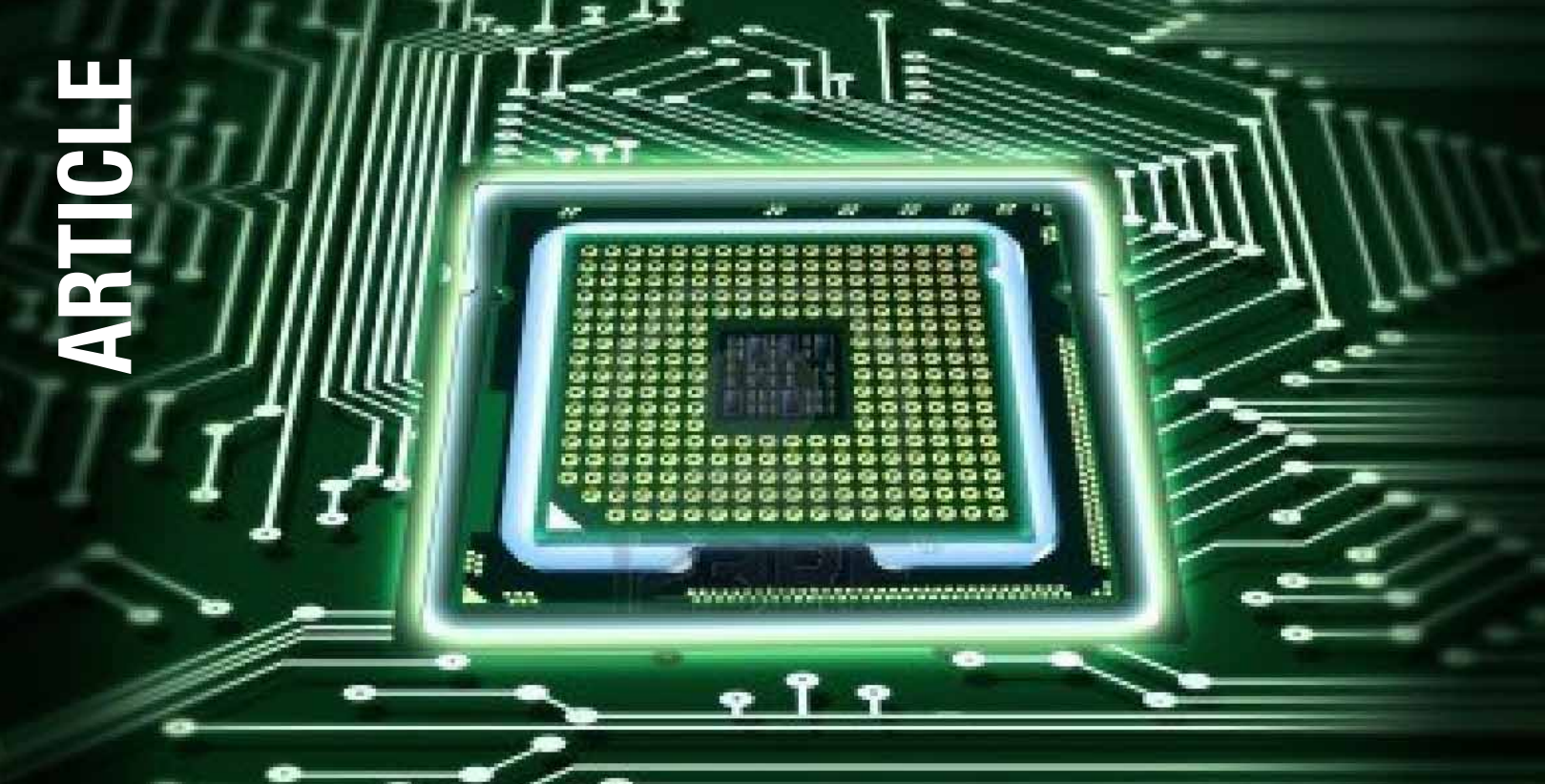
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Brazil Looks to Silicon Valley to Power New Semiconductor Factory

Brasil Olha para o Vale do Silício para o Poder Fábrica de Semicondutores - Página 22

by Heather Somerville, Business Reporter, Bay Area News Group

Brazil is building what is considered one of the most advanced semiconductor businesses in the Southern Hemisphere, and it wants Silicon Valley engineers to apply for jobs.

SIX Semiconductors -- a \$500 million project financed by the Brazilian Development Bank, IBM and an investment group comprising Brazilian oil and mining companies -- is poised to pioneer the semiconductor industry in Brazil, one of the world's fastest-growing economies. But the factory's 300 new jobs require technical skills that Brazil's workforce doesn't have, SIX leaders and industry experts say.

"What's missing in Brazil? Everything almost," said Milton Torres, chairman of the board for Six Semiconductors. "The semiconductor industry doesn't exist south of the equator."

So SIX went to the obvious place -- the birthplace of semiconductors -- to find employees.

The company's recruiting efforts here and its plans for a partnership with Stanford University will deepen the valley's ties with Brazil, valley business leaders say. While not the first Brazilian company to hire aggressively from the valley, SIX is one of the largest and, with backing

from the Brazilian government, one of the most powerful, some Bay Area Brazilians say. The valley's budding relationship with SIX -- and the government banks helping to finance it -- gives local businesses a door to the booming Brazilian market.

"Brazil gets better people, better technology, and a whole new market opens up to Silicon Valley companies looking to expand," said Vicente Silveira, a Brazilian native and director of engineering at LinkedIn, who spoke as a member of Silicon Valley networking group BayBrazil. "It has the potential to be a very healthy relationship."

In January, SIX executives visited the valley to tout the company to business leaders, engineering students and expats who left a barren Brazilian job market decades ago for tech careers in the valley.

"The reason why they are in Silicon Valley is the same reason a bank robber would go to a bank," said Harald Batista, a Brazil native and software broker in Los Altos Hills whose brother, Eike Batista, is one of the partners backing SIX. What they want, he said, is a piece of the Silicon Valley's most prized possession -- its brain trust of cutting-edge technology and innovation.

Torres said SIX hasn't hired anyone from the Bay Area yet but is in final negotiations with three people, and will recruit from the valley "for many years to come."

SIX wants about 145 employees on the payroll by the end of the year and will double that by the time it opens in late 2014 or early 2015 in Ribeirão das Neves, a suburb in the Brazilian state of Minas Gerais, north of Rio de Janeiro. It will make custom chips for energy-saving appliances and lighting, and plans to spearhead technology changes in global public health.

Brazil's universities, in desperate need of reform, don't adequately prepare students for these sorts of technical jobs, Torres said, so SIX is starting with Silicon Valley students. SIX plans to join Stanford's Center for Integrated Systems, a partnership between the university and about 19 semiconductor and electronic companies.

Vincent Jackson, a Stanford engineering graduate student, met with executives in January. Jackson, 37, spent several years working in the tech industry, including work assignments in Latin America, before going back to school for his master's. He said the company drummed up interest in students -- there's something exciting about joining an industry that's just starting to blossom, he said.

