MORE VALUE TO MEMBERS

REVERSE LOGISTICS ASSOCIATION
BETTER THAN EVER!

COMMITMENT TO IMPROVEMENT

Edition 85
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Issue 11 Volume 7

Creating Unique OEM Value from Returns
by Linda Li, Chief Strategy Officer, Li Tong Group
Leaders in Reverse Supply Chain Management (RSCM) today are providing technology brands with much-needed solutions to complex issues, but are also helping them turn cost centers into profit centers by dismantling obsolete technologies and re-purposing valuable components into new devices.

From Linear to Circular: Changing the World One Supply Chain at a Time
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Preserving our natural resources or generating economic growth is not an either-or proposition. Former Secretary-General of the United Nations, Ban Ki-moon, framed the issue well when he said, “Sustainable development is the pathway to the future we want for all.”

Proper Drug Disposal Keeps Earth and Streets Clean
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Think hard before you throw out that next piece of trash. Each American generates around 4.4 pounds of trash each day, of which around 1.51 pounds is recycled, according to the United States Environmental Protection Agency.

SQRL Code Applications and Templates
by RLA Standards Committee
Worldwide, one-third of all food is wasted. In the U.S., the percentage is higher, estimated at 30-40%. Food waste is such a large problem in the U.S. that in a New York Times article, “Eat everything in your refrigerator” was number three in a list of seven things a person could do to reduce their contribution to global warming.
It's been one year since new management has joined the RLA staff and we are going strong. The RLA New Management is listening to our members and prospective members, and we have made changes to improve communication and our membership benefits, as well as prices. We've heard from many of you that have noticed the changes and are happy with them, which makes us happy.

We also want to hear from you! If you are happy about the changes, share with us! Email us at editor@rla.org or take it to social media using #rlabetterthanever and tell us what you like about the New RLA.

This edition covers a variety of Reverse Logistics topics, including Value from Returns, Circular Economy, Proper Drug Disposal, and additional information on our RLA Sqrl Code. And remember - we're always looking for informational Reverse Logistics stories from our members and readers. If you have an innovative reverse logistics technique, new research findings, an instructive case study ‘how to’ article, or a practical application story, please submit it to editor@rla.org.

Felecia Przybyla  
RL Magazine Editor  
Editor@rla.org

OUR MISSION

We are a member driven global trade association for the returns and reverse industry, offering information, research, solutions and services for Manufacturers, Branded, and Retail companies from Third Party Providers. Our goals are to educate and inform Reverse Logistics professionals around the world, and be the voice of the returns and reverse industry.

The RLA focuses on all industries in the reverse logistics process, and 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. The Reverse Logistics Association also monitors thousands of 3rd Party Service Solutions Partners worldwide who are providing Aftermarket services, while supporting the outsourcing needs of OEM, ODM, Branded and Retail companies.
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 and 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

**CONSUMER PRODUCTS**
*Chairperson: Paul Baum, PlanITROI*
*Co-Chairperson: Joyce Cruts, ACER*
*Co-Chairperson: Derek Bussler, Best Buy*
*RLA Advisor: Maria Molina*

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**RECYCLING AND SUSTAINABILITY**
*RLA Advisor: Maria Molina*

- Cintia Gates, Dell, Inc.
- Aaron Sharar, Dynamic ITAD
- John Yesensky, Geodis

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- Ron Lembke, University of Nevada
- Jason Maciver, Dell, Inc.
- Paul Rupnow, Andlor Logistics Systems Inc
- Nicholas Steblay, Best Buy

**SERVICE, PARTS, AND WARRANTY MANAGEMENT**
*RLA Advisor: Donna McBride*

- Patrick Joseph, Encompass
- Jim Scarff, Encompass
- Jose Luis Villalvazo, HP, Inc.

**WIRELESS AND MOBILITY DEVICES**
*RLA Advisor: TBD*

Join today at www.RLA.org
The Reverse Logistics Association is yours. My role is to evangelize about the importance of focus and awareness of reverse logistics to all consumer products companies and retailers. The RLA role is to help our member companies connect, promote ways to reduce costs of reverse logistics, share best practices, and provide the highest quality content to our members through our people, our site, our events, and our publications.

The RLA is also the home of people who are passionate – about returns and reverse logistics, about the world we live in, about life, about faith, about friendship, and doing the best you can for those you know and serve, as well as delivering on what you promise, and trying to do more that you were asked to do. Gene Ridings of the RLA team was one of those people, and we lost him on August 27th, and we remember him on the next page, and in our thoughts.

