

REVERSE LOGISTICS magazine®

Serving the Automotive, Health Sciences, Retail, and High Tech Industries

Demystifying Regional Attributes for a Consistent Global RL Program

Page 12



Steve Freerman,
Manager, Reverse Logistics



Scot Briggs, Director of Worldwide
Logistics and Distribution

**RECURSO ESPECIAL
SEMINARIO DE RL PAGINA 45**

Edition 62



OFFICIAL MAGAZINE OF THE
REVERSE LOGISTICS
ASSOCIATION®



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REVERSE LOGISTICS ASSOCIATION WORKSHOPS
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 See page 13 for details

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 Conference & Expo - May 21-23, 2014

REVERSE LOGISTICS ASSOCIATION WORKSHOPS
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 May 23
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This event is a collaboration between APRA (Automotive Parts Remanufacturers Association) and RLA (Reverse Logistics Association). We are bringing together the best of both: APRA which is Remanufacturing and RLA which is Reverse Logistics.

Networking will be an unsolicited theme throughout the conference and don't miss out on the facility tour. There will be several presentations on Remanufacturing & Reverse Logistics given by Reverse Logistics & Remanufacturing professionals, leading academics and interactive panel discussions. Be sure to visit the Exhibition Hall where OEMs and Branded companies can identify future service partners among the many exhibitors showcasing their Reverse Logistics & Remanufacturing solutions.

For more information, visit: <http://www.rltshows.com/italy.php>



REVERSE LOGISTICS ASSOCIATION
 CONFERENCE & EXPO

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Cover Article



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Demystifying Regional Attributes for a Consistent Global RL Program

By Steve Freerman

My goal would be to establish a global program to provide outstanding service to our customer base when post sales service was required, facilitate a more efficient process for managing warranty entitlement with our distributors, and to quickly translate return screening data into an actionable feedback loop for our product, engineering, and quality groups.

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International Summit on Reverse Logistics in Brazil: ATOM Magazine, Edition 15, March 2014

Seminário Internacional de Logística Reversa: Revista Atomo, Ano VII No. 15, Marco 2014:

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Network Asset Recovery – A Hidden Opportunity

by Thomas Jones and Steve Ambo

As connectivity and data traffic continues to become a larger part of our everyday lives, the importance of keeping a telecommunications network operating efficiently and cost effectively continues to grow. The forward logistics of the network deployment has focus, but too often the recovery of assets does not.



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Global Environmental Services Begins CRT Glass Operation

by President/CEO, Kenny Gravitt of GES

Global Environmental Services (GES) has entered itself into the market of glass processing, and has done so in a big way. GES differs from other processors because GES has developed what they like to call “The Solution” – a cost effective, environmentally friendly way to process and dispose of CRT glass.

Feature Articles



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Returning Thoughts

by Paul Rupnow

Time For Some Reverse Logistics Software



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Reverse Logistics Talk

by Jennifer Bilodeau

Effective Recall Management

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

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The Key to Omnichannel Success: A Strong Logistics Strategy

by Maria Haggerty by Dotcom Distribution

There are a lot of factors that determine success in the omnichannel marketplace. But retailers are discovering that their logistics and fulfillment operations are consuming a larger share of the oxygen in omnichannel conversations than ever before.

Video



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What is the Reverse Logistics Association?

by Reverse Logistics Association

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Message from the Editor

WASTE PILE-UP

I recently came across a post on my Facebook feed that grabbed my attention. It was this article titled *10 Shocking Photos That Will Change How You See Consumption And Waste* By the Huffington Post 03/29/2014. Of course, the photos weren't new to me, and probably aren't shocking to many of the Reverse Logistics Magazine readers since this is something we as Reverse Logistics professionals are aware of and trying to prevent – but it's always a good reminder to see these images and encourage us in our work so that we can prevent more of this.

A year ago I moved to a town just outside of Cleveland, Ohio. Coming from California, it has been an adjustment; not just with the winter we've had; but different people, neighborhoods, and policies. As I began making new friends and acquaintances I became aware of a community hobby called "Tree Lawning". Basically, when people put their trash out, they can put ANYTHING out by their city-provided trash cans. It's doesn't have to fit in the can, and I have seen items as big as mattresses and couches put out on the edge of their lawn. The "Tree Lawning" part is when other locals drive around the night before the trash gets picked up, and look for items placed by people's trash that they might find useful – "One man's trash is another man's treasure". Unfortunately, if you are caught taking someone else's trash, you get ticketed with a high fine (due to identity theft reasons in searching through someone's trash). Perhaps it is tolerated here, as I am aware of many people who still take the risk and search for treasures (many of them take furniture and toys, clean them and refurbish them and either use them for themselves, or sell it making themselves a little extra money). The idea is smart – since it's a great way to reuse these items instead of leaving them in a landfill; unfortunately the city hasn't yet seen the advantage of this and still makes it illegal. I've heard of other cities that have certain weeks assigned for people to place their items and others to come take "legally". Perhaps, this is something my city might take into consideration in the future.

At the same time that I moved in and saw all these items on people's lawns, it made me smile. I mentioned to a friend – "wow this is great, how easy it is to get rid of stuff here". The city picks up these big items, for free? And removes them, for free? In California, you could not leave anything that didn't fit in your city-provided trash can. In order to get rid of big bulk items you sold them yourself through ebay/craigslist, etc., or you gave them away through a local listing or a thrift store for resale, or had to take them to a city dump, and then PAY money to get rid of the item. As time has gone by, I realized this area isn't as environmentally conscious as what I was used to. Yes, they are picking up these items for free, but they are just taking them to a landfill and just dumping it. As an environmentally conscious human being, who takes these matters seriously, I now frown when I see the amount of trash piled on people's lawns even from just one street, waiting to go to a landfill. I know I need to get involved in the city waste program and encourage more recycling and waste prevention.



Cell phones #2, Atlanta 2005

We all know Reverse Logistics is more than just recycling, but ultimately all the practices that we are trying to fix and improve are not only saving company money but also preventing more of these waste pile-ups.

Thank you,
Felecia Przybyla
editor@rla.org



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Message from the Publisher

RL IN BRAZIL

I've just returned from a business trip in Curitiba, Parana, Brazil! What an amazing and upward economy. Every time I go to South America I return with a smile on my face as a result from the people that I meet. This time I visited the city of Curitiba in the State of Paraná, one of the southern states in Brazil. If I was to give you a comparison of cities in the USA I would compare Los Angeles to Sao Paulo and Santa Barbara to Curitiba. Curitiba is very safe and was inhabited back in the 1850s by waves of European immigrants, mainly Germans,



Gailen with Marcelo Ivan Melek, President of Sinqfar and Edson Campagnalo, President of Fiep.

Italians, Poles and Ukrainians. The whole time I was there, I met only one person whose ancestry was from Portugal.



I was hosted by Dr. Marcelo Ivan Melek, President of Sinqfar and asked to present to The International Seminar on Reverse Logistics, conducted by Sinqfar on the afternoon of Wednesday, March 26th. The event exceeded all expectations, and had a large number of participants coming from associated companies, public agencies, waste management companies, directors of FIEP and six unions in other sectors.

I was invited to present insight on the process of Reverse Logistics as it is a key component to Brazil's new law that is going into effect this year. In 2010, Brazil finalized its National Solid Waste Policy; a cross-cutting law that aims to decrease the total volume of waste produced nationally and increases the sustainability of solid waste management from the

local level to the national level. Public, domestic, industrial, mining, agro/forestry, transportation facility, construction, and health waste are all covered by this policy, and much of the responsibility for paying for or providing management of waste falls to its producers. Reverse logistics, based on the 'polluter pays' principle, provides a central component of the law, especially as it applies to (a) pesticides, hazardous waste, and associated packaging; (b) batteries; (c) tires; (d) lubricating oils and their packaging; (e) fluorescent bulbs, sodium and mercury vapor bulbs, and mixed-light bulbs; and (f) electronic products and components. The law outlines a variety of options for producers to work together within their sectors, with reverse logistics service providers, and with municipal and state governments to manage waste flows and to recapture, recycle, and ultimately dispose of these materials.



Make sure that you plan on coming to our European event in **Rimini, Italy, May 21st - 23rd, 2014**. We will have over 200 RL and Reman Professionals in attendance with over 40 exhibitors.

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

Board of Advisors

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



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



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



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



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



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



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

David Moloney, Google, David Moloney, as Senior Manager of Reverse Logistics & Business Systems, is an operational leader with technical focus, a technical leader with operational focus: "I flip between both roles as circumstances require. I build operations for consumer electronics startups: business model, process, legal framework, international expansion, NPI, PLM, sourcing talent, forward logistics, contact centers, reverse logistics, wireless certification, online and backend systems, knowledge management, sleeve rolling-up."



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



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



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.



Reverse Logistics Association Industry Committees



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

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

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- Larry Worden, EcoAsia Technologies, Ltd.



Join today at www.RLA.org

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Regional Focus continued on to page 15

Demystifying Regional Attributes for a Consistent Global RL Program.

By Steve Freemerman, GoPro

I came to GoPro at the beginning of 2012 to run the reverse logistics program. I was coming from a company on the east coast where I managed both the forward and reverse logistics programs for a company shipping Internet appliances and mobility products domestically. The draw to the west coast was irresistible given the opportunity to work for a growing company selling a really cool product to almost every country in the world.



My goal would be to establish a global program to provide outstanding service to our customer base when post sales service was required, facilitate a more efficient process for managing warranty entitlement with our distributors, and to quickly translate return screening data into an actionable feedback loop for our product, engineering, and quality groups. Specifically, I would need to establish returns processing, testing, and replacement distribution centers in the US, Europe, and Asia-Pacific. A global 3PL had already been selected and the sites selected were in Southern California, The Netherlands, and Singapore. The lessons I learned while executing this strategy, relative to navigating the

contrasting cultures of business partners in these regions, would make the move from the east coast one of the best work related decisions I've made. I will attempt to compare and contrast these cultural differences between the three regions.

Soon after starting with GoPro, in the humble offices along the scenic coast of Half Moon Bay, California, I quickly realized that the state of the reverse logistics program was familiar, as I've experienced this stage at previous companies. The program was in an early iteration in an ongoing evolution where the reverse logistics program was completely managed internally by a dedicated group of product specialists. There was a "warranty" room where this group would receive returned cameras daily, screen the cameras and ship warranty replacements as necessary. All data was maintained in a spreadsheet and there was no feedback loop from the test data to our internal departments. The warranty replacement cycle, especially for international customers, was painfully long. While work had already begun with moving reverse logistics functions to southern California, I would need to work quickly to meet my goals of implementing a more sophisticated and customer-responsive network. I would start with the US region, then EMEA, followed by APAC.



Steve Freemerman

Upcoming 2014 RLA Workshop



WERC Chicago 2014 Post-Conference Workshops

Wednesday, April 30th 10am-5pm

Skyway 265 which is located on the blue level of the East Tower Hyatt Regency Chicago, Chicago, IL

\$399 includes Workshop 1 and Workshop 2

Workshop 1: 10:00am-1:00pm — Successful Outsourcing: RFQs, Contracts and SOWs

For both OEM's and Service Providers this workshop focuses on what OEMs and 3rd Party Service Providers (3PSPs) need to consider when assembling a RFQ proposal or response. Followed by how to protect your business through the service contract and setting performance metrics when its time to sign the contract

Topics include:

- Assembling the RFQ
- Best Practice: Selecting a Vendor
- What the 3rd Party Service Provider Needs to see in the RFQ
- Expectations in Constructing the RFQ Response
- Writing the Contract: Are you sure your business is protected?
- SOWs & SLA's: What should be in them?



Workshop 2: 2:00pm-5:00pm — Sustainability

The workshop will address some of the most important issues involved in RL Sustainability:

- Renewable Energy - all support functions for Wind and Solar (repair, reuse and upgrades)
- Collection of Reusable materials for energy development
- Developing Green politics to lower energy consumption
- Branding when using Green solutions
- Developing Green Public Relations while supporting
- Corporate Social Responsibility
- Protection of Corporate Image and Branding when employing Corporate Giving

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US:

In comparing and contrasting the work ethic and cultures, the main attribute I would assign to my distribution partner in the US would be flexibility. This attribute is also one of the customer service elements measured on a monthly vendor scorecard and one with which this vendor continues to outperform against the expectation each month. There was also an ability of the vendor to read between the lines and interpret limited input into execution. I could provide a few details and expect our partner to move quickly. Finally, the US vendor would also provide creative solutions to existing problems without intervention or specific requests. The result of these interactions was that I was able to move quickly and meet timelines. The unintended consequence was that the reality of the output wasn't always what I had intended. This would be a problem I would resolve by lessons learned in EMEA and APAC shortly.

EMEA:

For the EMEA region, a distribution center in Apeldoorn Netherlands was selected for returns and replacement shipments in the EMEA region. In standing up a returns center it became quickly apparent that I needed to provide a greater level of detail in my instructions, my documentation, and answers to many unexpected questions. As a result, the process took longer than I

had expected, required a greater amount of my time, and was overall more complex compared to the US. I was challenged on several occasions regarding process and existing documentation, which further delayed execution. This was initially frustrating, but as a result, the quality of the output matched my expectations exactly and over-all quality of the product shipped from this location is unmatched. Additionally, with the help of the Netherlands based process engineer, we created a Global Standard Operating Procedures document, which became the blueprint for all of our Reverse Logistics Solution centers.