"Brazil is kind of at a point in their development where they are moving up the supply chain," he said. "The Brazilians are next in line."



Brazil has the world's fourth-largest market for cars and TVs, a surging use of mobile devices and PCs, and an oil and gas boom to power the economy. Research firm Gartner projects that IT spending will hit \$130 billion in 2013, the second highest among the BRIC nations (Brazil, Russia, India and China, which have similarly fast-growing economies).

Facebook, Twitter and PayPal are among the big players making inroads in Brazil, and Apple's (AAPL) manufacturing partner Foxconn recently began making iPads in Brazil. SIX will lay some of the groundwork for more valley companies to join them in Minas Gerais -- it's building a technology park and roads connecting it to an international airport.

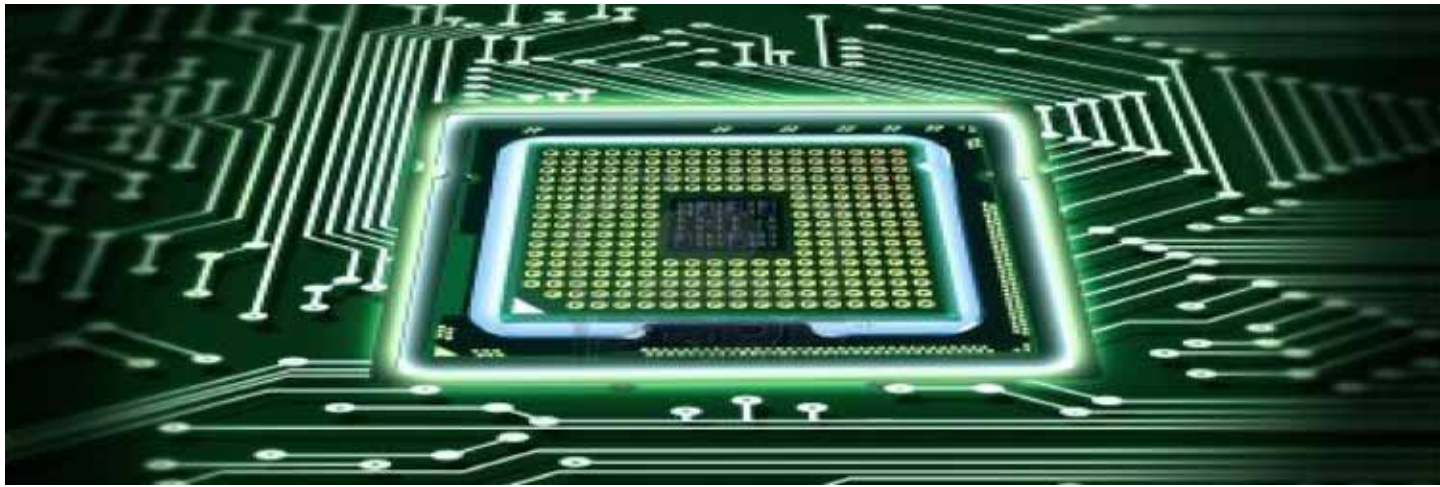
"If you want to go to a place where things are happening," said Silveira, "you should probably go to Brazil." RLM

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Heather Somerville is a business reporter with the Bay Area News Group, where she reports on consumer affairs, retail

and technology in California's Bay Area. Heather has worked for daily and weekly newspapers and online news sites across the country, covering national security, politics and immigration. She is also the recipient of a number of prestigious fellowships.



Brasil Olha para o Vale do Silício para o Poder Fábrica de Semicondutores

Brasil está construindo o que é considerado um dos negócios de semicondutores mais avançadas do Hemisfério Sul, e quer engenheiros do Vale do Silício para se candidatar a empregos.

SEIS Semicondutores - um projeto de 500 milhões dólares financiados pelo Banco Nacional de Desenvolvimento Econômico, IBM e um grupo de investidores que inclui brasileira de petróleo e mineração - está prestes a pioneira da indústria de semicondutores no Brasil, um do mundo o mais rápido crescimento economias. Mas a fábrica 300 novos empregos exigem habilidades técnicas que força de trabalho do Brasil não tem, seis líderes e especialistas do setor.

“O que falta no Brasil? Quase tudo”, disse Milton Torres, presidente do conselho de Seis Semiconductors. “A indústria de semicondutores não existe ao sul do equador.”

Então seis foram para o lugar óbvio - o local de nascimento de semicondutores - para encontrar funcionários.

Os esforços da empresa de recrutamento aqui e seus planos para uma parceria com a Universidade de Stanford vai aprofundar os laços do vale com o Brasil, os líderes empresariais vale dizer. Apesar de não ser a primeira empresa brasileira a contratar de forma agressiva a partir do vale, seis é um dos maiores e, com o apoio do governo brasileiro, um dos mais poderosos, alguns brasileiros da área da baía dizer. Relação de amizade do vale, com seis - e os bancos do governo, ajudando a financiá-lo - dá às empresas locais uma porta para o mercado em expansão no Brasil.

“O Brasil recebe as pessoas melhor, melhor tecnologia, e todo um novo mercado se abre para as empresas do Vale do

Silício que procuram expandir”, disse Vicente Silveira, um nativo do Brasil e diretor de engenharia do LinkedIn, que falou como um membro do grupo Vale do Silício rede BayBrazil. “Ele tem o potencial de ser uma relação muito saudável.”

Em janeiro, seis executivos visitaram o vale a defender a empresa para líderes empresariais, estudantes de engenharia e expatriados que deixou um estéreis décadas mercado de trabalho brasileiro atrás para carreiras de tecnologia no vale.

“A razão pela qual eles estão no Vale do Silício é a mesma razão um ladrão de banco iria a um banco”, disse Harald Batista, um nativo do Brasil e corretor de software em Los Altos Hills, cujo irmão, Eike Batista, é um dos parceiros que apóiam SEIS. O que eles querem, segundo ele, é um pedaço de bem mais

precioso do Vale do Silício - a sua confiança cérebro de tecnologia de ponta e inovação.

Torres disse que seis não contratou ninguém da Bay Area, mas ainda está em negociações finais com três pessoas, e vai recrutar a partir do vale “por muitos anos que virão.”

SEIS quer cerca de 145 funcionários na folha de pagamento até o final do ano e vai dobrar de que no momento em que se abre no final de 2014 ou início de 2015, em Ribeirão das Neves, um subúrbio no estado brasileiro de Minas Gerais, norte do Rio de Janeiro. Ele vai fazer chips personalizados para economia de energia e iluminação, aparelhos e planos para liderar as mudanças tecnológicas em saúde pública global.

Universidades do Brasil, em desesperada necessidade de reforma, não preparar adequadamente os alunos para estes tipos de trabalhos técnicos, disse Torres, para SIX está começando com os estudantes do Vale do Silício. SEIS planos de se juntar Centro de Stanford para Sistemas Integrados, uma parceria entre a universidade e cerca de 19 empresas de semicondutores e eletrônicos.