I knew Gene Ridings for almost 30 years, since we both worked at Philips. In Summer of 2016, Gene rode with me on a business trip to Nashville and we spent the hours driving back and forth talking about my potentially new responsibility of Executive Director of RLA. Gene challenged me on why would I do it, and if I did take over the RLA, what could we do different. Gene pushed me to make sure we could offer more benefits to companies to join the RLA, and that we could reduce their costs to be an active member. Gene was the first Business Development Director for the renewed RLA, and he set the theme of going above and beyond to help our members overcome all objections so that the RLA would be a standard among trade associations.

Gene will be in our thoughts and memories forever. His energy and passion were unending, and reflected in his marathon running, and in the love he had for his family and friends, and for the members of the RLA that he got to know.

With much sadness and gratitude,

Tony Sciarrotta
tony@rla.org
On August 27th RLA and the world said goodbye to our dear friend Gene Ridings. Our love and prayers are with his wife Susan and his family. 

Gene is a great man. He was always so full of energy, positive and loving to everyone around him. God worked through your husband to bless many people and now he is with him in heaven. I am very grateful to have known Gene and hope the whole world will become more like him. Your family will be in my prayers.

– C. Eric Lundgren, ITAP 

Energy breed's energy and Gene was full of energy! No matter how busy Gene became, he was available to help and his work will have everlasting affects. Brooklyn misses you Gene.

– Maria Molina - RLA 

He will be missed by all of us more than words can convey. The world was a better place with Gene in it.

– Donna McBride - RLA 

I miss those Friday morning breakfasts at Hickory House in Dunwoody. It was a pleasure to enjoy Gene's company both there and at work.

– Robert Barker, colleague from Philips

I sat directly across from Gene for many years on the 5th floor of the 64 Perimeter Center building. I always enjoyed (and learned) from his conversations with the Target management and he always welcomed my questions. My funniest personal memory is a story he told me when he & Susan first moved into their house in Canton and he told me about the giant snake he had to remove from his kitchen. Gene thank you for your confidence & inspiration as you helped me grow up in Philips.

– John Morog, colleague from Philips

I can only add that Gene was a partner in many business endeavors with me, and was there when I took over the Reverse Logistics Association last year. Gene and I spent hours talking about how to make the RLA work better for our members, and his enthusiasm for life and work will always be remembered. I am honored and lucky to have known and worked with Gene.

– Tony Sciarrotta - RLA and Philips

I’ve known Gene for more than 20 years. I miss him...

– Mike Alford - RLA

So very sad to hear this...we’ve been friends since 1978.

– Carole Grenon Costello, colleague from Philips

Gene will always be remembered as such a great guy. Chipper, hard working, inspiring. Well done in mentoring others. May God comfort the family at this difficult time.

– Lori Roberts, colleague from Philips

So, my story to share is about 9/11. Gene was understandably anxious, as his son worked at the WTC... He didn't know if his son was there that day, and like millions of others, was desperately trying to call, but could not get thru. I had a local NY number on my cellphone, and I have no idea if it made one bit of difference, but I gave him my phone to try to get thru. It worked, he got thru, his son was safe, and was planning to work on L.I. that day. He handed me my phone with tears in his eyes and gave me a hug I will absolutely never forget. I have tears in my eyes as I write this. RIP, Geno.

– Bob McElraevy, colleague from Philips
Jack Allen – Cisco Systems is the worldwide leader in IT and networking, with $50B in revenues annually. Cisco helps companies of all sizes transform how people connect, communicate, and collaborate. As Sr. Director, Global Logistics, Supply Chain Operations, Jack manages logistics activities that support all of Cisco’s product revenue and returns. This includes forward and reverse logistics, export operations, transportation, warehousing, packaging engineering, customer logistics and logistics innovation practices. Jack’s team manages an end-to-end ecosystem of global partners consisting of the best and most innovative logistics corporations in the world.

Jeff Elliott – FedEx. As Managing Director of Sales in Technology Solutions at FedEx Supply Chain, Jeff Elliott spearheads the company’s strategic approach to expanding the customer portfolio within the technology vertical, while fostering the existing customer base. In this position, Elliott serves a vital role in driving lead generation, prospect engagement and relationship management for the Technology Solutions business unit. FedEx Supply Chain helps technology customers streamline operations, optimize their logistics networks and drive continuous improvement with its innovative, industry-leading solutions.