APAC:

To support our customers in the Asia Pacific region, we selected Singapore as the site for the Reverse Logistics services for our customers in this region. Armed with lessons learned from the US and EMEA implementation, the stand up of the Singapore center was almost seamless. As with the location in the Netherlands, there were detailed questions and requests for documentation and at this point I had the answers ready and global documentation prepared to facilitate a successful integration. An attribute distinctive to this region is that my Singapore business partners would follow my direction exactly as communicated and do it quickly. This meant that it was critical that I took the



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- Paul Rupnow, Andlor Logistics Systems Inc
- Tony Sciarrotta, Reverse It Sales & Consulting





appropriate time to assess the directions I was provided and anticipate the outcome because I was going to get exactly what I requested. The outcome was that I was able to both execute quickly and with a high level of sustained quality.

With an established Global Reverse Logistics and Post Sales Support Network, we are able to provide regionalized and consistent service to our customers with quick replacement cycles, provide our international distributors better service, roll-up screening data from all refurbishment centers to provide a meaningful feedback loop internally, and manage replacement inventory effectively. Along the way, I made some great business relationships, some new friends, and had the great pleasure to experience different cultures, food, traditions, work ethics, and lifestyles.



Steve Freerman is the department head and manager of Global Reverse Logistics and Post Sales Service for GoPro. Steve is responsible for the global returns, testing, and disposition of GoPro products with an emphasis on the technical and operational requirements of the position. Steve's previous experience covers 14 years in leadership positions of forward and reverse logistics programs related to enterprise telecom, consumer internet access, and mobility. Steve received his Bachelors degree from the University of Tennessee, The Supply Chain Professional Certification from Georgia Tech, and an MBA from The Robinson College of Business at Georgia State.

RL QUOTE RFI ID 169 - WHOLESALER LOOKING FOR A 3PSP TO MANAGE OVERSTOCK & RETURN MATERIAL

RFI ID 169 - Estimated Annual Volume / Revenue: 160,000
 Length of Service: 12 months
 Date Posted: April 10, 2014
 Responses Due By: April 21, 2014

Request for Information: Wholesaler looking for a Third Party Service Provider to manage Overstock & Return Materials. Major Retailer has returned approximately 160,000 "new original package" name brand oil filters, air filters & cabin air filters for all makes & models of passenger & commercial vehicles.

3PSP must have strong line of credit for total value of asset management commitment. Complete detailed list of inventory available to qualified parties.

Please submit a response of no more than two pages with emphasis on specific capabilities that meet the needs highlighted in this RFI. Also a company bio or profile that shows history, key accounts, and general financials would be beneficial.

Please submit your response to [RFI ID 169](#) so it can be forwarded to the originator of this RFI.



WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



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

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

Network Asset Recovery – A Hidden Opportunity

by Thomas Jones and Steve Ambo, Accenture

Abstract:

As connectivity and data traffic continues to become a larger part of our everyday lives, the importance of keeping a telecommunications network operating efficiently and cost effectively continues to grow. The forward logistics of the network deployment has focus, but too often the recovery of assets does not. Companies are leaving hundreds of millions of dollars on the table by not spending the appropriate time and energy on the recovery and disposition of assets through re-use, re-sell, or recycle. There are many challenges with creating a high performance process such as identifying/locating and physically recovering the asset, plan to value realization, and finally, organizational alignment and governance. This article speaks to the challenges and often hidden opportunities of asset recovery.

As connectivity and data traffic continues to become a larger part of our everyday lives, the importance of keeping a telecommunications network operating efficiently and cost effectively continues to grow. Generally, there is considerable focus and mature capabilities to support the outbound deployment of assets. Yet too often, there is little energy and an unstructured approach to the actual

recovery of used assets (decommissioned, disconnected, failed in need of repair, excess spares, etc.). Without question, the recovery and disposition of assets is the more challenging component of the asset lifecycle and an overlooked area to capture hidden value.

According to Accenture research, network operators deploy on average \$135 million in capital per \$1B in revenue and there is no reason to think this level of investment will not continue. Technology is changing rapidly, and while some network equipment is usable for extended periods of time, other components are removed from the network prior to the end of their economic life. The ratio of equipment deployed (outbound) to decommissions or disconnects (returns) can range from 3% to 10%. To put this in perspective, a \$50 billion/year operator deploying \$6.75 billion in capital per year would have up to \$675 million worth of equipment that can be recovered from the network.

The lifecycle and evolution of the existing network technology will be a key factor in determining the potential opportunity, but the importance of successfully recovering and harvesting the returns does not wane. Once recovered, disposition of the assets can be a strategic advantage. There is significant financial opportunity



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for those that are equipped properly to disposition the reclaimed assets. Value is realized in a cascading series, the highest and best use is to utilize the asset elsewhere in the network. This is by far the most efficient return as it effectively avoids an otherwise capital expenditure for the current value of the item. If there is no current demand in the network, the next best use is to re-sell the asset, followed lastly by disposal. Below are typical value recovery rates across these three value levers:

- Re-use elsewhere in the network (80 – 100% of value realized),
- Re-sell to secondary market (5 – 15% of value realized),
- Recycle / dispose (<5% of value realized)

Physical Recovery: Recover to Restock

The simple action of identifying where the assets are physically located can be elusive due to lack of asset tracking capabilities and process adherence. Secondly, the physical recovery of the asset can be a challenge since they are often in remote areas to those responsible for reclamation. Assuming the assets can be located and physically returned to a central facility for storage and the asset management organization must triage the returned product to determine options for disposition. Furthermore, there are often challenges from an asset accounting perspective of being able to effectively share assets across entities. The key is an effective reverse logistics capability – centralized models are often the most effective at facilitating asset recovery.

Value Recovery: Plan to Value Realization

After physical recovery of the asset, there are more challenges that must be overcome in order to optimize

the value recovery phase. A plan must be defined for how to best utilize the recovered assets. The first step has already been mentioned, inventory visibility, but there is more to it than visibility to assets in the field for recovery. A global view of all asset supply streams in the Supply Chain is required, meaning assets in the field, central warehouse, repair pipeline, and purchase pipeline. The global view of demand needs to be reconciled with the supply view in order to determine the appropriate re-use opportunity which is often times difficult due to regional visibility issues. Lastly, an influential and data driven excess and obsolete management program is required to properly disposition assets for re-sell and recycling.

Governance

Finally, organizational management incentives and accounting treatments often conflict with the goal of



maximizing value in asset recovery. Efficient asset management is the responsibility of the entire company and should be a major priority for the most impacted organizations such as accounting, finance, network operations and supply chain. These organizations must be properly incented to share assets across geography and organizational boundaries in order to optimize asset

recovery value. The group must create business rules related to the asset lifecycle management strategy such as what products should be re-used and what should end of life. Rules must be defined for when assets are to be re-used, repaired, or scrapped. The rules should be reviewed and may change based on demand, availability, and costs.

While challenges exist in building the right processes, establishing the correct set of policies and aligning teams on common metrics, the opportunity is clearly substantial. A comprehensive view of the asset management life cycle is fundamental – understanding that the reverse flow is as important as the forward flow is a start. From there, the gaps in capabilities described here become more apparent, but so does the path to drive value in network asset recovery.



Thomas Jones is a Senior Manager

in Accenture's Strategy practice with a focus in Communications, Media, and Technology. He has worked at multiple asset intensive clients focusing in the communications industry. He has significant experience in asset management, planning, supply chain transformation, inventory management, sales and operations planning, and network optimization. Based in Overland Park, he can be reached at thomas.m.jones@accenture.com



Steve Ambo is a Managing Director in Accenture's Communications, Media, and Technology practice. Steve has developed supply chain and business strategies for some of the leading communications companies in North America. He has extensive experience in asset based supply chains such as network infrastructure and customer premise equipment. Based in Atlanta, he can be reached at stephen.d.ambo@accenture.com

Reverse Logistics Terminology by Industry

Industry Definition		REVERSE LOGISTICS	Life Cycle Management	
INDUSTRY	TERMINOLOGY		After Purchase Life Cycle	
Apparel	Merchandise Returns	EQUALS	<ul style="list-style-type: none"> •Customer Service (helpdesk) •Depot Repair/ReMan •Service Logistics (Field Service) <ul style="list-style-type: none"> –Transportation/Warehousing –Spare Parts Management –RMA Management –Replacement Management •Refurbishment •Screening/Count Auditing •End-of-life Manufacturing •Remanufacturing •Fulfillment Services •IT Process Management •Recycling •Scrap/Waste Management •Gray/B Channel Management •Warranty Management •Asset Management •Sustainability •Environmental Resources 	
Automotive & HD	Remanufacturing			
Consumer Products	After Market Supply Chain			
Furniture	Rebuilders/Refurb			
Hospitality	Reader Board Shopping			
Military	Retrograde			
Retail Grocery	Unsaleables			
Space & Aviation	Obsolescence			
White Goods	Takeback's			

Global Environmental Services Begins CRT Glass Operation

President/CEO, Kenny Gravitt of GES



CRT Process – Overview of the whole CRT Process

When it comes to electronic waste, CRT's are considered to be the most difficult commodity to recycle responsibly. Due to the high content of lead and phosphors, CRTs are categorized as "hazardous household waste" and can be highly detrimental to the environment.

A few statistics, pulled from "Recycling Today's" CRT Analysis are as follows. The following statistics were pulled from August 2013.

An estimated 6.9 million tons (232.2 million units) of CRT devices will require management from 2013 to 2033. If all CRTs projected to reach end-of-life are recovered for recycling (100 percent recovery), the annual quantity of CRTs recovered would range from 925,000 tons in 2013 to 280,000 tons in 2022, ultimately dropping to 0 in 2033. Approximately 85 percent (5.9 million tons, 197.5 million units) of remaining CRT devices are projected to reach end-of-life by 2022. During the 10-year period ending 2022, an average of 590,000 tons (19.5 million units) will require management each year. After 2022, annual averages will drop to 91,000 tons (3.2 million units) per year.

The statistics above show the incredible amount of CRTs

that will need to be processed in years to come. When we say processed, we are referring to not just disposing them, but recycling them responsibly.

Global Environmental Services (GES) has entered itself into the market of glass processing, and has done so in a big way. GES differs from other processors because GES has developed what they like to call "The Solution" – a cost effective, environmentally friendly way to process and dispose of CRT glass.



CRT Line – CRTs are sent down a conveyor to begin the process

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September 23-24, 2014

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



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& EXPO



RLA's APAC Committee to present two full days of Reverse Logistics. Starting on Tuesday, September 23, with RLA Workshops and continuing on 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.



For more information, visit: www.RLASHows.org



CRT Crusher – Crushed CRT glass is conveyed in the “Crusher”

At both their Kentucky and Texas facilities, GES has perfected a process that takes a CRT tube, whether from a computer monitor, television, or other source, and transforms it into fine material that resembles sand. This new finite material can be recycled and used across a multitude of applications, including road striping, sand blasting, tile manufacturing, landscaping, golf course sand, building materials, to name a few.

“We know how to deal with this, and as a proven best of breed Electronics Recycler, GES has solved the problem. CRT glass is not a problem for anyone, any longer,” explained Mr. Gravitt.

Both the Kentucky and Texas facilities operate the exact same process.

First, the item containing the CRT glass is disassembled. All commodities are removed, and the tube, also known



CRT Crushing Box – CRT Glass is crushed into smaller pieces



CRT Sand – Crushed CRT Sand comes out of the “Crusher”

as funnel glass, is separated from the panel glass. During this process, the phosphorous contained within the tube is contained and disposed of.

The CRTs are then separated into two different categories: panel glass and funnel glass.

The panel glass is sent through the CRT process to be converted in to the sand-like material described above. However, the funnel glass must go through additional processes. These processes include a multitude of washing cycles which allow GES to stabilize any and all lead content down to a very minimal amount as proven by independent lab tests. Once the lead is properly removed, the panel glass can continue on through the



Sand – End product of crushed CRT Glass

CRT process to be converted into the new sand-like material as well.

How does this help the industry? This revolutionary process allows for CRT glass to be recycled properly and responsibly at a fraction of the current industry costs.

Read the Press



TOA Technologies Wins A European Smart Metering Award For Second Consecutive Year

3 April 2014 – Utilities in many countries throughout the world are actively deploying smart metering to transform energy usage. Field service teams play a leading role in making these rollouts successful and TOA Technologies, a global field service management solution provider, has partnered with utilities to make sure field employees are as effective as possible during a smart meter deployment. Because of this commitment, and the benefits utilities have realized in improving customer experience and operational efficiencies as a result of using its solutions, TOA has received the Smart Metering Solution Provider Award in the European Smart Metering Awards for a second consecutive year.

[Full Article](#)

Craft Brewers Expand Use Of Keg Management

4 April 2014 – U.S. craft brewers experienced an 18 percent rise in volume in 2013, as recently reported by The Brewers Association. Such rapid growth is driving brewers to seek new ways to better manage their keg usage, according to Satellite Logistics Group (SLG), a leading

supply-chain solution provider for the beverage industry.

[Full Article](#)

Nextant Adds Four Points Aero Services To Its Global Network Of Service Centers

4 April 2014 – Nextant Aerospace (Nextant), maker of the Nextant 400XTi the worlds only remanufactured business jet and the forthcoming G90XT turboprop, today announced that it had appointed Four Points Aero Services (Four Points) as an authorized service center. Located at Love Field Airport, Dallas, Texas, the facility is the 12th center in Nextants dynamically expanding global customer support network.