Vincent Jackson, um estudante de engenharia de Stanford pós-graduação, se reuniu com executivos em janeiro. Jackson, de 37 anos, passou vários anos trabalhando na indústria de tecnologia, incluindo as atribuições de trabalho na América Latina, antes de voltar

para a escola para seu mestre. Ele disse que a empresa batia-se o interesse em alunos - há algo emocionante sobre ingressar em um setor que está apenas começando a florescer, disse ele.

“O Brasil é uma espécie de em um ponto no seu desenvolvimento, quando eles estão se movendo-se a cadeia de abastecimento”, disse ele. “Os brasileiros são os próximos na linha.”

Não são apenas os alunos que têm seus olhos no gigante sul-americano. A área da baía podia ver uma migração reversa de meio de carreira brasileiros indo para casa para empregos de alta tecnologia que nunca antes tinha sido disponível no Brasil, Silveira disse. Quando Silveira deixou o Rio de Janeiro em 2001, “era claro, se você queria ficar em tecnologia, não houve oportunidade no Brasil. Agora, eu não tenho certeza se a minha decisão seria tão clara.”

SEIS traz mais competição ao meio ambiente já acirrada do vale, os líderes empresariais dizem. Mas também é uma “enorme oportunidade para as empresas americanas para tirar proveito” da paisagem do Brasil coming-of-age tech, disse Batista.

O Brasil tem o mercado mundial de quarta maior para carros e TVs, um uso crescente de dispositivos móveis e PCs, e um boom de petróleo e gás para alimentar a economia. Projetos de pesquisa Gartner que gastos com TI vão chegar a US \$ 130 bilhões em 2013, o segundo maior entre os países do BRIC

(Brasil, Rússia, Índia e China, que têm igualmente economias de crescimento rápido).

Facebook, Twitter e PayPal estão entre os grandes jogadores que fazem incursões no Brasil, e (AAPL) da Apple fabricação parceira Foxconn recentemente começou a fazer iPads no Brasil. SEIS irá lançar algumas das bases para que mais empresas vale para se juntar a eles em Minas Gerais - é a construção de um parque tecnológico e estradas de ligação a um aeroporto internacional.

“Se você quer ir a um lugar onde as coisas estão acontecendo”, disse Silveira, “você provavelmente deve ir para o Brasil.” RLM

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Heather Somerville é uma repórter de negócios com o Grupo de Notícias da Bay Area, onde ela relata sobre


assuntos de consumo, varejo e tecnologia na área da Califórnia Bay. Heather tem trabalhado para jornais diários e semanais e sites de notícias on-line em todo o país, abrangendo a segurança nacional, política e imigração. Ela é também o destinatário de um número de bolsas de prestígio.


RLA Conference & Expo São Paulo, Brazil

REVERSE
LOGISTICS
ASSOCIATION
CONFERENCE
& EXPO

Workshops - April 16, 2013
Conference & Expo - April 16-18, 2013

 We are pleased to announce the RLA Conference & Expo Brazil in April 2013! Companies from all over the world and especially South America & Central America along with many other international delegates will be in attendance. ODMs, OEMs, Branded Companies and Retailers will be looking for 3PSPs that can manage Reverse Logistics in South & Central America.

 Temos o prazer de anunciar a Conferência e Exposição RLA Brasil em Abril 2013! Empresas do mundo inteiro e principalmente da América do Sul e Central junto com muitos outros delegados internacionais, estarão presentes. ODMs, OEMs, Companhias de Marca e Varejistas da América do Norte e Sul, Europa e o Extremo Oriente estarão procurando Empresas Terceirizadas que lidam com a Logística Reversa

 Nos complace anunciar la Conferencia y Exposición RLA Brasil en abril de 2013! Empresas de todo el mundo y especialmente América del Sur y Centroamérica, junto con muchos otros delegados internacionales estarán presentes. Fabricantes ODM e OEM, minoristas y empresas de marca de la América del Norte y del Sur, Europa, y del Extremo Oriente estarán buscando terceros que puedan gestionar la logística inversa.

Hotel Novotel São Paulo Jaragua Convention

An excellent location downtown, minutes away from main shopping and tourist spots.



Be sure not to miss some of our exciting sessions & workshops



Marcio Silva
Consumer Services Manager,
Philips



Leonardo Mainardi,
Repair Vendor Manager,
Cisco Systems



Luciana Lacerda,
Services Supply Chain &
Logistics Mgr, HP



Orlando Cattini Junior,
Professor,
FGV



Melissa Silva,
Reverse Logistics Manager,
Correios

PHILIPS

CISCO

hp
invent

FUNDAÇÃO
GETULIO VARGAS

CORREIOS

KEYNOTE SPEAKER





Felipe Ortiz,
Coordenador em Logística
Reversa,
Grupo Pão de Açúcar

Graduado em Logística Empresarial de Armazenagem e Distribuição e pós-graduado com MBA - Executivo em Gestão Empresarial pelo Instituto Nacional de Pós Graduação.

Experiência de sete anos em varejo/supply chain, com passagem por Transportes e Adm. Logística, e à cinco anos com a carreira dedicada à Logística Reversa.

Responsável pela logística reversa do Grupo Pão de Açúcar, envolvendo o tratamento de itens de mercearias e bazar, além da gestão dos equipamentos logísticos de toda a cadeia.

Professor de logística reversa e gestão de qualidade para o curso técnico de Logística da ETEC.

Owner de um canal de comunicação sobre Logística Reversa (www.logisticareversapro.com.br).

Presidente do comitê brasileiro da RLA (Reverse Logistics Association).



PLANIFICACIÓN PARA ASISTIR?

Regístrate ahora para recibir una noche de estancia en el Hotel Novotel Sao Paulo Jaragua Convención.



PLANEJAMENTO EM ATENDER?

Registe-se agora para receber uma noite de estadia no Hotel Novotel São Paulo Jaragua Convention.

www.RLAshow.org



Socio-Ecological Model in Reverse Logistics

Modelo Socio-Ecológico en La Logística Inversa - Página 35

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

SUMMARY

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

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



North American Free Trade Agreement (NAFTA)

- Mexico is the only developing

country that has signed a free trade agreement, which includes a clause relating to the environment. This facilitates access to cleaner technology and promotes the raising of standards, which favors rules that ultimately converge conservationists of Mexico with the United States and Canada.

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

INTRODUCTION

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

- Strengthening environmental laws and their application.

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

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

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

resort to any mandatory measure.

Industrial Competitiveness Program and Environmental Protection

- The Industrial Competitiveness Program and Environmental Protection implemented from July 1995, represents a new era of cooperation between government and industry organized in the country with a view to modernizing the country’s industrial plant includes the following topics:

- Restructuring and technological cooperation: It promotes the use of clean technologies and supports the industry with the Bank of Commerce and Development, in the simplification of procedures and requirements on credit operations aimed at technological upgrading.
- Environmental Infrastructure: It is proposed to boost private investment in creating the necessary infrastructure for handling, recycling, treatment, transportation and destruction of

waste, effluents and emissions, and promoting the integration of productive chains through environmental management

THEORETICAL FOUNDATIONS

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

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

Industry Events



RLA Conference & Expo Brazil

April 16-18, 2013

RLA Seminar: Bentonville

May 2, 2013

RLA Conference & Expo Amsterdam

June 18-20, 2013

RLA Conference & Expo Singapore

September 24-26, 2013

RLA Conference & Expo Las Vegas

February 14-18, 2014

and allow us to evaluate existing operating mechanisms, and how to address the challenges posed by the recovery of life products.