Tim Brown – Georgia Tech Supply Chain & Logistics Institute. Tim Brown is Managing Director of the Supply Chain & Logistics Institute, an Academic Program Director in Georgia Tech Professional Education, and an instructor in the Stewart School of Industrial and Systems Engineering at Georgia Tech. Mr. Brown has worked in the reverse logistics area for over twenty years; consulting with companies such as Philips Electronics, Apple, and IBM in the development of their reverse logistics and service operations strategies, infrastructure, and procedures. Mr. Brown was selected as a “Professional to Know” by Supply and Demand Chain Executive.

Chuck Johnston – goTRG. Chuck is COO at goTRG, a global leader in the implementation and execution of omnichannel and supply chain solutions. He was formerly the Director of Reverse Logistics for The Home Depot, responsible for all return and repair operations. Prior to that he oversaw the Reverse Logistics operations for Wal-Mart Stores Inc. Chuck has been involved in the Reverse Logistics industry for over 20 years and is considered the foremost expert in the field. He is a sought after speaker and considered one of the most innovative thinkers in the industry. In addition to his experience in the reverse space, he has led numerous Specialty Distribution Operations in his 23 years with Wal-Mart. While at Wal-Mart, Chuck was responsible for the development of a profitable, “best in class” Reverse Logistics organization that is still the benchmark for all other retailers.

Lisa Cotter – Best Buy. Lisa Cotter has over 20 years experience leading all areas of Supply Chain including Distribution Management, Inventory Management, Process and System Design, and Supply Chain Network Design. Lisa is in a newly created role of Sr. Director of Reverse Logistics for Best Buy. She is responsible for the end to end total company process and system road map as well as managing the 3rd party reverse program for mobile phones.

Troy Kubat – Walmart. Troy is now the Director of Logistics Engineering-Grocery at Walmart having worked is way up from Director, Logistics Operations, Industrial Engineering Manager at Walmart - International Division and Japan Expatriate - Logistics Operations Lead at Walmart - International Division.
Thomas Maher – Dell, Tom Maher joined Dell in 1997 and is the Senior Vice President 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.

Kenny McDaniel – Intel, Kenny McDaniel is a senior program manager within Intel Corporation’s Global Reverse Logistics (GRL) group. GRL is tasked with handling returns for all of Intel’s products from all of their customers, ranging from world-wide, multi-billion dollar integrators to small, local dealers. Kenny has worked within GRL for over 17 years in a variety of roles, helping to develop the warranty support and RL processes for Intel’s products, business units, and customers. He is currently the RL business/finance program manager, focused on strategic RL ops and finance elements.

Monica Orlando – HP, Inc. Monica Orlando has over 15 years of experience in Supply Chain designing and managing a variety of complex processes spanning across Planning, Manufacturing, Logistic, Order Fulfilment and Inventory Management. As Director of Channel Operations Monica is responsible for all the supply chain aspects of distributing PCs and Printers to the North America HP Retailers/Distributors, including the reverse logistic processes and programs.

Vijay Raisinghani – Google, Vijay is an expert in end-to-end supply chain and fulfilment strategies and execution that cut costs, drive efficiencies, optimize assets, ensure compliance, generate revenue, and deliver high level of service quality and customer satisfaction. He has an in-depth knowledge of supply chain system functionality, including planning, budgeting, forecasting, replenishment, transportation, and distribution. He has a passion and drive to inspire people and organizations to value every customer, escalate revenue and reduce cost.

Jim Rallo – Liquidity Services, Inc. Liquidity Services, Inc. helps hundreds of the world’s top retailers and consumer OEMs unlock strategic value in their reverse supply chain, enhancing brand protection for clients. As President, Jim’s Retail Supply Chain Group team supports strategic supply chain initiatives which significantly drive recovery on surplus and overstock inventory through comprehensive and scalable multi-channel solutions, returns management, and product refurbishment.

Tony Sciarrotta – Reverse Logistics Association, Executive Director, In 2016, Tony took over and became the Executive Director of the RLA after 12 years of active involvement on the Advisory Board and Committees. In over 35 years in the consumer products industry, Tony held various positions including 15 years in returns management at Philips where he developed new reverse logistics strategies. He worked with retail partners and industry groups to implement returns initiatives still in use. Tony has been an evangelist for improving the customer experience to reduce returns and their associated costs. Today, Tony is considered a subject matter expert in reverse logistics, and speaks for the industry at conferences all over the world.
Creating Unique OEM Value from Returns
By Linda Li, Chief Strategy Officer, Li Tong Group

Taking care of the logistical, compliance and industrial issues of deploying technology take-back initiatives can be a considerable barrier for brands seeking to do better. Leaders in Reverse Supply Chain Management (RSCM) today are providing technology brands with much-needed solutions to complex issues, but are also helping them turn cost centers into profit centers by dismantling obsolete technologies and re-purposing valuable components into new devices.