[Full Article](#)

eWaste Systems Selects Companywide Management Information & Accounting System

3 April 2014 – E-Waste Systems, Inc. (OTCQB: EWSI) (“EWSI,” “E-Waste Systems, Inc.” or the “Company”), an electronic waste management, reverse logistics, environmentally focused services and technology company and the first pure play public e-waste operator, is pleased to announce the decision to implement a companywide deployment of NetSuite’s cloud-based management information and accounting system.

[Full Article](#)

Center For Supply Chain Management Established At Pitt

2 April 2014 – The logistical

challenges of manufacturing and transporting goods will be the focus of the new Center for Supply Chain Management established at the University of Pittsburgh’s Joseph M. Katz Graduate School of Business and College of Business Administration with support from Pittsburgh-based logistics provider GENCO.

[Full Article](#)

Remanufacturing: Towards A Resource Efficient Economy

2 April 2014 – The renaissance of British manufacturing has created an outstanding opportunity for remanufacturing, whereby equipment is rebuilt, improved and recycled.

[Full Article](#)

Recycling: White Plains Begins Textile Reclamation Program

1 April 2014 – It’s spring. You’re cleaning. You bought new drapes and don’t know what to do with the old ones. You have pillows that have lost their puff, threadbare winter coats, handbags with broken straps, stuffed toys that are losing stuffing and odd socks. Lots of odd socks.

[Full Article](#)

Military Applications In Reverse Logistics

1 April 2014 – Many people have told me that the military has no group in place to conduct reverse logistics operations.

[Full Article](#)



CRT Vacuum – Prosperous is vacuumed out of the CRT Tube

can salvage in one form or the other; the energy and resources it takes to reproduce it can be utilized in a more productive manner, no wasted in redundancy.”

Processing and utilizing material in the most productive manner possible is the #1 goal of GES in the recycling industry.

GES’s Mission Statement is as follows, “GES, where we bring together State of the Art Quality, Commitment, and Concern for our Planet to reuse our resources and redirect existing products to help save our earth.

For every product we



Kenny Gravitt began his career in the electronics industry in 1974 working in warehouse distribution for IBM. During his tenure at IBM, Kenny designed the Lexmark Trade In Program, allowing customers a range of new opportunities for switching from other branded hardware to Lexmark printers. After over 30 years at Lexmark/IBM, Kenny retired as a senior electronics purchasing agent.

Kenny’s extensive knowledge of downstream diligence, data security and environmental sustainability carried him through until his retirement from IBM in 2006.

In 2008, Kenny founded Global Environmental Services and watched this company grow substantially in just a few short years.

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

PRODUCT LIFE CYCLE

Supply Chain

AfterMarket Supply Chain

FORWARD LOGISTICS

REVERSE LOGISTICS

New Product Development

Material Management

Manufacturing & Distribution

AfterMarket Customer Service

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

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

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

- Customer Service (helpdesk)
- Depot Repair/ReMan
- Service Logistics (Field Service)
 - Transportation/Warehousing
 - Spare Parts Management
 - RMA Management
 - Replacement Management
- Refurbishment
- Screening/Count Auditing
- End-of-life Manufacturing
- Remanufacturing
- Fulfillment Services
- IT Process Management
- Recycling
- Scrap/Waste Management
- Gray/B Channel Management
- Warranty Management
- Asset Management
- Sustainability
- Environmental Resources



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The Key to Omnichannel Success: A Strong Logistics Strategy

By Maria Haggerty of Dotcom Distribution



There are a lot of factors that determine success in the omnichannel marketplace. But retailers are discovering that their logistics and fulfillment operations are consuming a larger share of the oxygen in omnichannel conversations than ever before.

According to a UPS Pulse of the Online Shopper survey, consumers want more flexibility in shipping and fulfillment, including the ability to select delivery dates and times, and to reroute packages based on personal preferences. The demand for flexible shipping options reached a new high in 2013, when 44% of shoppers abandoned carts due to an estimated delivery time—a sharp increase over 2012.

With consumers placing a heavy emphasis on shipping in retail decision-making, it's critical for retailers to explore new ways to leverage logistics strategy as a driver of omnichannel success.

At Dotcom Distribution, we've seen how important a strong logistics strategy can be for omnichannel growth. But in the current omnichannel marketplace, there are a handful of logistics strategy essentials that seem to be separating leading omnichannel retailers from the rest of the pack.

Inventory Visibility

Omnichannel success begins by creating a single view of inventory across all stores and distribution centers. To satisfy customer needs, retailers must quickly deliver merchandise to customers—regardless of where those customers make their purchases.

For example, if a customer purchases a product online that is out-of-stock at the distribution center, you need to be able to ship it from a store location. Conversely, if the customer wants to buy an out-of-stock product in-store, you need the ability to quickly deliver the product from another location.

12th Annual RLA Conference and Expo Las Vegas World's Premiere Reverse Logistics Event February 2015



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

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



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retailers need to be able to predict order volumes and inventory requirements to satisfy customer needs, while maintaining some semblance of operational efficiency.

In the omnichannel universe, shipments from store locations are sometimes necessary to protect the quality of the customer experience. But every item that is shipped from a retail location depletes that store's inventory and places additional strain on brick-and-mortar operations. Accurate forecasting boils down to leveraging historical data (shipping volumes from distribution centers vs. individual stores, busiest store locations for direct to consumer shipping, etc.) to improve logistics and customer experiences. Armed with historical data, a first-rate logistics provider can significantly increase your ability to gauge the level of order activity each channel can support.

Return Management

By definition, omnichannel means giving customers the ability to buy what they want, where they want, when they want it. Now, consumers expect to have that same ability when it comes to returns.

The demand for omnichannel return experiences requires retailers to support returns at any location. So, regardless of where the order originated, you need a logistics strategy that allows your customers to return merchandise at retail locations as well as distribution centers.

A single view of inventory across all channels and locations enables you to leverage logistics as a catalyst for exceptional customer experiences, ensuring that customers can buy from any location, at any time and have the item in their hand the next day.

Forecasting

There has never been a greater need for accurate forecasting in logistics than there is today. The fluidity of inventory across channels and locations means that



The overarching truth of omnichannel retail is that customers are in the driver's seat. As customers' attention turns to shipping, the more you can do to align your logistics strategy with your customers' needs and preferences, the more likely it is that your brand will achieve omni-channel success.

Article originally appeared on Multichannel Merchant in February 2014.



Maria is CEO and co-founder of Dotcom Distribution, a fulfillment and logistics provider, where she has played an integral role in developing and defining all aspects of the operation, including sales and marketing, operations, finance and IT. Her strategic leadership helps the Board and senior management to establish long-range goals, strategies, plans, and policies.

SOFTWARE SOLUTIONS COMMITTEE WEBINAR

Presented by Peter Philippons of



PART 1: RECALLS HAPPEN! AND WHEN THEY OCCUR THE IMPACT AND IMPLICATIONS ARE BIG.

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Returning Thoughts

Time For Some Reverse Logistics Software

by Paul Rupnow

available to companies who use processes and systems to:

- gather **Data** to document and understand your returns
- generate **Information** by using the data to understand relationships
- collect **Knowledge** by analyzing and measuring the information
- create **Wisdom** by asking questions, developing conclusions, determining actions



A Reverse Logistics System vs. a Transaction Based (ERP or financial) System

While most transactional ERP, financial or manual systems can satisfy some of the basic data collection requirements of returns transaction processing, specialized Reverse Logistics Management Software System will enable an organization to gather all the necessary data and then go far beyond data collection by providing the ability to create information, knowledge and wisdom from the transactional data.



Looking for cash? Look at your product returns. Too many companies are still fumbling through reverse logistics processing without adequate software systems to collect data, supply visibility or provide the decision capabilities necessary for the special requirements of processing product returns.

Despite good intentions and a number of good reverse logistics software and IT solutions, the majority of manufacturers and retailers still lack good Reverse Logistics Management Software Systems. Few companies realize a small investment in reverse logistics can yield big cash and profit results by reducing returns, reducing logistics and processing costs, reselling returned goods for higher prices and improving customer service.

The real question is... can you afford not to have one?

Beyond Data Collection to Information, Knowledge and Wisdom

Reduce returns, resell returned items for more cash, validate credit requests, reduce logistics and handling... The list of opportunities goes on and on and on. Reverse Logistics is full of low hanging fruit – easy money and significant cash

ERP vs. Reverse Logistics Systems: Fill the Gaps, Automate and Provide Decision Tools

Many companies start looking at Reverse Logistics Systems to fill the gaps not addressed in the corporate ERP systems. A Reverse Logistics system will cover the gaps, provide tools for visibility, automate processes and make decisions through all the unique steps, processes and activities necessary in the



complex life of a returned item, from RMA return request, through receiving, processing and then to final resale and conversion to cash. Some key features of Reverse Logistics software are:

- **Data** - captured in all processes at all levels for analysis and decisions such as serial number capture upon receipt or failure analysis. All touches and data entry are time, date and user stamped for further analysis and specific to returns processing.
- **Visibility** – Visibility should be available internally, as well to partners and customers as required. For example:

- o a full history in real time of an item by serial number through each stage of processing.
- o Inventory visibility for RMA creation –a customer service rep should have visibility to all refurbished or new replacement inventory available as well as any backorder information or substitution options while on the phone with a customer.
- o RMA status –a customer should be able to look up the status of an RMA, such as the defective has been received, but replacement has not yet shipped
- **Real Time Decision Tools and Rules** –rather than relying on manual spreadsheets, or out of date transaction data or day end reports, real time decision tools can streamline production, reduce touches or identify problems. The decision tools or rules are typically configurable to match your business or best practices. For example:
 - o **Receipt Validation** - a shop floor receiving process check to ensure a unit is valid for credit by matching all items present. Serial number validation can ensure the unit is in warranty when validated against a warranty database.
 - o **Disposition Automation** – a shop floor disposition

SOFTWARE SOLUTIONS COMMITTEE WEBINAR

Presented by Peter Philippons of



PART 2: RECALLS HAPPEN! AND WHEN THEY OCCUR THE IMPACT AND IMPLICATIONS ARE BIG.

FRIDAY, MAY 16, 2014 ♦ 9:00 AM
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process closely streamlined into the receiving process will reduce touches and handling by instructing the receiver where to put the item after it has been scanned into receiving, such as:

- Scan -> decision -> item is obsolete -> put away to scrap;
- Scan -> decision -> too much inventory -> put away to be harvested for parts;
- Scan -> decision -> enter visual defect -> scratched screen -> decision -> defect indicates level 2 repair required -> put away to be shipped to repair partner

o **Directed Processing** – a unit has just been tested and the system indicates to the user the next step or station required based upon the inputs of the test results. The steps can be configured or modified as required by a repair manager based on the special requirements to refurbish or repair each product.

- **Time Lines** – a full history of turnaround time from RMA creation, through the return cycle to final disposition cash collection. Speed can be a critical factor to a higher resale value and needs to be monitored at all stages, not just through the repair cycle.

- **Alerts and a Dashboard** – real time, configurable alerts and indicators to identify and highlight issues requiring attention. For example: early warning on

an excessive number of defects

- **Data Sharing** – sending and receiving data about the RMA's, Receipts, inspection, disposition, failures, test and repair activities is critical to managing and improving your Reverse Logistics, whether the activities are performed in house or with a 3rd party service provider.
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10:45-11:45am Part 2: Successful Outsourcing: RFQs, Contracts and SOWs

Successful Outsourcing: RFQs, Contracts and SOWs

For both OEM's and Service Providers this workshop focuses on what OEMs and 3rd Party Service Providers (3PSPs) need to consider when assembling a RFQ proposal or response. Followed by how to protect your business through the service contract and setting performance metrics when its time to sign the contract

Topics include:

- Assembling the RFQ
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- What the 3rd Party Service Provider Needs to see in the RFQ
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Reverse Logistics Talk

Effective Recall Management

by Jennifer Bilodeau

The United States Food and Drug Administration (FDA) regulates many items including food, drugs, medical devices, electronics that emit radiation, as well as many other products that could potentially harm public health, safety, or cause death. The FDA enforces laws and regulations that are becoming increasingly complex challenging the food and beverage industry. Industry leaders and professional associations are encouraged to join the process of developing government approved industry standard to protect the health and welfare of consumers.

There are many organizations across the food and beverage industry that have worked with government agencies developing policies and procedures to protect the supply chain. Manufacturers and retail distributors are challenged when importing products although the FDA has increased their presence in foreign countries providing assistance to enhance food safety measures for foreign exporters.



The FDA has traditionally acted in reaction to an event or loss but in recent years has changed their organization to focus on prevention by implementing "farm to table" security measures. Manufacturers are



becoming more committed to conducting self-audits to detect food contamination before a health risk or death occurs. Recalls are now voluntarily initiated where the manufacturer can initiate action, or, the government can mandate a recall.

Most manufacturers of food products are working in conjunction with professional associations and the FDA developing procedures that limit risk to food contamination. Regardless the efforts an organization in the supply chain may implement, there is always the possibility of a recall whether due to a supplier issue, an internal problem, or intentional act of tampering or contamination. Taking immediate corrective action and implementing crisis management plans will mitigate the crisis. What are the best methods of preparing for a recall event? Will the development of a comprehensive response plan including communications, recall processes, and technology; is it possible to minimize risk and potential liability?