Recovery of used or discarded products is not new is as old as man himself already in the Stone Age obtained shrapnel used in the manufacture of tools and tips for their arrows. The ancient Mesopotamian cultures, Inca, Aztec, Greek or Roman and recycling techniques commonly used in their daily activities. For example, the local currencies of the conquered cities were merged into new coins, but sometimes, those currencies were not even subjected to a recycling process, returning to be circulated once the seal stamped on them the new king. Other examples can be found in the weapons used in the battle being reconverted into or merged agricultural implements for the manufacture of new weapons.

With the Industrial Revolution began the process of economic

growth based on technology. The Industrial Revolution sparked not only the economic boom, scientific and technical, but, with this, was promulgated intensive, extensive and irrational natural resources for models of economic growth for many years, and before Industrial Revolution that forever mark the development of mankind, the industry was not an important factor in the production of industrial waste.

Traditional processes of production and exploitation of the soil and subsoil, permit renewal and natural preservation thereof, since such processes were extremely rudimentary, and did not cause devastation or destruction of resources, new mechanisms and forms of production, along with intensive and systematic exploitation of natural resources, went generalizing without providing the same effects on the environment. For many years the image of hundreds of chimneys spewing smoke has

represented the symbol of progress and consolidation of economic power.

Although the late 50s and early 60s began to manifest environmental awareness, it is not until the 70's when the processes of natural resource depletion are evident and therefore the associated costs.

In this way, you begin to look, first, alternative forms of economic growth and development continue to prevent environmental degradation processes, and on the other hand, mechanisms for the recovery of raw materials.

Since the 80s, the company tries to progressively modify attitudes and behavior patterns that allow for improvements in their environment, or at least reduce the negative impact it has on the environment from the disposal of phones etc., So terms such as pollution, environmental impact, greenhouse effect, waste, recycling, organic farming or energy savings have become commonplace.

DISCUSSION AND RESULTS

The industrial and business world has not been immune to this situation and have begun to consider environmental and ecological aspects as decision variables when formulating its business strategy.

A significant finding of this interest of multinationals and large business groups, is the inclusion of an environmental report in the information they offer to their shareholders. Conditioned by legal and market imperatives, in any case, more and more companies

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to incorporate environmental considerations in their management made both by markets as under current law, "the socioeconomic model of reverse logistics is becoming a model socio-economic ecological therefore reverse logistics, should get interlacing quality, innovation and the environment."

Similarly, governments have begun to take social demands raised about taking measures to reduce the negative impact of human activity on the natural environment. These actions include those designed to reduce waste generation, encouraging recovery activities, recycling and reuse of products. It is not so green a fad or a temporary or passenger, environmental considerations and implications are parameters authorities, businesses

and consumers have joined your decision making process.

The waste management has emerged as one of the main fields of action for companies that have begun to consider issues such as clean production, reducing raw material consumption, environmental design, reusing products and packaging, etc., with the aim of reducing the final amount of waste generated during the activity.

Waste management is an area of research that intermingle different areas of knowledge. It pinup possibilities that may arise in the company with the reintegration of products used and discarded by the consumer and the producer which has certain responsibilities. The first academic research on the recovery of

life products in the field of business, dating back to the early 90s, but in the 70's published several works in which examines the problem of distribution in the recycling industry.

Thus studying the structure of distribution channels for recycling in these works explicitly refers to some of the aspects that characterize reverse distribution networks, such as:

1. The existence of many sources (consumers) and few destinations (collectors) in the distribution network.
2. A very large set of intermediaries and new functions.
3. The importance of classifying activities repossessed.

Defined mathematical models,



that indicate the best alternatives applicable to the development of reverse distribution channels, the existence of environmental legislation that affects or influences the operational scheme traditional businesses.

Until the 90's when you start to investigate further the administration of life products. In this decade will make a number of works that address the problem of shortage of resources and raw materials, as well as the opportunities for recovery and reuse of used products represent for the company and for society.

Defined as the product of research, among other issues, the logistics related to the return of products, from the consumer to the producer, through recycling, reuse of materials and components, waste disposal and restore operations, repair and remanufacturing and talk and the concept of reverse logistics.

It defends the idea that companies should develop an effective policy for managing products recovered, without significantly affecting its cost structure. They are classified and analyzed, for the first time, the options available to efficiently manage the flow of goods from the consumer to the producer, defining a set of elements that favor the implementation of a recovery system life products.

For the efficient recovery of these products is essential to establish reverse logistics systems able to put in the hands of collector products discarded by consumers. This will start using the Reverse Logistics concept to encompass the range of logistical activities necessary to recover and exploit economically the life products.

At first, the references to the term reverse logistics appears in



professional journals and popular (mainly transport and distribution), in recent years in academia and business.

A review of the literature on Reverse Logistics major contributions made are:

1. General and theoretical developments.
2. Transport and packaging.
3. Markets end.

Most of the studies analyzed are "descriptive and anecdotal" and published in trade magazines, detecting the absence of theoretical developments that allow building a research framework, we analyze the role of logistics in areas such as product returns, reduction in waste generation, recycling, repair and remanufacturing through developing optimization models that combine engineering and logistics business decision models in order to increase the flow and return of life products,

other groups the most recent contributions on studies and Reverse Logistics in five categories:

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

It is necessary to develop quantitative models designed for the analysis of the

inverse function of logistics, grouped into three distinct categories:

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

Reverse logistics is a scientific field in which the contributions are still too partial. There is a huge imbalance between the large number of empirical studies related to the reuse or recycling of products and the few theoretical developments that give a comprehensive view of

this issue.

CONCLUSION

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

1. The impact on the supply chain, analyzing how aspects environmental planning affect

the production, distribution, inventory, location and generally to all activities logistics.

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

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

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

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Modelo Socio-ecológico en la Logística inversa

RESUMEN

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

INTRODUCCIÓN

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

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

Tratado de Libre Comercio de

América del Norte (TLCAN)

- México es el único país en vías de desarrollo que ha firmado un acuerdo de libre comercio, en el que se incluye una cláusula relativa al medio ambiente. Esto facilita el acceso a una tecnología menos contaminante y propicia la elevación de los estándares, lo que favorece que al final las reglas conservacionistas de México converjan con las de Estados Unidos y Canadá.
- Entre los propósitos del Tratado que se mencionan existen cuando menos tres que se relacionan con el medio ambiente:
 1. La intención de promover el libre comercio de manera congruente con su protección y preservación.
 2. El fomento del desarrollo sostenible.
 3. El fortalecimiento de las leyes ambientales y de su aplicación.