In the past, OEMs established return networks mainly as an obligation. Their customers needed a way to deal with returns, and it fell upon the supplier to make it happen. Now, returns and a reverse supply chain approach has become an increasingly important vehicle to stimulate new sales. The future of RSCM strategies is looking to be very different.

Suppose you’re on a road trip in your electric car. The way things are today, you would stop at a network of charging stations along the way. In the not so distant future, I think you will be able to stop at battery swap stations. The manufacturer will include battery packs with the car, but the car owner won’t own the battery. The battery will become part of the automobile’s service lifecycle. Similarly, with smartphones and other devices, consumers may not even own the device in the future. Customers may use a phone for a year or two, and then return it back to the carrier, swapping the device for a new one.

Instead of having to process the return or customer take-back as an end-of-life liability — something that the OEM is obligated to deal with — the return is becoming an integrated part of the value chain as an asset. This returned asset and its components are now essential for stimulating new product sales and increased customer loyalty. It’s important for OEMs to have a very streamlined, efficient, high-service-level return, take-back or after-market service platform.

LOOMING OPPORTUNITIES
Historically speaking, post-consumer return, take-back, or after-market services are expensive because of the need to deal with individual pieces and transactions. Whereas, post-industrial reverse logistics are at the component and materials level, facilitating easier processing, but in North America, there is not a lot of post-industrial reverse supply chain capabilities, because the supply chains weren’t established. But this is changing. A lot of the OEMs are moving parts of their manufacturing, at least the high-end processes, back to North America and the U.S., in part, because of government incentives.

With the return of more manufacturing in the U.S., we’ll no doubt see a rise in demand for post-industrial reverse logistics and reverse supply chain services. There is an excellent opportunity for companies in integrating post-consumer and post-industrial reverse supply chain platforms together. This will provide a
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The Reverse Logistics Association Conference & Expo will kick off with the opening of the exhibit hall, and lead into our Circular Economy Day, including a Keynote Address and panel discussion, and end with our Advisory Board Fireside Chat, and Cocktail Reception. Days two and three will include additional keynote addresses, sessions presented by RL professionals, leading academics and interactive panel discussions. A wide range of Reverse Logistics companies will be in attendance from repair/refurbishing to recycling/e-waste and transportation logistics. This is a rich opportunity for OEMs, Retailers, and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

Date: October 10-12, 2017
Location: Dorint Hotel, Amsterdam, The Netherlands

For more information, visit: www.RLAShows.org
level of cost savings and efficiency that you typically would not get with just the post-consumer side.

The strength of an effective and profitable RSCM program lies in the depth of its engineering expertise. Engineers must consider the aftermarket value for devices, the primary market value for component parts such as screens, switches, and chips, as well as the recycling value of metals, and extract the usable elements for repurposed through a partner network. Remaining non-usable parts are disposed of via highly regulated, compliant systems.

ELIMINATING PARTS SHORTAGES
As with the tragic tsunami that hit Thailand in 2004, there can be drastic disruptions to the global supply chain. In the case of the Thailand disaster, the entire global supply of hard drives was disrupted for several months. Supply chain disruptions are very costly to an OEM, and even an entire market.

Imagine if OEMs instead had programs in place for harvesting components from older-generation devices. With a process where the device is properly de-manufactured, harvested components — such as hard drives — can be reuse and repurposed as a back-up supply for repairs and other uses, providing a level of protection against the fluctuation of global markets. This strategy could turn reverse logistics or reverse supply chain into a profit center, it represents real money savings. The parts harvested from older-generation devices, have already been paid for, they don't need to be paid for again, just pay for the service to harvest them out of the device. If a company were to smelt the entire motherboard from an older-generation product, there would be little to no financial recovery, depending on the precious metal commodities market. But if an SSD is harvested and reused, for example, that's a gain of about $20 U.S.

REVERSE LOGISTICS IN AN IOT WORLD
Because IoT devices are so highly integrated — not your traditional PC or laptop — they are very small and difficult, if not impossible, to take apart. If the device is broken or defective, the whole thing has to be taken back.