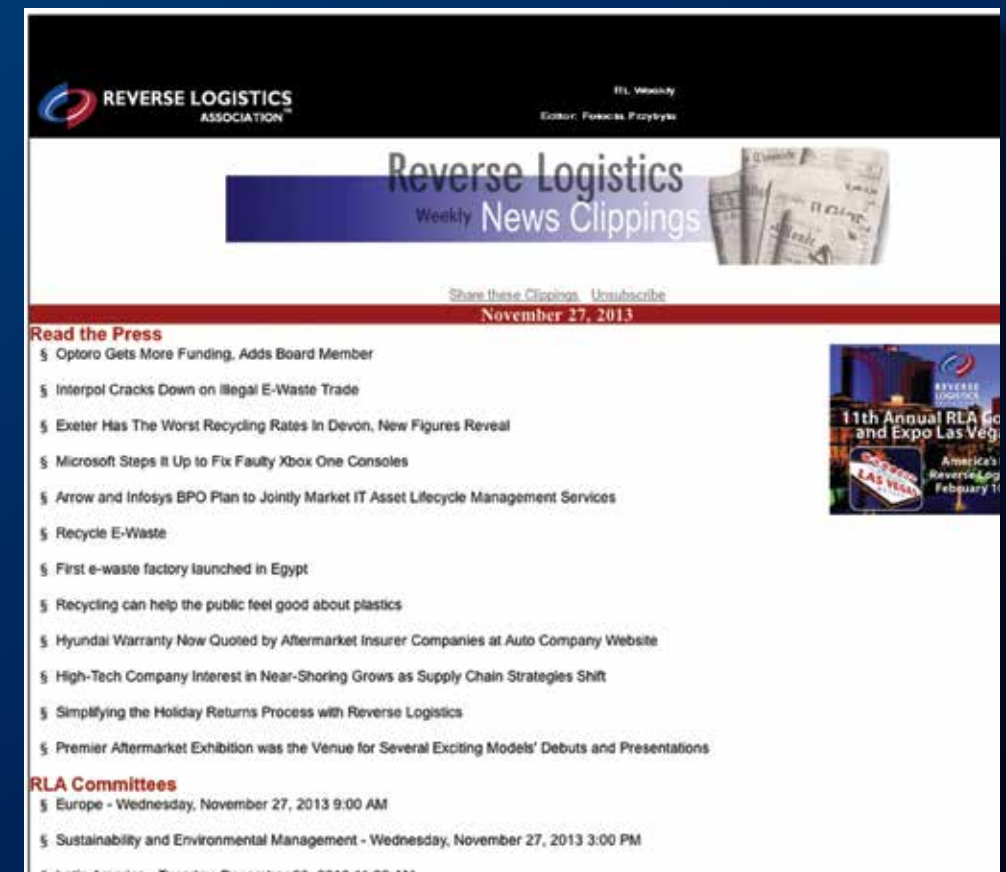
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Risk Management

A food recall occurs when any corrective action is taken by a company protecting consumers from contaminated or mislabeled products that could potentially bankrupt the organization. Strategic planning to develop best practices and quality control checkpoints throughout the manufacturing process assists reducing liability. Although a company may have liability insurance, “it will not cover the expense of product retrieval nor will it impact customer trust” (Kaletunc & Ozadali, 2012).

A company at any point throughout the supply chain should consider not only regulatory food safety requirements, but develop internal safety policies. The primary goals of structuring a recall policy should be in place to protect consumer health, comply with existing government regulations, minimize recall costs, and rebuild brand and reputation with the public.



Maple Leaf Foods suffered a significant loss due to listeria contamination at a Toronto facility. From the point of suspicion of contamination to Maple Leaf sending notification to distributors to stop shipping products was approximately a two month gap. It took an additional two weeks before Maple Leaf announced a nationwide recall of three deli meats. Two weeks later, the recall was expanded to 223 product lines. Ultimately, there were twenty deaths and the company suffered over \$250 million in damages. “The United States faced a similar listeria crisis resulting in 15 deaths from listeria contamination that resulted with increased food safety requirements such as boiling meat

or adding anti-microbial agents, however, the Canadian government did not require this process” (Stanwick & Stanwick, 2012). By examining industry standards, a company should implement additional safety measures to reduce risk of contamination.

Maple Leaf discovered the listeria bacteria inside two automated slicing machines after they had been dismantled for extensive testing. The machines were sanitized daily, but the bacterium was found to be growing inside the equipment beyond the reach of their sanitization process. This identifies the need for manufacturers to seek continual process improvements identifying potential food safety gaps as well as developing cooperative and communicative relationships with vendors and suppliers creating a knowledge base for food safety and mutual profitability.

Maple Leaf struggled to manage the crisis, delayed in confirming suspicions, and had difficulty tracking contaminated foods that had already left their warehouse which contributed to the significance of the total loss.



Inventory Management and Recalls

In the event of a recall, crisis management plans should be implemented. Distributors and suppliers should be contacted immediately to stop shipments, but developing a system to identify the location of product is critical. Radio Frequency Identification (RFID) tagging is the most effective technology that provides efficient and accurate data. Maintaining a controlled inventory process can limit

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exposure and expedite the recall process. A manufacturing plant has an opportunity to identify critical information such as the food supplier, date the shipment was received, weight, and any other pertinent information such as temperature that will reduce the opportunity for contamination or spoilage. As food travels from the original source throughout the manufacturing process and distribution chain, it is handled by a significant number of people before it is consumed. There are many opportunities along the supply chain for accidental or malicious mishandling that can lead to contamination or spoilage” (Motorola, 2008). RFID should be used to catalogue a history of the food throughout the manufacturing and distribution channels.

Customer Relationships are also critical to mitigate risk, including the retail level. American consumers often rank convenience over price resulting in widespread contamination. If a consumer were to buy a bag of ready to eat clean and cut salad mix instead of a head of lettuce, instead of one family affected by contaminated lettuce you could potentially have a food contamination illness in epidemic proportions. Recordkeeping is critical throughout the supply chain.

The Importance of Documenting

Formally documenting a recall plan is critical to establishing commitment and adoption of the agreed processes and procedures to mitigate risk and initiate a recall claim. “Effective risk management requires documented policies and procedures that identify how a product will be handled throughout the supply chain” (Creedle, 2007). Documentation should include the processes for quality of goods received, the manufacturing process identifying procedures for quality control testing at critical checkpoints, how complaints are handled, and what to do in the event of a recall.



By establishing corporate goals and ethical guidelines, in the event of a crisis the plans can be immediately implemented reducing loss.

By implementing and documenting a recall team identifying individuals, their roles and responsibilities in the event of a crisis will eliminate delays and confusion while reacting to an event situation. Roles to consider while planning a team response would be “decision making, quality assurance, technical advisor, media communications, complaint investigations, contacting customers, contacting regulatory agencies, and legal counsel” (Food Software Advisor, 2012).

Documenting consumer complaints is critical in the recall process to limit risk and exposure to consumers, utilize information to improve processes or uncover critical facts, and control potential losses. Some critical points to record would be the bar code information on the product itself identifying lot, block, expiration, and any other pertinent information from that code. Additionally, a person investigating the complaint should document where the product was purchased, how the consumer stored and handled the product.

“Every recall plan should include a step-by-step explanation on what to do when a product needs to be recalled” (Food Software Advisor, 2012). Developing a communication log identifying all contacts with vendors, suppliers, and any other stakeholders will be critical information for any government investigations, consumer law suits, and will provide the organization valuable data that can assist in continual process improvement initiatives.

Product Recall Training

Product recall training is a critical component to improving the recall process. By educating staff on their roles and responsibilities throughout the organization,

and identifying a recall team to take the lead will help employees manage recall efforts in their area of responsibility.

Prevention is always preferable, but even with the best plans and controls in place there is always risk of a recall. To prepare employees and gauge the efficacy of documented crisis management plans, a company may consider conducting mock recall training. With a mock recall, the company will be provided an opportunity to test their plan, their inventory tracking system, communication logs, as well as the processes throughout the recall. A mock recall can uncover deficiencies in the plans and identify opportunities to improve recall strategies.

Conclusion

Maple Leaf food experiences significant losses greatly attributed to the lack of planning and quality control checkpoints. The organization was forced to react to a crisis event, rather than a position of control to manage the event a limit loss.

Wegman’s food stores has a vendor management specialist that maintains vendor relationships and ensure the quality and safety of products sold. This assists the grocer in identifying recall items as well as making business decisions pertaining to independent recalls in

the event of an unconfirmed contamination, labeling, or food quality concern. A recall coordinator is in place that initiates immediate response removing products from the shelves in retail locations and distribution centers throughout their entire footprint. The company takes the lead by educating customer service about the recall and prepares them to respond to consumer questions or concerns. The retailer also provides information on their company website. If a consumer has maintained correct contact information, the customer relationship management software identifies which consumers purchased recall products and initiates an automated phone call and email with return instructions. Automated phone calls are limited to confirmed cases of food contamination that could cause a health concern.

A well designed and documented food recall plan must be an extension of day to day operations management. Knowing a vendor and maintaining a relationship is critical to mitigating potential risk and improving quality of product. Inventory management, tracking, and customer relationship management will assist in facilitating communications to expedite the recall of foods limiting both consumer health and financial. Testing crisis management plans and training staff on their roles and responsibilities in a food safety and product recall incident will be beneficial. Training will

Industry Events



RLA @ WERC Chicago 2014

Apr 27-30, 2014

RLA @ Home Delivery World UK 2014

April 29-30, 2014

RLA @ Reverse Logistics Workshops: Chicago 2014

April 30, 2014

Conf & Expo: Italy

May 21-23, 2014

RLA Conf & Expo Brazil 2014

August 5-6, 2014

RLA Conference & Expo: Singapore 2014

September 23-24, 2014



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instill confidence and uncover deficiencies that will ensure an organization is not on acting quickly to respond to a public health incident, but to control and manage the incident limiting loss.

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Jennifer Bilodeau, a Reverse Logistics specialist, formerly supported the Department of the Defense in day to day management of both inbound (return) and outbound distribution of goods throughout the command. She was recognized for exemplary performance throughout the base

relocation effort working with internal/external stakeholders managing multiple projects assessing tangible goods for movement to new facilities, acquiring replacement items, as well as recapturing value from left behind products. In this role she oversaw reverse logistics operations including repair and warranties, secondary markets, deconstruction and re-utilization of parts, as well as final disposition instructions.

RL Careers

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revista
Átomos

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março / 2014
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SINDICATO DAS INDÚSTRIAS QUÍMICAS E FARMACÊUTICAS DO ESTADO DO PARANÁ - SINGFAR

SEMINÁRIO INTERNACIONAL
DE LOGÍSTICA REVERSA

SINQFAR SAI NA FRENTE

Entidade traz a Curitiba o fundador
da Reverse Logistics Association,
Gailen Vick, principal organização à
frente do tema no mundo.

Gailen Vick

					
					
					
					
					
					
					
					
					
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SINDICATO DAS INDÚSTRIAS
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ANO VII – NÚMERO 15
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Editorial

Caro associado,

Coletivamente, para nós brasileiros, 2014 é um ano especial. Estamos diante de um evento mundial esportivo - presente inclusive em Curitiba - fato este que muito nos estimula. A Copa nos dará visibilidade, reforçando a imagem do Brasil de forma positiva para o mundo – pelo menos é o que esperamos.

E é nesse clima de desafios que também nós, da assim batizada família Sinqfar, começamos o ano. O maior deles, sem dúvida, é a implantação da Logística Reversa em nossas empresas.

Mas desafios existem para serem vencidos. Como em finais de campeonatos, a ordem é vencer ou vencer. E como nada cai do céu, são as ações práticas que vão nos levar a responder à lei ambiental da melhor forma possível.

Nesse sentido, realizamos, agora em março, um Seminário que traz a experiência do mundo até nós. Teremos, fruto de nossos contatos em 2013, a presença do diretor fundador da Associação que representa a LR no mundo, com sede nos Estados Unidos. E uma vez diante da principal referência no tema, resta-nos aproveitar ao máximo.

Outro desafio é tornar o contato empresas/ associados cada vez mais estreito. 2013 já foi marcante nesse sentido. Vamos aumentar esse recorde? Estamos abertos e com as melhores expectativas, pois quanto mais o Sindicato conhece suas empresas, maior a chance de atender bem às suas demandas.

Teria uma lista imensa de outros assuntos, contudo, deixo que a nossa comunicação constante, nossa extensa e profícua agenda de atividades, fale por nós.

Um excelente início de ano, que tudo corra da melhor maneira na empresa e na vida pessoal de cada um.



Marcelo Ivan Melek
PRESIDENTE

CAPA

SINQFAR SAI NA FRENTE

Ação do Sindicato traz ao Paraná o presidente da Reverse Logistics Association, Gailen Vick, no Seminário Internacional que deve fazer avançar o processo da LR no estado. Entrevista concedida por Vick à Átomo é tema da capa desta edição, confira.



8

SEMINÁRIO LOGÍSTICA REVERSA

Um evento de cunho internacional dá andamento ao processo da Logística Reversa no Sinqfar. Objetivo é mobilizar as empresas em torno do tema e do cumprimento da lei federal.

13

EMPRESAS NOTIFICADAS

O Depto. Jurídico do Sinqfar orienta empresas notificadas a apresentarem o Plano de Logística Reversa. O fato sinaliza para a urgência das empresas se integrarem às ações e esforços para cumprimento da lei.

18

PLANEJAMENTO ESTRATÉGICO

Já estão em curso ações do Sindicato para o planejamento estratégico definido para o ano de 2014. Acompanhe e participe.



25

FÓRUM DE NEGOCIAÇÕES COLETIVAS 2014

A quarta edição do evento que prepara as empresas para as Convenções Coletivas de Trabalho já está sendo desenvolvido no Sinqfar.