El empleo de instrumentos económicos sería un poderoso complemento de estándares. Las ventajas que ofrecen los instrumentos económicos es que su aplicación

puede ser menos costosa que la de los controles directos. También pueden contribuir a internalizar los costos y beneficios ambientales, dar mayor flexibilidad a los agentes económicos, ofrecer un incentivo para mejorar la tecnología y generar recursos financieros para construir la infraestructura y otras instalaciones requeridas para el manejo ambiental. Estos instrumentos serían un medio para aplicar el principio de “el que contamina paga”, que es la regla que han adoptado varios países de la OCDE.

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

Programa de Competitividad Industrial y Protección Ambiental

- El Programa de Competitividad Industrial y Protección Ambiental instrumentado a partir de julio de 1995, representa una nueva era

de cooperación entre el gobierno y los industriales organizados del país, con el propósito de modernizar la planta industrial de país, incluye los temas de:

1. Reconversión y cooperación tecnológica: Promueve el uso de tecnologías limpias y apoya a la industria ante la Banca Comercial y de Desarrollo, en la simplificación de trámites y requisitos en operaciones de crédito orientadas a la reconversión tecnológica.
2. Infraestructura ambiental: Se propone impulsar la inversión privada en la creación de la infraestructura necesaria para el manejo, reciclaje, tratamiento, transporte y destrucción de residuos, afluentes y emisiones; y promover la integración de cadenas productivas a través de la gestión ambiental.

BASES TEÓRICAS

El objetivo de la logística inversa es la recuperación de los productos desechados por los consumidores y el estudio y análisis de las opciones que tienen las empresas para una adecuada reinserción en el proceso productivo, con el propósito de obtener una ventaja competitiva, en términos económicos, y para la sociedad en términos medioambientales. Estableciendo, las implicaciones estratégicas, tácticas y operativas motivadas por la recuperación de estos productos fuera de uso, generadoras de ventajas sostenibles para la empresa, tanto en el sentido productor- consumidor (función directa de la logística) como en el sentido consumidor-productor (función inversa de la logística).

Es necesario diseñar e implementar

un análisis cuantitativo de distintos sistemas logísticos en los que se considere la función inversa y que nos permita evaluar los mecanismos de funcionamiento existentes, y cómo afrontar los retos que plantea la recuperación de los productos fuera de uso.

La recuperación de productos usados o desechados no es algo nuevo es tan antiguo como el propio hombre que ya en la Edad de Piedra utilizó las esquirlas obtenidas en la fabricación de sus herramientas como puntas para sus flechas. Las antiguas culturas mesopotámica, inca, azteca, griega o romana ya utilizaban habitualmente técnicas de reciclaje en su actividad cotidiana. Por ejemplo, las monedas locales de las ciudades conquistadas eran fundidas en nuevas monedas, aunque en ocasiones, dichas monedas ni siquiera eran sometidas a un proceso de reciclaje, volviendo a ser

puestas en circulación una vez que se estampaba en ellas el sello del nuevo rey. Otros ejemplos los podemos encontrar en las armas utilizadas en la batalla que se reconvertían en instrumentos agrícolas o se fundían para la fabricación de nuevas armas.

Con la Revolución Industrial se inicia el proceso de crecimiento económico basado en la tecnología. La Revolución Industrial desató, no sólo, el auge económico, científico y técnico, sino que, con ésta, se promulgó el uso intensivo, extensivo e irracional de los recursos naturales en busca de modelos de crecimiento económico, durante muchos años, y antes de que la Revolución Industrial marcara para siempre el desarrollo de la humanidad, la industria no se constituía como un factor importante en la producción de desechos industriales.

Los procesos tradicionales de producción y explotación del suelo y subsuelo, permitían la renovación y conservación natural de los mismos, ya que tales procesos eran extremadamente rudimentarios, y no provocaban devastación ni aniquilamiento de los recursos, los nuevos mecanismos y formas de producción, junto con la explotación intensiva y sistemática de los recursos naturales, se fueron generalizando sin prever los efectos de la misma sobre el medio ambiente. Durante muchos años la imagen de cientos de chimeneas arrojando humo ha representado el símbolo del progreso y la consolidación del poderío económico.

Aunque a finales de los años 50 y principios de los 60 empezó a manifestarse una conciencia medioambiental, no es sino hasta la

década de los 70 cuando los procesos de agotamiento de los recursos naturales se hacen evidentes y en consecuencia los costos asociados.

De esta forma, se empiezan a buscar, por un lado, formas alternativas de crecimiento y desarrollo económico que eviten continuar con los procesos de deterioro ambiental, y por otro lado, mecanismos que permitan la recuperación de materia prima.

A partir de los años 80, la sociedad intenta modificar progresivamente actitudes y normas de conducta que le permitan obtener mejoras en su entorno ambiental, o al menos reducir el impacto negativo que ejerce sobre el medio ambiente el desecho de teléfonos etc., de esta forma, términos tales como contaminación, impacto ambiental, efecto invernadero, residuos, reciclaje, agricultura ecológica o ahorro energético se han hecho habituales.

DISCUSIÓN Y RESULTADOS

El mundo industrial y empresarial no ha sido ajeno a esta situación y han comenzado a considerar los aspectos ambientales y ecológicos como variables de decisión a la hora de formular su estrategia empresarial.

Un dato significativo de este interés de las multinacionales y los grandes grupos empresariales, es la inclusión de una memoria medioambiental dentro de la información que ofrecen a sus accionistas. Condicionada por imperativos legales y de mercado, en cualquier caso, cada vez son más las empresas que incorporan en su administración consideraciones medioambientales realizadas tanto por los mercados como por

la legislación actual: “el modelo socioeconómico de la logística inversa se está transformando en un modelo económico socio-ecológico por lo que la Logística inversa, debe conseguir entrelazar la calidad, la innovación y el medio ambiente”.

Del mismo modo, las administraciones públicas han comenzado a asumir las demandas sociales planteadas al respecto, adoptando medidas para reducir el impacto negativo de la actividad humana sobre su entorno natural. Entre estas acciones destacan las destinadas a disminuir la generación de residuos, incentivando las actividades de recuperación, reciclaje y reutilización de los productos. No se trata de una moda por lo verde ni de algo temporal o pasajero, las consideraciones e implicaciones medioambientales son parámetros que autoridades, empresas y consumidores han incorporado a su proceso de toma de decisiones.

La administración de residuos se ha revelado como uno de los principales campos de actuación para las empresas, que han comenzado a considerar cuestiones tales como producción limpia, reducción de consumo de materias primas, diseño para el medio ambiente, reutilización de productos, envases y embalajes, etc., con el objetivo de disminuir la cantidad final de los residuos generados durante su actividad económica.