When it comes to properly managing a reverse supply chain or reverse logistic service for IoT devices, it's important to note that most IoT device manufacturers are smaller OEMs, perhaps even start-ups, and it's costly for manufacturers of this size to design and deploy their own RSCM programs. It is not economical nor efficient for small OEMs to build their own reverse logistic network. I'd strongly suggest that smaller OEMs partner with established RSCM providers and leverage their knowledge, experience and existing, omni-channel take back platform.

A good RSCM partnership will allow the IoT device OEM to focus on what they do best — designing innovative products and getting them out the door — while also delivering a return service that their customers demand, and fulfilling compliance obligations.

THE CIRCULAR ECONOMY
Rather than return devices directly to their raw material state, a proactive approach to both Post Industrial Recycling (PIR) and Post-Consumer Recycling
Reverse Logistics Association has partnered with SmartBrief to launch RLA SmartBrief, a newsletter specifically designed for returns and reverse industry professionals

- Created by SmartBrief, a business news publisher, in partnership with RLA.
- A 3x/week snapshot of the returns and reverse industry with news from leading sources.
- Summaries of what matters to you, written by expert editors to save you time and keep you informed and prepared.

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(PCR) efforts called closed-loop reverse supply chain management, can dramatically increase the value of end-of-life technology.

Traditionally, electronics and high-tech manufacturers have used conventional recycling methods as a means to dispose of end-of-life technology. These methods of recycling are called cradle-to-grave or downcycling where the process degrades the quality of materials over time, eventually resulting in waste. This process, while effective for returning technology to its raw material state, is extremely environmentally taxing and can be a burden on the bottom line.

Closed-loop recycling reduces the demands for raw materials to produce a new product by using cradle-to-cradle or reusable materials harvested from end-of-life assets/surplus inventory and strategically introducing them into the forward supply chain.

**RSCM AND BRAND VALUE**

OEMs are releasing new products at a faster rate than any other time in history and older models are subsequently reaching the end of their life at a much quicker rate. On average, between five and seven percent of a typical OEMs annual shipment volume becomes obsolete before it is sold or reaches the consumer. Through RSCM, OEM’s can harvest parts and components from these obsolete assets and excess inventory and inject them into the manufacturing networks of new products—eliminating waste reducing manufacturing costs.

The leading technology brands on the planet win by providing their customers with a brand experience that extends beyond hardware, UX and support, but also extends to what happens once the product needs to be replaced and recycled.

Well planned RSCM programs provide confidence to the brands and the consumer that the product will be taken care of in the most responsible way possible and that valuable components will not simply be destroyed or sent to landfill, but re-used in a progressive and intelligent way.

Strong RSCM programs enable all companies to deepen their customer relationships, strengthen their organizational and culture initiatives, maintain the highest levels of compliance and even turn a profit. It’s a win-win for the brand, the customer and the environment.

An expert in the field of green supply chain management, Linda Li has more than 10 years of experience in M&A strategy and corporate development in clean tech and TMT. As executive director and Chief Strategy Officer at Li Tong Group, Li pioneered the company’s world-leading, closed-loop recovery solution for mobile devices. She is also responsible for devising the company’s corporate growth strategies and leading global initiatives and implementations. Prior to her current appointment, she held senior positions in Fortune 100 electronics OEMs as well as in management consulting and private equity. Li earned a Master of Engineering in supply chain management from the Massachusetts Institute of Technology/ZLOG and a B.A.Sc. in biomedical engineering from the University of Toronto.

[Image of a recycling facility]

[Image of a recycling solution]

[Image of Linda Li]
Lead the Future of Clean Hi-Tech Value Chain

We provide innovative solutions utilizing the principles of reuse, repurpose and recycle to achieve maximum value for our customers within a secure & environmentally responsible framework.

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To learn more about Re-Teck
www.re-teck.com  
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Preserving our natural resources or generating economic growth is not an either-or proposition. Former Secretary-General of the United Nations, Ban Ki-moon, framed the issue well when he said, “Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.”

That is important because the global population, currently 7.5 billion, is expected to reach 9 billion by the year 2050. That fact, along with a recognition in recent decades that the earth's resources are finite, have propelled companies, individuals, governments and organizations to develop and implement sustainable solutions that preserve resources and drive efficiencies and economic growth at the same time.