26

DESAFIOS DA CCT

Em entrevista o presidente do Sinqfar fala sobre as Convenções Coletivas de Trabalho, suas características e desafios nas negociações com os sindicatos laborais frente aos interesses das empresas.

‘LOGÍSTICA REVERSA NÃO É SÓ PARA ELIMINAR LIXO, MAS GERAR BONS NEGÓCIOS’



Nascido no estado do Tennessee (EUA), o presidente da Reverse Logistics Association, Gailen Vick, prefere a bicicleta ao carro para ir ao trabalho e tem como hobby o frescobol. Casado com Stella Vick e pai de oito filhos (todos adultos), ele usa as horas vagas para pesquisar a história da família, ir à igreja, além de dedicar-se ao grupo de escoteiros da América.

E olha que as horas vagas de Gailen Vick são raras. A agenda dele inclui viagens constantes em vários países, onde divulga, debate e fecha negócios dentro do tema da logística reversa.

E nada disso é um grande sacrifício para ele, acostumado a estressante rotina de companhias gigantes, nas quais acumulou uma experiência de 30 anos, antes de fundar a RLA - hoje a principal entidade no mundo a tratar o tema da Logística Reversa.

Um dos motivos que credenciam Gailen é o seu currículo, que inclui cargos de alta patente em corporações como a Shugart Associates, Fujitsu, Seagate, Xerox, Sequel e Disk Drive Industry, entre outras ligadas à área de telecomunicações e informática.

ENTREVISTA

GAILEN VICK

DIRETOR FUNDADOR DA REVERSE LOGISTICS ASSOCIATION-RLA

REVISTA ÁTOMO – *Como tem sido o desempenho da Associação de Logística Reversa desde sua fundação, em 2002?*

GAILEN VICK • Nós conquistamos o centro das atenções, atraindo um grupo forte, com membros de todos os níveis se juntando à Associação em todo o mundo. Nos últimos 12 anos, tivemos mais de 160 mil acessos individuais aos nossos dados e milhões de visitas mensais ao nosso site.

REVISTA ÁTOMO – *Quais são os principais objetivos da Associação?*

GAILEN VICK • Preparar todas as indústrias para implantação da Logística Reversa, apoiar fornecedores de serviços terceirizados, capacitar a indústria privada, consultores, acadêmicos e líderes do governo para se conectarem e compartilharem novas ideias e oportunidades.

REVISTA ÁTOMO – *Quais são as principais dificuldades ao trabalho da Associação?*

GAILEN VICK • As companhias não sabem que estão diante de um dilema.

“As companhias não sabem que estão diante de um dilema. Elas veem a ponta do iceberg, mas não veem sua profundidade”



Elas veem a ponta do iceberg, mas não veem sua profundidade. A alta administração normalmente desconhece fatores como o tamanho e o custo da Logística Reversa, o impacto das operações na linha de fundo e no atendimento ao cliente e da legislação. Muitos segmentos e gerentes de pessoal não sabem sequer que a LR existe.

REVISTA ÁTOMO – *No estado do Paraná, o Sinqfar tem iniciativas concretas para auxiliar as empresas na implantação do processo de Logística Reversa. Como o Sr. vê este tipo de ação por parte das entidades representativas da indústria?*

GAILEN VICK • Isto é fundamental para o futuro de cada estado e do país. Não se pode desejar que este proces-

so ocorra por si próprio, os indivíduos precisam ser preparados para tal e esforços têm que ser envidados para gerenciar o processo de LR. Se ele for feito corretamente trará maior economia em recursos, impactando na sustentabilidade. O resultado final será uma nova descoberta de compensações ambientais

REVISTA ÁTOMO – Qual é a sua expectativa em relação a este contato mais próximo com os empresários de setores estratégicos da indústria brasileira durante o Seminário de Logística Reversa promovido pelo Sinqfar?

GAILEN VICK • As ações de LR para a indústria brasileira, ao longo dos últimos cinco anos, foram limitadas à região de São Paulo. Com o suporte do Seminário Sinqfar, em conjunto com RLA, vemos um futuro mais brilhante para o conhecimento do processo de Logística Reversa.

REVISTA ÁTOMO – O Sr. tem alguma experiência anterior e semelhante no Brasil?

GAILEN VICK • Nenhuma região tem abraçado a Associação de Logística Reversa tal como o estado do Paraná. Em nossos cinco anos de conferências no Brasil, até onde sabemos, esta é a primeira vez que o governo e a indústria se uniram para trabalhar juntos na missão da Logística Reversa.

REVISTA ÁTOMO – A Logística Reversa também pode gerar negócios?

GAILEN VICK • Muitas pessoas acreditam que o principal elemento da Logística Reversa seja a eliminação do lixo, mas há muito mais que isto. A Logística Reversa não é positiva somente para desenvolver novos empreendimentos devido ao seu baixo custo de receita, mas provará ser positiva para as companhias já existentes, que mos-

“Nenhuma região tem abraçado a Associação de Logística Reversa tal como o estado do Paraná.”

trarão melhoria nos lucros, quando adequadamente gerenciadas. Desde o início da RLA, temos promovido a ideia de que sem a utilização da medida da LR ninguém irá acreditar que ela seja adequada para enxugar os custos em todos os processos.

REVISTA ÁTOMO – Que atividades estão planejadas pela RLA para o Brasil, em 2014?

GAILEN VICK • Este é o meu sexto ano viajando para o Brasil. A cada ano eu me encontro com pessoas interessantes, com grandes ideias, que podem integrar o processo de Logística Reversa no país. Vamos continuar a apoiar o Brasil para ter a nossa Conferência Anual & Expo, que está prevista para agosto deste ano (2014). O próprio fato de que estaremos em seu estado em março é outro indicador do nosso interesse como associação em apoiar o RLA Brazilian chapter (Unidade Brasileira de RLA). ■



SINQFAR PROMOVE SEMINÁRIO INTERNACIONAL

Colaborou a consultora de logística reversa do Sinqfar, Ana Paula Maciel

O Sinqfar promove um evento que tem como objetivo aprofundar e dar esclarecimento a um tema ainda novo para a maioria das empresas. O Seminário Internacional será uma oportunidade única e rica de debate em torno do tema. Confira as participações:

Sindicatos industriais patronais da Fiep de setores que também respondem à logística reversa, compartilham experiências do processo de implantação da lei em seus segmentos de atuação, soluções encontradas e andamento do processo. A expectativa é que este debate amplie a visão dos participantes para a logística reversa no Paraná.

Reverse Logistics Association

- Representada pelo seu presidente, Gailen Vick, que dará um panorama da LR em países nos quais o processo encontra-se em estágio mais avançado. Profundo conhecedor do tema, Gailen Vick atuará como palestrante e moderador dos debates.



A era da responsabilidade compartilhada

A Política Nacional de Resíduos Sólidos nasceu em 2010, como resposta do governo federal à pressão social pela redução de resíduos pós-produção e pós-consumo nas indústrias. A base dessa política é a chamada responsabilidade compartilhada: o tratamento e destinação dos resíduos passa a ser de todos e não apenas do poder público. Já a logística reversa é o fluxo reverso das redes de suprimento da ponta do consumo para trás, para serem reutilizados ou reciclados e reincorporados ou à mesma cadeia de suprimentos ou a outras cadeias.

POR QUE GERA NEGÓCIO

A lei federal traz enorme impacto ao mercado, ampliando as oportunidades de prestação de serviços ligados ao equacionamento do retorno de produtos. O resíduo que antes poderia ser um problema transforma-se em ganhos de diversas naturezas, quando a Logística Reversa é adequadamente planejada e executada.

O QUE AS EMPRESAS GANHAM COM A LR

- Cumprimento da legislação ambiental;
- Benefícios econômicos da recaptura de valor e recuperação de ativos;
- Aumento da conscientização ambiental dos consumidores;
- Razões competitivas com diferenciação por serviço;
- Limpeza do canal de distribuição;
- Proteção de margem de lucro;

SEMINÁRIO INTERNACIONAL DE LOGÍSTICA REVERSA

26

março
2014

**INSCRIÇÕES
GRATUITAS**
VAGAS LIMITADAS

As inscrições vão até 21.03.14, após
somente pelo telefone (041) 3254.8774



PROGRAMAÇÃO

13h30

Abertura

14h00

O Dilema da Logística
Reversa com Gailen Vick

15h30

Mesa-redonda com os
Sindicatos Patronais da Fiep:
Compartilhando Experiências

Moderadores:

Gailen Vick e Senai

17h30

Coquetel de Encerramento

INSCREVA-SE PELO SITE:

www.seminariologisticareversa.com.br

REALIZAÇÃO



PATROCÍNIO



APOIO



AÇÕES DE UM SINDICATO ATUANTE

O SINQFAR ESTÁ ENTRE AS ENTIDADES REPRESENTATIVAS DE MAIOR ATIVIDADE QUANDO O ASSUNTO É LOGÍSTICA REVERSA. ACOMPANHE O RESUMO DAS PRINCIPAIS ATIVIDADES EM 2013.

MARÇO - AGE

Uma assembleia geral extraordinária, realizada em 14.03.13 aprova, por unanimidade, o custeio de forma conjunta pelo Sinqfar e empresas associadas do projeto da Logística Reversa com vistas ao cumprimento da Lei 12.305/10.



ABRIL - SEMINÁRIO

O Sinqfar realiza o primeiro Seminário com o tema Logística Reversa. Participam por vídeoconferência representantes de empresas associadas dos municípios de Curitiba, Cascavel, Maringá e Ponta Grossa.



MAIO - REUNIÃO FIEP

Sinqfar apresenta à Fiep a forma como o processo da Logística Reversa vem sendo conduzido pela entidade.



AGOSTO - 2º SEMINÁRIO

O Sinqfar realiza o II Seminário sobre Logística Reversa em Maringá.

SETEMBRO - CRONOGRAMA DE ATIVIDADES E RELATÓRIO

O presidente Marcelo Ivan Melek faz a entrega à SEMA do cronograma de atividades para implementação da logística reversa, e ao coordenador de Resíduos Sólidos, Laerty Dudas, do relatório, com 349 páginas, das atividades do Sinqfar desenvolvidas até então.

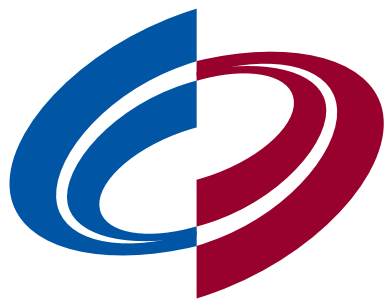


OUTUBRO - REUNIÃO TINTAS

A coordenação da Logística Reversa reúne-se na FIEP com representantes de empresas do setor de tintas e resinas – Dacar Química do Brasil S/A, Momentive Química do Brasil Ltda e Rochesa S/A Tintas e Vernizes.

DEZEMBRO - SINQFAR PREPARA SEMINÁRIO

O Sinqfar conclui o ativo ano de 2013 com a preparação do I Seminário Internacional de Logística Reversa, evento programado para março de 2014.



**REVERSE
LOGISTICS**
ASSOCIATION®

Maior referência mundial sobre Logística Reversa em intercâmbio com o Sinqfar

Dentro do processo da Logística Reversa, o Sinqfar integra-se à Reverse Logistics Association, uma entidade fundada em 2002, nos Estados Unidos, e hoje presente em mais de cinco continentes.

Criada com o objetivo de fomentar a discussão mundial sobre o tema, a RLA também atua na busca de soluções geradoras de negócios, conceito que espalha em suas inúmeras palestras, workshops e em contato com grandes corporações. Em 2013, a Associação movimentou cerca de U\$ 750 bi.

A RLA possui, como ferramentas de divulgação, um site e uma revista, na qual o Sinqfar publicou, gratuitamente, um anúncio que leva o nome da entidade aos vários países onde a publicação é distribuída.

The image shows a screenshot of the Reverse Logistics Association website. The top navigation bar includes 'Events', 'Committees', 'Memberships', 'RL Solutions', and 'Products'. Below the navigation bar is a grid of images showing various events and conferences. On the right side, there is a section titled 'Upcoming Committee Mtgs' with a list of dates and topics: Dec 10 Apparel, Dec 10 RL Certification, Dec 11 Wireless Telecommunications, Dec 11 Retailers, Dec 12 Software Solutions, Dec 12 Life Sciences, and Dec 13 Standards. Below this, there are sections for 'Industry/Focus Committees', 'Memberships' (listing Sony, P&G, and Kewill), 'RL Solutions', and 'Publications'. At the bottom of the screenshot, there is a magazine page for Sinqfar Logística Reversa. The magazine page features a large image of a modern building and text describing the organization's mission and services. The magazine page also includes a QR code and a website link: www.sinqfar.org.br.

AGENDA DA RLA EM 2014

JANEIRO, FEVEREIRO E ABRIL • ESTADOS UNIDOS (EUA)
JUNHO • AMSTERDAM (HOLANDA)
AGOSTO • SÃO PAULO (BRASIL)

Acesse www.reverselogisticstrends.com
e conheça a RLA

‘Seminário é grande oportunidade de trabalho a quatro mãos’

Diz coordenador de Resíduos Sólidos da Sema

Em entrevista à revista *Átomo*, o coordenador de Resíduos Sólidos da Secretaria de Meio Ambiente e Recursos Hídricos, Laerty Dudas, afirmou que o Seminário promovido pelo Sinqfar é uma oportunidade única para os empresários construírem, a quatro mãos, o processo da Logística Reversa. “Estamos na etapa de

apresentar planos setoriais. Depois vem a etapa da cobrança, e aí as empresas terão que responder por soluções de pós-consumo” - diz ele.