La administración de residuos es un área de investigación en la que se entremezclan distintas áreas del conocimiento. Se modelan las posibilidades que pueden presentarse en la empresa con la reinserción de productos usados

RL Careers

Best Buy

- Senior Manager, Supply Chain

Celestica Inc

- Account Management Director

Microsoft

- Reverse Supply Chain Operations Manager
- Retail Stores Global Customer Returns Program Manager

Motorola Mobility

- Global Materials Planner

OnProcess Technology

- Vice President of Delivery Services

Peripheral Computer Support Inc., Computer Technology Solutions LP

- Vice President, Operations

PlanITROI

- Client Services Account Manager

- Business Development Manager – (RL) Reverse Logistics Specialist

Reverse Logistics Association

- RL Solutions Director
- Student Intern Positions
- Executive Assistant
- Sales Executive, Advertising
- Seminars/Webinar Director
- Project Manager/Editor

Round2 Inc

- Business Development Managergr
- Lead Generator

Toshiba

- Manager, RL SCM Service Parts
- RL Sr. Materials Analyst



y desechados por el consumidor y sobre los que el productor tiene determinadas responsabilidades. Los primeros trabajos de investigación académica sobre la recuperación de productos fuera de uso en el ámbito de la empresa, datan de la década de los años 90, aunque ya en los años 70 se publican algunos trabajos en los que se analiza el problema de la distribución en la industria del reciclaje.

En este sentido estudiando la estructura de los canales de distribución para el reciclaje en estos trabajos se hace referencia explícita a algunos de los aspectos que caracterizan las redes de distribución inversa como, por ejemplo:

1. La existencia de muchos orígenes (consumidores) y pocos destinos (recolectores) en la red de distribución.
2. Un conjunto de intermediarios muy numeroso y con nuevas funciones.
3. La importancia que tienen las actividades de clasificación de

los bienes recuperados.

Se definen modelos matemáticos que señalan las mejores alternativas aplicables al desarrollo de canales de distribución inversa, la existencia de una legislación medioambiental que condiciona o influye en el esquema operativo tradicional de las empresas.

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

Se definen como producto de la investigación, entre otras cuestiones, los procesos logísticos relacionados con el retorno de productos, desde el consumidor al productor, mediante el reciclaje, la reutilización

de materiales y componentes, la Eliminación de residuos y las operaciones de restauración, reparación y refabricación y se habla ya del concepto de Logística Inversa.

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

Para la recuperación eficiente de estos productos resulta imprescindible establecer sistemas de logística inversa capaces de poner en manos del recolector los productos desechados por los consumidores. De esta forma se empieza a utilizar

el concepto de Logística Inversa para referirse al conjunto de actividades logísticas necesarias para recuperar y aprovechar económicamente los productos fuera de uso.

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

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

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

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

1. Conceptos Generales.
2. Modelos Cuantitativos.
3. Distribución, Almacenaje y Transporte.

4. Perfiles Empresariales.
5. Aplicaciones Industriales.

PENDIENTES

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

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

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

CONCLUSIÓN

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

1. El impacto sobre la cadena de suministro, analizando cómo los aspectos medioambientales afectan a la planificación de la producción, distribución, inventarios, localización y en general, al conjunto de las actividades logísticas.
2. El impacto sobre la cadena medioambiental, estudiando las técnicas de investigación de operaciones que aporten una mejor formulación y resolución de las cuestiones medioambientales. [RLM](#)

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Money Talks

ModusLink Announces Results of 2012 Annual Meeting and Completion of \$30 Million Investment

Western Digital Makes Strategic Investment in Skyera

Microsoft Declares Quarterly Dividend

Target Reports January Sales Results



Best Buy Reports Fourth Quarter and Fiscal Year Results

Dell Special Committee Issues Statement Regarding Its Evaluation Of Strategic Alternatives

Cindy Miller Promoted to President of UPS Europe

21 March 2013—UPS has announced that Cindy Miller, a 24-year UPS veteran, has been promoted to president of UPS Europe, making her responsible for all UPS operations in more than 120 countries and territories across Europe, the Middle East and Africa (EMEA).

Avnet Recognized as One of Top 10 Large Firms in the Phoenix Business Journal's "2013 List of Healthiest Employers in the Valley"

Phoenix, AZ—21 March 2013—Avnet, Inc. (NYSE:AVT), a global value-added technology distributor, was recognized as one of the top ten large firms on the Phoenix Business Journal's "2013 Healthiest Employers in the Valley" list. The list highlights Phoenix-area employers that are committed to creating healthy workplaces. Avnet, ranked number nine on the list, was recognized for its Healthy Steps wellness program for employees in Arizona and throughout the U.S.

Canon Ranks As One Of Fortune Magazine's 2013 World's Most Admired Companies

Melville, NY—21 March 2013—Canon U.S.A., Inc., a leader in digital imaging solutions, today announced that its parent company, Canon Inc., has placed on Fortune Magazine's 2013 World's Most Admired Companies list. Moving up one spot in 2013 to fourth globally in the Computers category, Canon ranked in the top three for innovation, financial soundness and long-term investment. In addition, the company placed first among

corporations based internationally.

Arrow Establishes IT Asset Disposition and Reverse Logistics Presence and Expands Computer System Integration Operations in Brazil

Englewood, CO—20 March 2013—Arrow Electronics Inc. (NYSE: ARW) announced the opening of a new facility in Sao Paulo, Brazil, that establishes a presence for the company's value recovery (electronic and IT asset disposition) and reverse logistics businesses. Additionally, Arrow's existing custom computer system integration operations in Brazil will be expanded and relocated to this facility.

Dell Services Helps Singapore Exchange Modernize Mainframe Application

Plano, TX—19 March 2013—Dell Services today announced the successful completion of a project with Singapore Exchange (SGX) designed to future-proof the technology underpinning its depository business and enhance operating efficiency. The project helped SGX improve the speed of a critical application by up to 100 percent, significantly lowering annual operating costs and better positioning its IT systems to align with future business initiatives.

T-Mobile USA and MetroPCS Announce Board of Directors of Combined Company

Bonn, Germany & Bellevue, WA—19 March 2013—Deutsche Telekom AG (XETRA: DTE; "Deutsche Telekom"), T-Mobile USA, Inc. ("T-Mobile") and MetroPCS Communications, Inc.

(NYSE: PCS; "MetroPCS") today announced the members of the board of directors of the combined company upon completion of the proposed combination of MetroPCS and T-Mobile. This impressive and diverse group of individuals has a wide variety of expertise, qualifications, attributes and skills, including corporate governance and board service, executive management, finance and accounting, private equity, operations, strategy, technology, investor relations, telecommunications industry experience, and public service.

SIMS Metal Management Announces European Management Changes

SIMS Metal Management Announces European Management Changes

New York, NY & Sydney, Australia—19 March 2013—Effective immediately Graham Davy, CEO Europe and Global Sims Recycling Solutions (SRS), is no longer employed by the Company. Amongst other management changes, Hans-Otto Hagemann has been appointed acting Managing Director SRS Continental Europe and SRS UK.

Ryder Launches New Company Website

Miami, FL—19 March 2013—Ryder System, Inc. (NYSE: R), a leader in commercial transportation and supply chain management solutions, today announced the launch of its new company website at www.ryder.com. The site features expanded content and an updated design to improve the user experience.



Waste No Time In Disposing E-Waste Aptly

by Dong Fangyu, Reporter, China Daily

I have a pile of used electronic devices, tangled with USB lines, lying at home. I may carry on the Chinese tradition of thrift, but it is difficult for me to dispose of the obsolete e-gadgets in an environmental friendly manner.

China is arguably the world's second largest generator of e-waste. It generates 2.3 million tons of such waste every year. A

United Nations Environment Programme report says computer waste in China will increase by 400 percent from



2007 to 2020. But perhaps more worrying than the mounting e-waste is the absence of effective recycling channels and a comprehensive e-waste management system in China.

Urban residents like me, including eco-conscious consumers, have very little information about environmentally friendly channels to dispose of electronic

castoffs. Apart from the irregular drop-off or collection centers run by NGOs and environmental groups in a few urban areas, a large majority of urban residents have no option but to sell used or scrap electronics in second hand markets or to door-to-door vendors.

The people who collect e-waste in my neighborhood near the Bird's Nest, or Beijing National Stadium, usually pedal their wagons or carts around, which sometimes carry cardboard signs telling residents what they can dispose of. I have never given any of my used e-gadgets to peddlers because I suspect a majority of them are processed by informal sectors, including individuals and small illegal or informal workshops, which sometimes process them without providing enough protection to laborers and then dump the toxic waste on streets or in landfills. The ultimate victim of such indiscriminate disposal is the environment, and thus the people.

E-waste is a double-edged sword. If well managed, it will help conserve resources, improve energy efficiency and create new jobs. But if not, it will inflict serious damage on the environment and people's



health.

Researchers who published a study in Environmental Research Letters in May 2011, cited in Science Daily, took air samples from Taizhou in Zhejiang province, where more than 60,000 people are engaged in dismantling over 2 million tons of e-waste for metals each year. They found that workers in the e-waste dumps suffered from inflammation and stress, which could cause heart disease, DNA damage and even cancer, because of the toxic air they inhaled.

Different from the smog over Beijing and other cities in China, the damage caused by e-waste to the environment is so intangible that we could already be facing a long-term

threat. Because of improper recycling processes, heavy metals and toxic chemicals are absorbed in the atmosphere, seep into soil and water bodies, and cause serious pollution, damaging the environment.

Given the enormous health and environmental risk that e-wastes pose, effective recycling channels encompassing households are too few. In June 2010, the country extended nationwide the "old-for-new" program, a recycling mechanism that encouraged consumers to buy new household appliances at a discount by handing over their old ones. It was a successful recycling program for mitigating environmental pollution, especially because used household appliances were reclaimed through a set of official channels.

But after the program ended in 2011, residents have been left with few channels to dispose of their used gadgets and appliances. In the absence of financial incentives, coupled with the lack of policy enforcement, manufacturers, retailers and dismantling companies are no longer enthusiastic about continuing the practice.

According to China Economic Net, formal recycling companies usually face the problems of high reclaim cost and hindered channels, which condemn most of the household e-waste to gray channels like street vendors.

Official data show that at the end of 2011, 84 companies were registered with the Ministry of Environmental Protection to process e-waste, but they have not set up effective recycling channels either with local



communities or extensive third parties.

Perhaps the government can use some of the better practices abroad as examples to provide effective recycling channels for household e-waste in China. For example, in France, social communities have to reclaim at least 4 kilograms of electronic waste every year, and Swedish laws stipulate that the disposal cost be borne by manufacturers and the government, according to China Economic Net.

Although authorities in China, too, have extended the responsibility mechanism to electrical and electronic goods' manufacturers, inadequate logistics, lax regulation, lack of incentives and poor supervision make it extremely difficult for consumers to contact manufacturers to drop off their old appliances.

Confronted with mounting e-wastes, complicated further by lack of proper recycling channels, it is high time China established an effective e-waste recycling mechanism to avoid further environmental and health problems.

Experts say that for building an effective circular economic system, the electronics industry should have well-built lines starting from product designing to channels for second-hand utilization and recycling and, finally, for disposal of decontaminated non-recyclable components. This is the appropriate time for the government to raise consumers' awareness and provide them easy and environmentally friendly channels to dispose of their e-waste.



Dong Fangyu is the author and a reporter with China Daily.

Interested in Networking?



RLA Seminars are one-day events held around the world at key industry locations creating easy access for anyone interested in learning best practices and strategies in Reverse Logistics. The highlight of these events is a facility tour showcasing efficient return, repair and services operations from industry leaders such as Best Buy, HP, Walmart, Motorola and Dell.

Upcoming RLA seminar:

Bentonville, Arkansas • May 2, 2013
Venue: Holiday Inn & Suites Rogers @ Pinnacle Hills
Facility Tour: Walmart Returns Facility



EVENING RECEPTION
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Technical Trends

Does Repair Extend Ecosystems ?

This week here in Texas there is huge buzz regarding the SXSW show in Austin. At the show and in the media this week there has been high interest in Google Glass and the new Samsung Galaxy S4. The template applied to the stories in the popular media have sought to pit Samsung against Apple and all against Google and who will win the next wave of the handset war? I wanted to share a little different take on all this and share with you a secret area where I believe that Apple is dominating the market competitively and that success is all about how repair is a key component to the Apply Ecosystem.

In the cellphone business the vast majority of folks that have a smart phone have a contract with the carrier. That contract limits what they can do with the phone if it beaks even if they have 'insurance' or an extended warranty. Even with these types of coverage the user can still be exposed to significant out of pocket fees for the repair. For example, the user may have to pay for shipping, or for shop-fees to cover chemicals or the damage may be declared abuse and all coverage voided. To fill this niche there have been a host of local repair shops spring up across the US. I first saw this informal repair show up in the

currency for payment is most often food, beer, class notes and sometimes even money. That model has expanded into the larger market and now any place that has a shopping mall will have at least one cellphone/tablet repair shop. Larger cities will have dozens of these. In the Dallas area one of those shops is owned by Mike Inthavong. I stopped by his store in order to better understand some of the trends going on in repair. What I learned from Mike is crucial in understanding how important 'repair-ability' is to sustainable product success.

In talking to Mike about business and volumes I noticed the only major volume he was seeing was for apple products. This included tablets, phones and iPods. As we discussed this at length let me summarize the meat of what Mike was telling me.



US on college campuses. There you will find engineering students that are performing dorm-room repairs for their class mates. On campus the

- When Samsung or other Android based products come in for repair they have two types of problems; either they have a broke screen or they have some version conflict with the Android OS that has caused apps the owner needs to stop working.
- Apple products almost never have a SW issue and if they do an iTunes flash will fix it. For all other failures the failure can be repaired easily and there are widely available parts.



complexities with very limited availability of parts and you can see why repair is costly. Mike is not alone in the experience he has with success in non-

that is designed in a manner to allow for repair and having an open view of parts availability is a huge adder to product value. In fact easy repair is really a valuable part of the Ecosystem that gives the product extended usefulness. In this area, Apple is winning! In addition having repair friendly design keeps costs low and minimizes the environmental impact of waste. No different than iTunes or an Apple Genius.