Em reunião realizada com o Sinqfar, em dezembro do ano passado Dudas já tinha demonstrado preocupação com a falta de ações mais concretas das empresas para a logística reversa. Segundo ele, uma possível resistência só será vencida com a mudança de disposição e cultura, uma vez que a lei é recente no Brasil. “As multinacionais se adequam melhor porque lá fora o processo já existe há mais tempo” - avalia.

Laerty Dudas aponta que está faltando reconhecer a logística reversa como questão ambiental do planeta mas também como geradora de negócios. “Só temos um planeta e que está aqui tem que responder pela responsabilidade compartilhada, não tem outro caminho. E tudo isso gera renda, gera negócio é preciso reconhecer isso” - afirmou.



Laerty Dudas após entrega de plano de ações para setor de tintas e vernizes, com coordenadora de logística reversa, Ana Paula Maciel, e presidente do Sinqfar, Marcelo Ivan Melek.

Jurídico do Sinqfar AUXILIA EMPRESAS notificadas pelo MP



Algumas empresas do Paraná foram notificadas pelo Ministério Público do Estado a apresentarem seus Planos de Logística Reversa. Ao tomar conhecimento do fato, o Depto. Jurídico da entidade tomou providências imediatas, elaborando uma declaração que informa ao MP que estas empresas estão participando ativamente do Plano de Logística Reversa, coordenado e intermediado pelo Sinqfar junto aos órgãos competentes e de acordo com a legislação vigente.

“Isso garante, em um primeiro momento, segurança jurídica para as empresas que não possuem seu plano de logística de serem penalizadas ou multadas” – explica a responsável pelo Depto. Jurídico da entidade, Dra. Cassiana Frazão Melek.

Além disso, o jurídico do Sindicato, em conjunto com o jurídico da Fiep, elaborou um modelo de petição para que as empresas notificadas possam apresentar suas manifestações/defesa junto ao Ministério Público. “É um documento padrão que poderá servir a outras empresas que vierem a receber a mesma notificação” – diz Dra. Cassiana.

Dra. Cassiana Frazão Melek: Ação rápida na defesa de empresas associadas notificadas para cumprimento da logística reversa

12 MESES EM 5

O QUE FOI DESTAQUE NO SINQFAR EM 2013

Um ano movimentado e uma agenda repleta de ações mês a mês marcaram o ano de 2013 no Sinqfar. Mas dentre estes, destacamos cinco fatos que merecem ser lembrados por representarem impacto direto no interesse das indústrias representadas pela entidade. Confira!

1

Eleições com voto eletrônico



O Sinqfar inova com voto eletrônico para eleições realizadas em 29.04.13 para diretoria, conselho fiscal e delegados. O feito inédito conta com apoio da Fiep e tem como resultado uma participação inédita de associados e resultado divulgado no mesmo dia. As eleições têm um voto em branco e quatro votos considerados inaptos, mas a chapa inscrita é referendada pela maioria dos eleitores.

Logística Reversa

2



Ana Lucia Demeterco Airoidi, Marcelo Ivan Melek e Laerty Dudas

Uma série de iniciativas marcam o primeiro ano da Logística Reversa no Singfar. Uma coordenadoria é montada para atenção específica para o tema. Diversas reuniões com empresas associadas e com a Secretaria de Meio Ambiente e Recursos Hídricos, além de dois Seminários transmitidos por vídeo conferência, são algumas das ações. O resultado parcial soma 349 páginas em um relatório entregue à Sema em setembro/2013.

3

50 anos Singfar



Um almoço no Campus da Indústria, em Curitiba, marca os 50 anos do Singfar. A data reúne autoridades e associados em um evento cheio de surpresas. O presidente da Fiep, Edson Campagnolo, homenageia o Sindicato com uma placa comemorativa e inauguração de um painel com as logomarcas das empresas associadas. A entidade também recebe, da Fiep, um selo comemorativo dos Correios alusivo à data, que tem ainda uma revista *Átomo* especial de aniversário, com 60 páginas. O Sindicato presta homenagem aos associados que recebem uma gravura exclusiva do artista plástico Poty Lazarotto em moldura dourada e ilustrada com a gralha azul e o pinheiro de araucária, símbolos do Paraná.



Presidente da Fiep, Edson Campagnolo e Marcelo Ivan Melek, presidente do Singfar

4

MISSÃO CANADÁ

Por intermédio da Câmara de Comércio Brasil Canadá (CCBL), o presidente do Sinqfar, Marcelo Ivan Melek, lidera em setembro/13 uma comitiva à cidade de Toronto, no Canadá. A viagem vai além dos objetivos iniciais. Visitas são realizadas a empresas locais que já adotam a Logística Reversa, com grande volume de informações e intercâmbio. O balanço final da missão inclui abertura de possibilidade de fechamento de negócios através do Centro Internacional de Negócios – CIN, imersão com o setor cosméticos do Canadá, intermediação de negócios para exportação de medicamentos genéricos pela associada Prati-Donaduzzi e integração com a Logistic Reverse Association.



(Esq. p/ dir.) Robert Ross-Fichtner – diretor da Focal Point Research; Darren Praznik – presidente & CEO et Association Canadienne Des Cosmétiques, Produits de Toilette et Perfums; Marcelo Ivan Melek – presidente do Sindicato das Indústrias Químicas e Farmacêuticas do Estado do Paraná e Ted Arnold – senior advisor et Association Canadienne Des Cosmétiques, Produits de Toilette et Perfums

Jantar diretoria da Fiep

5



Membro da diretoria da Fiep, Marcelo Ivan Melek participa de jantar de conagraçamento realizado pela Fiep no encerramento das atividades em 2013. O presidente da entidade, Edson Campagnolo, faz um balanço informal das ações do ano. O presidente do Sinqfar e o presidente da Fiep posam para foto e festejam mais um ano de parceria.



Terceirização regulamentada **AVANÇO** OU RETROCESSO?



Está em trâmite na Câmara dos deputados o Projeto de Lei de nº 4.330/2004 do Deputado Sandro Mabel, o qual propõe uma regulação para a contratação de trabalhos terceirizados, que hoje os Tribunais do Trabalho analisam de acordo com a súmula 331 do TST (Tribunal Superior do Trabalho).

Tal Súmula descreve que os trabalhos terceirizados devem apenas exercer a atividade meio da empresa, e apenas os serviços de vigilância e de conservação e limpeza, bem como a de serviços especializados ligados à atividade meio é que podem ser terceirizados. Em outras palavras, o trabalho terceirizado não pode, atualmente, exercer uma atividade que seja a principal (atividade fim) de uma empresa, sob pena desta criar um vínculo de emprego com o trabalhador terceirizado de acordo com o previsto na Súmula 331 citada.

Entretanto, a própria Súmula condena, apenas, as empresas privadas em caso de contratação de trabalhadores por empresa interposta gerando vínculo

diretamente com o tomador dos serviços, enquanto que na Administração Pública direta, indireta e fundacional não há essa condenação.

Tal entendimento, consagrado pela jurisprudência trabalhista, tem causado grande insegurança no meio jurídico, pois não há como mensurar uma atividade de uma empresa e classificá-la como atividade fim e atividade meio, o que acaba gerando dois conceitos vagos e imprecisos, bem como limitando o poder de contratação de mão de obra especializada. Da mesma forma, o entendimento jurisprudencial vai de encontro com a tendência mundial globalizada, pois hoje a mão de obra terceirizada, além de especializada, auxilia no aumento da produção das empresas fortalecendo e aquecendo ainda mais a economia.

O que importa para garantir uma maior segurança jurídica tanto para o trabalhador quanto para o empregador ou o tomador de serviços, é a criação de uma lei que assegure efetivamente os direitos e deveres de cada uma das partes, ou seja, evitando que empresas fraudulentas se coloquem no mercado como empresas especializadas em diversas atividades não conexas entre si, inclusive inadimplindo com os direitos trabalhistas, bem como assegurando às empresas maior liberdade de contratação e com direitos e deveres pré-definidos em lei específica.

Assim, a regulamentação da terceirização tende a ser um dos primeiros passos rumo à reforma trabalhista tão discutida e necessária nos dias atuais, unindo os interesses do trabalhador com o desenvolvimento econômico da nação.

ORÇAMENTO 2014 APROVADO POR UNANIMIDADE



Uma medida adotada pela primeira vez na história do Sinqfar deve agilizar a implementação de ações para o ano. De forma inédita, a entidade realizou, em 28.11.13, a apresentação do orçamento para o ano de 2014, bem como o planejamento estratégico do período. “Sempre fazíamos essa assembleia em março, mas desta vez optamos por antecipar e ganhar tempo. Com esse trâmite a agenda do Sindicato já começa de forma efetiva em janeiro” - destaca o presidente do Sinqfar, Marcelo

Ivan Melek, que pretende adotar o procedimento como padrão.

A assembleia, que reuniu representantes de empresas associadas, aprovou por unanimidade o pacote de receitas e despesas para o ano em curso. A votação aconteceu após detalhada apresentação, na qual constam a previsão de receitas e despesas administrativas, operacionais e tributárias. O método, já utilizado em anos anteriores, tem se mostrado muito eficaz no fechamento das contas do Sindicato.

PLANEJAMENTO ESTRATÉGICO 2014

Pontos em destaque

FORTE REPRESENTAÇÃO

Ficam definidas como ações de caráter fixo a forte representação já conquistada pelo Sinqfar, com iniciativas que reforcem a divulgação positiva do nome da entidade em setores diversos da sociedade. Isso inclui a participação em eventos e datas importantes de suas empresas associadas.

BPF IN COMPANY

O planejamento estratégico definiu a oferta de novas turmas para o curso de BPF in company. Evitar deslocamentos, ganhar tempo e produtividade estão entre os objetivos do Sindicato, que busca ainda ampliar o número de trabalhadores capacitados.



ÊNFASE NO SETOR COSMÉTICOS

O pujante crescimento do setor cosméticos mobiliza o Sinqfar para maior proximidade com o segmento, com participação em feiras, congressos e eventos.

APOIO À LOGÍSTICA REVERSA

As ações prioritárias do ano inclui total apoio ao enfrentamento deste que já é indicado como o desafio da década no setor industrial brasileiro: a logística reversa.



FOCO NAS CCTs

A preparação profissional para enfrentar o momento das CCTs, principal ponto de interesse das empresas associadas, é uma das prioridades do Sinqfar em 2014, com realização da quarta edição do vitorioso projeto Fórum de Negociações Coletivas.





CONQUISTA DA AMÉRICA EM CINCO ANOS

Sociólogo de formação, executivo por vocação. Assim se pode resumir o perfil do italiano Luigi Ciarlantini, que hoje comanda a Sait Abrasivos do Paraná. A carreira que começou como gerente de exportação, em 1996, na Itália, firma-se hoje no Brasil com grandes desafios. Entre eles está o de expandir os produtos da Sait brasileira para a América do Sul e América Central. Foco e determinação não faltam a Luigi, que diz gostar do clima e da cidade de Curitiba, onde vive desde 2008. A única observação é para a comida italiana dos restaurantes locais. Nesse quesito, o italiano conserva seu bairrismo e diz que ainda prefere o jeito e o preparo da sua terra natal.





Performance de dar inveja

A Sait Abrasivos, empresa instalada em Colombo, região metropolitana de Curitiba, fechou 2013 com uma performance invejável. Aumento de 30% no faturamento, índice muito além dos indicadores gerais da indústria nacional. Um resultado estimulante para seu corpo de gerentes, cuja meta é exportar a extensa linha de produtos da empresa para a América Latina e América Central. Hoje a empresa do Paraná distribui sua produção para 95% do mercado nacional, com ênfase nas regiões Sul e Sudeste.

À frente do grupo está o executivo Luigi Ciarlantini, que chegou em Curitiba junto com a instalação da empresa, trazendo na bagagem o desafio de alavancar os negócios da multinacional em terras brasileiras.

Ele conta que a instalação da Sait no Paraná aconteceu em função de negócios que a empresa italiana já mantinha com uma empresa local, importadora dos produtos Sait. O passo seguinte foi a compra desta empresa, instalada no local onde hoje funciona a indústria.

Com uma carteira de 2.400 cliente, a Sait Abrasivos possui, no Brasil, unidades em Santa Catarina, Rio Grande do Sul, Espírito Santo, Paraná e São Paulo.





Alta qualidade e prazo são diferenciais

O segredo do sucesso da Sait Abrasivos tem na base a alta qualidade de seus produtos e um prazo menor de entrega se comparado ao das concorrentes – aponta Luigi Ciarlantini. “Nossas entregas acontecem em um prazo de três a cinco dias, contra três semanas da concorrência” – exemplifica.

Os diferenciais refletem a estrutura da empresa, fundada na

Itália, em 1953, e que hoje ocupa posição de liderança na lista das companhias mais importantes da Europa na área de abrasivos rígidos e flexíveis para uso na indústria. Membro da Fepa - Federação Europeia de Produtos Abrasivos – e detentora do Sistema de Qualidade ISO 9001, a Sait tem tudo o que uma empresa de grande porte precisa para conquistar o mundo. Seus escritórios

centrais e sede ficam em Turim (Itália) dentro de uma área física gigantesca (só o centro de distribuição possui uma área coberta de 8.500 metros quadrados).

O desenvolvimento de seus produtos apoia-se em tecnologia de ponta que envolve pesquisa, desenvolvimento, uso de matérias-primas selecionadas e precisos sistemas de controle da qualidade.