With the price of these smart phones and tablets, I do not see how Customer Satisfaction cannot be negatively impacted if the product cannot be repaired economically after the warranty has expired. Whether by design or accident, this is brand where repair-friendly design and wide parts availability is keeping Customers happy and in the Ecosystem. RLM



B r y a n t Underwood manages Public Safety Sourcing for Cassidian

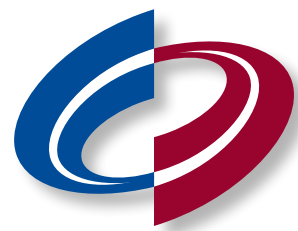
Communications, an EADS North America Company in Frisco Texas.

Apple repair. Bill Detwiler who writes brilliant repair analysis at TechRepublic has made similar observations regarding the permanent assembly methods and the risks they create for successful and economic repair. Mike then gave me a tour of his shop. I snapped the photo below of broken LCDs from Apple Tablets that Mike had under a work bench.

While many look at this and see a pile of defective LCDs, repair folks like you and I instead see happy Customers. Let's face it. People drop stuff. When they do, it WILL often break. Having a product

So when Customers come in with some of these other products there is really nothing he can do. Mike went onto explain that the Samsung product is the toughest. The main issue in repairing those is the bonding of the LCD to the frame. The adhesive is extremely aggressive and seems imperious to separating from heat. The result is that any effort to perform a repair will usually worsen the damage. The OS version conflicts can be repaired but the most economic way to do this is to reflash back to stock configuration. This almost never makes the Customer happy, so these repair approaches are avoided. Couple these OS version

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RL Career Fair @ RLA Conference & Expo* NEW	✓	✓	✓	✓						
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Industry Job Posting	✓	✓	✓	✓						
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RL Magazine Advertisement Discount	25%	15%	10%							
Discount on Lead Generator Tool for White Papers NEW	FREE	50%	25%							
Search of World Wide OEM/ODM	✓	✓	✓							
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REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

LOOKING FOR EXPERIENTIAL LEARNING OPPORTUNITIES OUTSIDE OF THE CLASSROOM?

The Reverse Logistics Association is offering a great externship opportunity that will help you gain direct exposure to hundreds of potential employers for future internships or career opportunities. RLA Conference and Expo attendees include companies such as Walmart, Philips, Sony, Jabil, Microsoft, HP, Target, UPS, Canadian Tire, Tesco, Best Buy, and more.

RLA's mission is to educate and inform Reverse Logistics professionals and they need interns to help manage the upcoming Conference & Expo in February at the Rio Hotel & Casino.

HOW WILL I BENEFIT?

The RLA externship program operates year-round and includes specific one to five-day externships on location at our Las Vegas, Amsterdam, Singapore and Brazil conferences. These opportunities introduce students to executives in personal and professional settings. Benefits include a free Student Membership in the RLA (\$199 value), free intern business cards to give to attendees and exhibitors, and networking opportunities, as well as one-on-one interaction with potential employers. Hospitality and Event management students can also benefit from a behind-the-scenes tour and an opportunity to ask questions of the Director of Catering & Convention Services at the RIO.



WHAT ARE THE REQUIREMENTS AND WHAT WILL I BE DOING?

All students must be professional and self-motivated. Full-time or part-time student applicants accepted. All interns must be either junior/senior undergraduate or graduate students. Responsibilities include: Sales, Speaker/Event Management, Hospitality, Food and Catering management, Customer Service, Supply Chain/RLA Education, Business, Accounting, IT/Audio & Visual, Security/Criminal Justice, Photography, and Journalist/Articles for RLA publications.



WHERE DO I SIGN UP?

REGISTER TODAY by going online to https://rltshows.com/intern_register.php and filling out the registration form. If you have questions, please send an email to info@rla.org, or call 801.331.8949.

Returning Thoughts

Tips from the Reverse Logistics Pros at Vegas 2013

Even after all the years I have been doing reverse logistics, every time I attend a Reverse Logistics Association conference, I am constantly fascinated with the barrage of brilliant new ideas and approaches that companies are developing to improve their Reverse Logistics. Here are a few highlights from the recent conference in Las Vegas that may help you improve your returns operations.

and his Reverse Logistics team at Canadian Tire, a large multi category retailer in Canada, are using that large receipt to provide better information to consumers. Right on the receipt, right next to the purchase price line, they add:

1. Return Policy Exceptions - for example: "Returns of

new, unused item limited to 30 days" to clearly outline to the customer that this item does not meet the normal return rules.

2. Special Warranty: for example "2 year repair only warranty", since not all products in the store have the same warranty rules.

3. After Sales information: for example "Questions? Call 1-800-manufacturer or visit www.manufacturer.com". This helps direct the customer for assistance, rather than returning the item.

These nice clear instructions assist and remind the customer of alternatives or rules before returning an item

RETURN RULES ON THE PURCHASE RECEIPT

Recently the paper receipts we receive at the checkout seem to be increasing in size. Derek Wishart, Manager, Reverse Flow Operations



to the store.

IT'S ABOUT RECOVERY, NOT ABOUT COST

Office Max often relies the expertise of third party processors to take advantage of their core competency in Returns Processing.

With respect to these external partnerships, Rob Saper, Vice President, Supply Chain Logistics at Office Max cautions us to choose wisely, manage actively. But more importantly he says to "Remember: It's about recovery, not about cost". "If somebody will process for \$.10/unit less, but cannot properly execute a RTV [Return to Vendor for Credit] for a \$500 item, you didn't save \$.10, You lost \$499.90"

ALLOWANCE IN LIEU OF RETURNS

There has been a recent shift in return terms between suppliers and Walmart, with manufacturers moving more towards an Allowance in lieu of returns, rather than



the Return to Vendor method used historically by most. Troy Kubat, Sr. Director Specialty & Reverse Logistics at Walmart, tells us that this shift has been accompanied by more restrictive return terms, such as setting of return caps, detailed return reasons and serial number capture. As a side note, it is interesting observe that this trend of shifting the responsibility to the Retailer to manage the returns is not shared by many of the members of the RLA Consumer Electronics committee, who have been experiencing much higher return recoveries and better control of their brand in the secondary markets by processing the returned goods themselves.

As our Reverse Logistics

industry matures, it becomes more and more evident that one size does not fit all and that the return rules and processes we apply to some products are not effective on other products, especially when we start to measure the cash recovered by different disposition methods, even

with very similar product lines from the same manufacturer. Hopefully these tips will help you improve your processing and recovery rates. RLM

Good Luck!



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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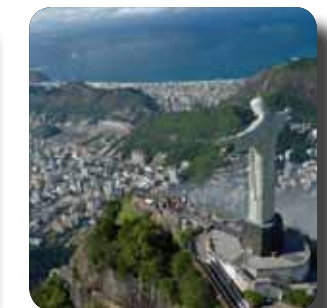
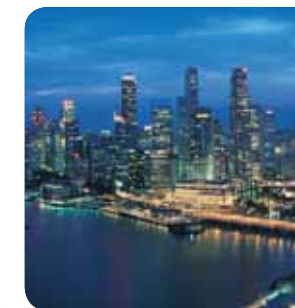
THERE IS GREAT CONTENT AVAILABLE IN RLA WORKSHOPS THIS YEAR.

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

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

Some Past Workshops

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



You Lose...

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This isn't a game.