PRODUTOS são ferramentas indispensáveis à indústria



A linha de produtos da Sait Abrasivos incluem uma extensa gama de materiais que se aplicam a setores os mais diversos da atividade industrial como o automo-

tivo, moveleiro, metal mecânico, entre outros.

Os formatos variam mas, como o nome indica, o material básico é abrasivo – substância dura capaz de desgastar e polir outros corpos, mediante atrito – e empregado em maquinários. A produção inclui discos de desgaste ou de corte para máquinas portáteis, cintas e folhas, discos diamantados para corte seco e úmido, tecidos abrasivos, entre outros, em um total de 90 mil produtos catalogados com a marca Sait – sendo comercializados em dez filiais de vendas, seis sociedades coligadas no mundo e 150 parceiros estrangeiros.

EMPRESA
SORTEADA



Solidez na área de RH

Um detalhe que chama a atenção é o tempo de casa de cada um com média de sete anos. Isso faz com que a empresa tenha uma equipe afinada e comprometida com metas e desafios. A recompensa vem na forma de benefícios e na perspectiva de crescimento na carreira.



O gerente industrial Fabio Souza: ele foi absorvido pela Sait após a compra da empresa anterior. "Já são 16 anos e continuo crescendo."



A supervisora financeiro Fernanda Aline Doerl orgulha-se de ter chegado no primeiro dia da instalação da Sait no Paraná. "O dia a dia tem dificuldades mas vamos superando."



O gerente nacional de vendas Leo Teixeira: "Estamos expandindo muito além do esperado."



Recente na empresa Hugo Gomes ocupa a função de vendas externas: "Estou aplicando aqui a experiência de 22 anos na área de revenda e tem sido recompensador."



SAIT ABRASIVOS LTDA
Rua São Gabriel, 433
CEP 83404-000 Colombo
Paraná / BRASIL

Reportagem: June Meireles

Stiqfepar premia vencedores do I Concurso de Redação e Desenho



O presidente Marcelo Ivan Melek durante discurso na solenidade de premiação

O Sindicato dos Trabalhadores nas Indústrias Químicas e Farmacêuticas do Estado do Paraná – Stiqfepar realizou, dia 22.02.14, a cerimônia de premiação dos ganhadores do I Concurso de Desenho e Redação, lançado no ano passado, em homenagem ao Dia do Trabalhador das Indústrias Químicas, Plásticas, Farmacêuticas e de Adubos do Estado.

O evento aconteceu na sede recreativa da entidade, em Curitiba, e contou com partici-

pação do presidente do Sinqfar, Marcelo Ivan Melek. A entidade foi uma das apoiadoras do concurso, que teve como tema “O que nossas empresas podem fazer pela sustentabilidade.” A advogada do Sinqfar, Dra. Cassiana Frazão Melek, foi membro da comissão julgadora do concurso.

“Esse apoio faz parte da boa relação que temos com o Sindicato laboral. Já sabemos que o concurso foi um sucesso, tanto que haverá uma segunda edição” - resumiu Melek, que foi recebido pelo presidente do Stiqfepar, Francisco Rodrigues da Silva Sobrinho. Presente ao evento, o presidente da Federação dos Trabalhadores das Indústrias no Estado do Paraná (FETIEP), Luiz Ary Gin, ressaltou no discurso a importância desta parceria firmada entre os dois sindicatos.

O concurso teve participação de alunos das escolas públicas e privadas do ensino fundamental. Os vencedores receberam certificados, viagem ao parque Beto Carrero World e notebook. Além do apoio do Sinqfar, o Stiqfepar atuou em parceria com o Instituto Adolpho Bauer (IAB), Sindicato da Indústria de Material Plástico do Paraná (SIMPEP) e SESI Pr.

PREMIADOS

CATEGORIA DESENHO

Milene Ribeiro 1º lugar

Eric Vinicius Basso 2º lugar

Stephane R. de Almeida 3º lugar

Jéssica Cristina Mazarim Fogaça 4º lugar

CATEGORIA REDAÇÃO

Felipe Wesley Basso 1º lugar



SINQFAR JÁ PREPARA IV EDIÇÃO

O presidente Marcelo Ivan Melek costuma dizer que o 'negócio Sinqfar' são as suas Convenções Coletivas de Trabalho. A ideia é compartilhada pela advogada e responsável pelo Depto. Jurídico do Sinqfar, Cassiana Frazão Melek, coordenadora de um dos mais importantes itens da agenda anual do Sindicato: o Fórum de

Negociações Coletivas, que terá em 2014 a sua quarta edição. Em 2013, o projeto consolidou-se com número recorde de associados e resultados positivos nas CCTs. Como tem amplo levantamento de dados, o trabalho já começou a ser feito, mês a mês, e contemplando as principais regiões do país.


'Esta quarta edição tem o mesmo conteúdo dos eventos anteriores. A base é um amplo levantamento de dados que começa a ser feito no primeiro semestre do ano, com acompanhamento regular do cenário de negociações trabalhistas nas várias regiões do país.'

Cassiana Frazão Melek
Coordenadora

'O Fórum foi uma evolução do levantamento de dados que preparava as bases da CCT. Hoje temos, além de informações muito mais completas e espaço para um debate que tem se mostrado muito produtivo e ampliado o profissionalismo desse momento chave para os interesses das empresas.'

Marcelo Ivan Melek

- Os dados apresentados incluíram o INPC acumulado de janeiro a julho/13, e Salário Mínimo Regional por grupos de trabalhadores.
- Foram apresentados índices negociados do setor Cal, Fiação e Tecelagem, Vestuário, Construção Pesada, Montagem Industrial e Material Plástico no Norte do Estado.
- Ampliando a visão de conjuntura, o Fórum apresentou a variação de reajustes salariais de janeiro a junho/13.
- Os resultados das CCTs fechadas pelo Sinqfar nos últimos três anos ampliou a visão dos presentes.

A portrait of Marcelo Ivan Melek, a man with short, light brown hair, wearing a dark blue suit jacket over a light blue button-down shirt. He is looking directly at the camera with a neutral expression. The background is a blurred office setting.

As Convenções Coletivas de Trabalho são prioridade quando o assunto é a defesa dos interesses das empresas associadas ao Singfar. De maneira sistemática – e desde o primeiro mês do ano – o presidente Marcelo Ivan Melek mobiliza sua equipe de trabalho para o que costuma chamar de ‘negócio Singfar’: o momento do fechamento das CCTs. Nesta entrevista, ele fala sobre as perspectivas para 2014 e das dificuldades em barrar os chamados aumentos reais, já consolidados dentro de uma realidade nacional.

‘AUMENTO REAL É BOLHA ARTIFICIAL’

MARCELO IVAN MELEK

– PRESIDENTE DO SINQFAR

ÁTOMO - Como o Sr. vê a perspectiva da conjuntura econômica e negocial para as Convenções Coletivas de Trabalho em 2014?

MARCELO IVAN MELEK • O cenário que temos para este ano é mais ou menos o que já tivemos no ano passado. O Brasil tem uma tradição – e isso em sindicatos de vários setores no país inteiro - de conceder aumentos reais, além da inflação, sem parâmetros daquilo que a empresa tenha tido de lucro. São aumentos reais que considero uma ‘bolha artificial’, porque estamos promovendo, entre aspas, maior poder de consumo, maior ganho para o empregado, mas isso tudo de forma artificial porque as empresas não estão tendo lucratividade na mesma proporção.

Mas como isso é uma realidade econômica brasileira, o Sinqfar e mesmo o Estado, sozinhos, não têm como ir contra essa tendência. Penso que a médio ou a curto prazos essa bolha vai estourar. Ou seja, virão os reflexos negativos tais como a indústria investir e capacitar menos ou demitir mais, sem falar na inflação que gera um ciclo: você coloca mais gente comprando e inflaciona o mercado.

ÁTOMO - Como as empresas multinacionais veem esse aumentos gerados pela CCTs?

MARCELO IVAN MELEK • As nossas Convenções são consideradas muito boas pelo nosso público, principalmente quando comparadas às de outros setores. Claro que existe ganho para os empregados mas também existe a defesa econômica das empresas. O que acontece é que as multinacionais não entendem muito esse aumento real. Para eles, repor inflação já é um aumento muito alto no custo com mão de obra porque elas não estão acostuma-

das com inflação alta. Então quando se fala em 8% de aumento para elas é algo irreal e difícil de entender.

Isso exige um esforço muito grande dos gestores locais de levar a informação às suas matrizes, tanto que no ano passado houve um apoio do Sindicato a esses gestores na tarefa de demonstrar para os líderes internacionais a realidade sindical econômica laboral brasileira.

ÁTOMO - Quais as perspectivas para as negociações em 2014?

MARCELO IVAN MELEK • Graças ao entendimento que já temos e a nossa forma de entender a relação capital/trabalho, temos a perspectiva de manter o movimento dos anos mais recentes, do fechamento convenções com celeridade, sem grandes problemas, mas com aumentos reais que, como dissemos, já se tornaram cultura no Paraná e no Brasil.

ÁTOMO - Os empresários reclamam do valor do salário mínimo regional, considerado alto. Isso influencia as negociações?

MARCELO IVAN MELEK • Sem dúvida, porque em todas as convenções, não só no nosso setor, os empregados que trabalham em uma empresa querem sempre mais do que o salário mínimo regional. Se o sindicato laboral não existisse eles estariam ganhando o salário mínimo regional, mas como eles se sentem representados, existe uma pressão por aumento real.

A Fiep tem feito trabalho de conscientização para índices mais compatíveis, mas o governo do Estado é irredutível e não tem tido a devida sensibilidade nem dado a devida atenção que o tema merece.

A portrait of Ardisson Naim Akel, a middle-aged man with a mustache and goatee, wearing a dark suit, white shirt, and striped tie. He is looking slightly to the right of the camera with a neutral expression.

SINTONIZADO AOS NOVOS TEMPOS

Ninguém melhor que um empresário de muita experiência para estar à frente do que é considerada a casa das empresas de pequeno, médio ou grande portes. Ardisson Naim Akel, atual presidente da Junta Comercial do Paraná, também ocupou cargos como o de presidente da Associação Comercial do Paraná e atualmente compõe a diretoria da Fiep. Em seu último ano de gestão, Akel pretende intensificar o legado que marca sua trajetória na entidade: a modernização da área de tecnologia da Junta, de modo a tornar os processos mais rápidos e menos burocráticos. Uma meta que já está em andamento e promete avançar com passos firmes, com vistas a uma colaboração efetiva com o desenvolvimento da economia do Estado.

ARDISSON NAIM AKEL

Presidente da Junta
Comercial do Paraná

JUCEPAR MAIS MODERNA

- Em suas 62 unidades, a Jucepar emite hoje uma nova certidão de empresa a cada **2** segundos.
- Em 2013, mais de **100 mil** empresas foram abertas na Jucepar com um novo empreendimento, sendo aberto a cada **5** minutos.
- Desde dezembro/2013, já é possível emitir certidões empresariais pela internet. Em um mês, o serviço registrou **1/4** do total das certidões do período emitidos de forma on-line.

ARDISSON NAIM AKEL

– PRESIDENTE DA JUNTA COMERCIAL DO PARANÁ

ÁTOMO - Quais as principais atividades da Junta Comercial do Paraná?

ARDISSON NAIM AKEL • A Jucepar é a responsável pelo registro das empresas no Estado. Isso inclui desde a abertura da empresa em seu contrato societário, até as alterações – aumento de capital, mudança de endereço, entrada ou saída de sócio, fusões, incorporações etc. Ou seja, a vida da empresa vai sendo registrada na Junta até quando ela encerra suas atividades e aí deve ter sua baixa formalmente registrada. Com estes registros se estabelece segurança jurídica, e relacionamento entre as empresas, entre empresas e pessoas, entre empresas e órgãos de governo, tudo isso fica formalmente estabelecido.

ÁTOMO - Qual o balanço que o Sr. faz do ano de 2013 com relação aos trabalhos da Junta Comercial do Paraná?

ARDISSON NAIM AKEL • A estimativa é que em 2013 perto de 55 mil empresas tenham sido cadastradas na Jucepar, somando ainda outros 60 mil microempreendedores Individuais (MEIs), que são registrados diretamente no Portal do Empreendedor, da Receita Federal, mas que acaba também sendo comunicado à Junta e eventualmente pode se transformar em uma pequena empresa ou na forma jurídica de empresário. É um movimento enorme, de mais de 100 mil empresas abertas no ano, o que corresponde a um novo empreendimento a cada cinco minutos.

ÁTOMO - Sua gestão prioriza a interiorização dos serviços da Junta. Que locais ou municípios foram beneficiados e quais os resultados?

ARDISSON NAIM AKEL • Estamos procurando atender a uma solicitação do governador Beto Richa no sentido de ampliar os atendimentos aos empresários do interior. Para isso, abrimos neste governo 20 novos escritórios no interior do Estado e estamos no processo de preparação de novos escritórios para o ano que vem.

Nossa meta é chegar ao fim da gestão com trinta novos escritórios no interior, o que seguramente significa que a Junta Comercial do Paraná é a Junta que tem a maior



rede de escritórios regionais do Brasil.

ÁTOMO - Que ações têm sido desenvolvidas para tornar os serviços da Jucepar menos burocráticos e mais ágeis?

ARDISSON NAIM AKEL • Estamos investindo em tecnologia da informação, concluindo a compra de novos servidores, que nos darão mais potência em processamento de dados. Estamos também investindo na implantação de uma metodologia desenvolvida pela Junta Comercial de Minas Gerais, o Projeto Integrar, para o qual a Junta Comercial do Paraná oferecerá a plataforma estadual da Redesim (Rede Nacional para a Simplificação do Registro e da Legalização de Empresas e Negócios), permitindo o compartilhamento de dados das empresas com os outros órgãos de registro, como as prefeituras municipais, Receita Federal, a Secretaria da Fazenda do Estado, etc. Também estamos disponibilizando novos serviços no Portal da Viabilidade, onde são feitos o cadastro das empresas via internet e também o Contrato Padrão, que facilita a abertura de empresas.

ÁTOMO - Quais os projetos para 2014, seu último ano de gestão?

ARDISSON NAIM AKEL • Nossa meta de trabalho é ampliar a implantação da Redesim nas principais cidades do Estado. Ampliar o uso de novas tecnologias para os procedimentos da Junta e temos como meta a conquista de uma nova sede para os atendimentos da Junta, uma vez que hoje operamos em diferentes locais com capacidade de trabalho limitada. Nosso objetivo é passar para uma sede que permita oferecer todos os serviços da Junta num único endereço, com mais conforto para o usuário.

QUÍMICO

2013 fecha com
FATURAMENTO de
10,7%



A indústria química no Brasil fechou 2013 com expansão de 10,7% no faturamento em relação ao faturamento do ano passado. Os dados são da Associação Brasileira da Indústria Química (Abiquim), divulgados em dezembro/13 – o que totaliza faturamento líquido de R\$ 344,5 bilhões em 2013. Em dólar, o faturamento cresceu 1,5% em igual base comparativa, para US\$ 162,3 bilhões. O resultado, segundo a Abiquim, é puxado pelo segmento de defensivos agrícolas (expansão de 7,2%) e pela fabricação de produtos químicos de uso industrial, que expandiu 3,9% que no ano anterior.

VAIDADE FEMININA alavanca setor na América Latina

As mulheres brasileiras, venezuelanas e chilenas são as que mais gastam com cosméticos na América Latina. Esse é o resultado de um relatório divulgado pela Associação da Indústria Cosmética Latino Americana. Segundo o estudo, o setor não sentiu efeitos de crise porque as mulheres cortam despesas com tudo, mas não dispensam a maquiagem. O dado contribui para colocar países da América Latina na lista dos emergentes como segundo de maior crescimento.

Na última década, o setor cresceu 314% na América Latina, superando o crescimento da Europa, África, Oriente Médio e América do Norte.



FARMACÊUTICO

Boa performance dos genéricos

Os medicamentos genéricos tiveram, em 2013, crescimento de 16% sobre o ano anterior, de acordo com dados da IMS Health. A alta ficou acima do esperado pelo setor, que projetava crescimento abaixo de dois dígitos. A Associação Brasileira das Indústrias de Medicamentos Genéricos – Pro Genéricos, avalia que o bom desempenho da indústria reflete o maior acesso da população aos medicamentos e a confiança nos genéricos, que começou a ser produzido e distribuído há 15 anos no Brasil (1999). Desde que esse tipo de medicamento surgiu no mercado nacional, as vendas da indústria farmacêutica cresceram 84% em volume. Já a participação dos genéricos na venda total e medicamentos encerrou o ano

passado em 23%, enquanto em 2012 o percentual foi de 22,4%. A expectativa é que os resultados dobrem nos próximos anos.



POR UMA ALÍQUOTA JUSTA

A perspectiva de aumento dos atuais 12% para 18%, da alíquota de ICMS paga hoje pelas empresas do setor de limpeza no Estado levou o Sinqfar a entrar, na Secretaria de Estado da Fazenda, com um requerimento que solicita a manutenção do percentual.

O presidente Marcelo Ivan Melek, reuniu-se com o chefe de gabinete da Secretaria Estadual da Fazenda, Luiz Fernandes Moraes Jr, ao lado de técnicos, entre os quais o contador Samir Pedro Cecatto que avaliou: "O pedido do Sinqfar foi bem recebido e sensibilizou a equipe técnica do governo". Para Cecatto, os argumentos expostos durante a reunião por Marcelo

Ivan Melek "são muito pertinentes pois somente com o ICMS o custo tributário para a indústria paranaense sobe em 6% e, ainda, se considerar a incidência das contribuições do PIS e do COFINS e também do IPI, os quais incidem sobre o próprio ICMS, esse custo tributário sobe para 8,25%, o que fatalmente afetará a margem da nossa Indústria e, por consequência, nos deixará menos competitivos em relação aos concorrentes de fora do Estado." Já Marcelo Ivan Melek avaliou a conversa como "muito produtiva. Nosso papel como Sindicato é defender as indústrias e estamos fazendo isso com todo empenho e vistas a esta redução do imposto" - avaliou.

RISCO À COMPETITIVIDADE

O requerimento do Sinqfar argumenta que, com a alíquota pretendida pelo decreto, as empresas perdem produtividade e competitividade em suas vendas internas, uma vez que os percentuais propostos acarretam maior incidência dos tributos federais sobre os produtos fabricados no Paraná. O documento também apresenta valores comparativos entre produtos fabricados dentro e fora do Paraná, deixando clara a desvantagem para as empresas do Estado. O documento encerra com o dado de que as Indústrias de materiais de limpeza do Estado do Paraná estão em pleno crescimento, com um total de 269 estabelecimentos que geram aproximadamente 5.300 empregos diretos – merecendo, portanto, atenção especial para seu pleno desenvolvimento.

Entenda o aumento do imposto

A mudança prevista para entrar em vigor a partir de 1º/03/2014 faz parte do Decreto nº 9.778/13, o qual institui a substituição tributária para a maioria dos produtos de limpeza comercializados no Estado do Paraná. Nesse caso, com a entrada em vigor da substituição tributária as Indústrias de materiais de limpeza do Estado do Paraná deixam de aplicar o diferimento parcial de 33,33% do imposto que existe atualmente, fato que eleva o custo tributário com o ICMS em 6% para Indústria quando da venda de seus produtos no próprio Estado. Na prática, significa um aumento no percentual pago hoje de ICMS pelas empresas do setor, que passa dos atuais 12% para 18%.



III CADERNO DE TENDÊNCIAS 2014-2015



O presidente do Sinqfar, Marcelo Ivan Melek, abriu a solenidade que lançou o III Caderno de Tendências 2014-2015. O evento aconteceu no Campus da Indústria, da Fiep, em novembro/13. Organizado pela Associação Brasileira da Indústria de Higiene Pessoal, Perfumaria e Cosméticos – ABIHPEC, em parceria com a Agência Brasileira de Desenvolvimento Industrial ABDI e o Sebrae. A publicação é uma espécie de guia referência para o setor. Na abertura da solenidade Melek chamou a atenção para a inovação no setor de cosméticos no Paraná e no Brasil, o que inclui a criação de novos produtos, serviços e modelos de negócios.



BEAUTY EXPO

Em janeiro/14 Marcelo Ivan Melek participou, nos Estados Unidos, da BEAUTY EXPO USA, uma das maiores feiras do setor cosméticos da atualidade. Sobre a impressão geral da BEAUTY EXPO USA, que acontece há 17 anos e tem cerca de 100 expositores de vários países, o presidente do Sinqfar disse ter ficado satisfeito ao constatar que empresas associadas ao Sindicato - como é o exemplo do Grupo Boticário - tem produtos muito similares aos que estão sendo fabricados no mundo em variedade e qualidade. Mas ele também avalia que a indústria nacional ainda não aproveita todo o seu potencial, seja em matéria-prima ou tecnologia disponível, para se tornar ainda mais competitiva. "Podemos ir muito além" - acredita.

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Taxa de reversão patronal

Associados e sindicalizados do Sinqfar receberam em março/14 as guias para recolhimento da taxa de reversão patronal. A cobrança – que corresponde a 1% sobre o salário nominal dos funcionários - tem como objetivo fortalecer o caixa do Sindicato como entidade patronal e representativa, ampliando desse modo suas ações em favor dos setores representados: químico, farmacêutico e de cosméticos. Entre estas ações está o Plano de logística reversa, já em curso, e uma prioridade das indústrias em 2014, para cumprimento da lei federal de resíduos sólidos. O reforço financeiro aplica-se ainda à realização de cursos, assessorias e projetos voltados aos interesses e demandas das empresas – prevista no planejamento estratégico do Sindicato.



AGE em 02.08.13 aprova por unanimidade taxa de reversão patronal: objetivo é fortalecer o Sindicato.

Consultora

Ana Paula Maciel Costa Kalil é a consultora contratada para conduzir o processo da Logística Reversa no Sinqfar. Desde que assumiu o cargo, em novembro/13, ela vem desenvolvendo diversas ações voltadas ao tema. Graduada em Direito, Ana Paula membro da Comissão de Direito Ambiental da OAB, mestranda em direito econômico e sócio ambiental da PUC PR, e uma das pesquisadoras do projeto Modelos de gestão e governança na política de resíduos sólidos (CNPq/CAPES).



Contribuição sindical

Correu dentro da normalidade o processo de remessa da contribuição sindical 2014 aos associados e sindicalizados, feita de forma conjunta entre o Sinqfar e a Fiep.

Reforço

Já Ana Lucia Demeterco Airoldi foi contratada de forma temporária para reforçar a equipe de organização do Seminário Internacional de Logística Reversa, que acontece em março/14.

Nova funcionária

O Sindicato tem uma nova auxiliar de serviços gerais, Geni Cristina de Oliveira Santos.

Declarações

O Sinqfar fechou o ano de 2013 com a emissão de 296 declarações de exclusividade. O serviço é essencial para os negócios das empresas, que dependem deste documento para trâmites legais, como a liberação de matéria-prima importada nos portos do Estado, entre outros.

WELCOME

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Maria E. Molina, da Reverse Logistics Association, e Marcelo Ivan Melek, presidente do Sinqfar

foto em destaque

Em fevereiro/14, o presidente do Sinqfar, Marcelo Ivan Melek, ministrou, em Las Vegas (EUA), a palestra Reverse Logistic in Brazil and Paraná: Sinqfar's experiences, na qual expôs para líderes de companhias mundiais tais como Google, Dell, Toshiba, Philips, entre outras, a lei brasileira e ações do Sindicato no processo de logística reversa. O evento é a Conferência & Expo Logística Reversa, que consta na agenda mundial como o mais importante evento ligado ao tema em termos globais.

A palestra despertou a atenção do público, que fez inúmeros questionamentos. "Eles ficaram curiosos em saber temas além da logística, como funciona o sistema sindical brasileiro" - disse Melek, que foi recepcionado em Las Vegas pelo presidente da Reverse Logistics Association, Gailen Vick.

"Foi extremamente desafiador participar desse evento, de cunho internacional e com um público que reflete a realidade de empresas que figuram entre as maiores do mundo. Foi importante até mesmo como experiência para organização do nosso Seminário"

Marcelo Ivan Melek, referindo-se ao Seminário Internacional de Logística Reversa, que o Sinqfar promove em março.

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6 | Vida e Cidadania

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ma Saia-Justa, Dan Stulbach participará pela primeira vez como diretor de um espetáculo no Festival de Teatro de Curitiba, com a peça A toca do Coelho. Dan participou de edições anteriores do evento como ator ou espectador. A montagem é estrelada por Maria Fernanda Cândido e Reynaldo Gianecchini.

Luciano Boseggia. Depois de passar pelas casas do Grupo Fasano, logo que chegou rio do Terra.

A embaixadora dos Estados Unidos no Brasil, Liliana Ayalde, ganhou uma gravura de Poty Lazzarotto, editada por ocasião dos 50 anos do Sindicato das Indústrias Químicas e Farmacêuticas do Paraná, de Marcelo Ivan Melek, presidente do Sinqfar, na visita que fez semana passada à Fiep.



Em rápida passagem por Curitiba em fevereiro/14 – após mais de uma década sem vir ao Paraná – a embaixadora dos Estados Unidos, Liliana Ayalde, deixou a capital com dois presentes: o livro “Acupuntura Urbana”, do arquiteto e urbanista Jaime Lerner, dado pelo autor durante visita à sua residência, e uma gravura do artista plástico Poty Lazzarotto, esta entregue durante en-

contro com o presidente do Sinqfar, Marcelo Ivan Melek.

“Desde que cheguei ao Brasil, no ano passado, queria ter uma obra que representasse a cultura do país. Agora ela chega às minhas mãos” - disse a embaixadora, após agradecer o presente. “É uma forma de divulgarmos o nosso Estado através de um nome expressivo das artes plásticas, em uma oportunidade rara, de visita da embaixadora” - disse Melek.

xadora” - disse Melek.

Na Fiep, a embaixadora cumpriu agenda no Campus da Indústria, onde tratou de temas como a parceria entre universidades paranaenses e americanas. Convidado a recebê-la, Marcelo Ivan Melek conversou com ela sobre vários assuntos, incluindo futuras visitas técnicas a estados americanos produtores de cosméticos e do setor químico.



SEMINÁRIO INTERNACIONAL DE LOGÍSTICA REVERSA

ENTRE NA RODA DA LOGÍSTICA REVERSA

A lei federal dos resíduos sólidos não é uma opção das indústrias.
É uma obrigação a ser cumprida.

O Seminário do Sinqfar é a oportunidade para que as empresas dos ramos químico, farmacêutico e de cosméticos do Paraná respondam a este desafio. Com mais conhecimento, amplo debate de ideias e encaminhamentos práticos.

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