Household and private sector recycling, which took significant root in the 1970's, provided a critically important start to the global conservation effort. Today, imagination, experimentation and new technology are being used to develop environmentally-sustainable systems that achieve both conservation and economic goals.

For instance, think tanks, multi-lateral organizations, foundations, corporations and governments are adopting a circular economy approach to sustainability. According to the Ellen MacArthur Foundation, a leading circular economy proponent, “…the circular economy is restorative and regenerative by design... it aims to redefine products and services to design waste out, while minimizing negative impacts... underpinned by a transition to renewable energy sources, the circular model builds natural and economic capital.” As such, the practical vision of a circular economy is a global economy that produces zero waste and zero carbon emissions.

At CHEP, we are committed to preserving and protecting our natural resources for future generations. We have embraced the vision of a circular economy fueled by a circular supply chain, and inherently understand the opportunities it presents. In fact, a recent study by McKinsey & Company showed 90% of current and future sustainability gains for consumer goods manufacturing companies reside in their product supply chains.

While that is a headline grabber, it really isn't new news to CHEP. We have worked inside thousands of supply chains and have been collaborating with our customers on sustainable supply chain solutions for decades. What we have learned along the way is that ideas and value chain collaboration are vitally important.

Earlier this year, CHEP participated in a powerful thought leadership session, Connecting the Dots: Sustainability...
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Through a Circular Economy, at the Wharton School’s Initiative for Global Environmental Leadership (IGEL). CHEP teamed up with IGEL, PepsiCo, Meijer, Amcor and Nielsen to discuss how supply chain collaboration and innovation are helping to create a circular economy that will move us more towards zero waste and zero emissions.

Circular principals mesh nicely with CHEP’s vision because our business is inherently sustainable since it is based on a “pooling” model that uses shared and reusable assets. We move consumer goods throughout the world on more than 300 million pallets, containers and crates that are used over-and-over again by our customers. We enable our customers to share and reuse resources that make them more efficient and more sustainable at the same time.

Moving from vision to reality, CHEP is working with retailers, manufacturers and growers to create more efficient and sustainable supply chains. For instance, CHEP recently partnered with Walmart Canada to develop a unique reverse logistics solution that helped the company solve an unexpected solid waste problem. When gardeners crowded into Walmart Canada’s 400 locations, they left a costly environmental issue behind - empty wooden racks where the plants were displayed. To address the challenge, CHEP developed an innovative reverse logistics and waste diversion solution to use the retailer’s trucks to transport the excess racks to a recycling facility. The solution resulted in the removal of more than 2,000 tonnes of wooden waste, improved the health and safety of store associates and reduced waste disposal costs. The recycler is turning the wood into chips and sawdust, sold as bedding for farm animals.

On the grower front, CHEP collaborated with Wholesum Harvest, one of North America’s fastest growing providers of organic fruits and vegetables, to help make the grower more efficient while achieving its sustainability goals.

Wholesum converted to CHEP shared and reusable pallets for handling, warehousing and transporting their produce, generating efficiency and environmental benefits across their supply chain. To further reduce Wholesum’s environmental footprint, CHEP helped the company utilize carbon offset credits to help provide 30,000 Mexican families with efficient, safe and sustainable wood burning stoves for daily cooking.

These are just two examples that show how CHEP, partnering with its customers, is developing sustainable solutions that preserve natural resources, empower growth and help make the world a better place at the same time.

Over the past two years, our Supply Chain Solutions have helped deliver more than $60 million in customer value, including savings and new revenue. During that time, customers also made their supply chain operations more environmentally sustainable by eliminating more than 4.3 million empty truck miles, resulting in a reduction of 16.2 million pounds (~7,348 tonnes) of CO2 from their transportation networks.

In addition, CHEP customers achieve outstanding sustainability benefits each year by sharing and reusing our platforms:

• 1.6 million trees remain on the planet.
• 2.4 million tonnes of CO2 never enter the atmosphere, the equivalent of removing more than 500,000 passenger vehicles from US roads or the energy needed to operate more than 250,000 US homes.
• 4,300 fewer tonnes of food are damaged during transport.
• 1.4 million tonnes of waste never make it to landfill.
• Reduced customers’ empty transport lanes by nearly 3 million miles.

From our work with Walmart Canada and Wholesum Harvest, to Kroger and The J.M. Smuckers Company, CHEP is bringing the vision of a circular supply chain to life for the fast-moving consumer goods sector.
See the sights in Amsterdam

Van Gogh Museum Discover the world’s largest collection of works by Dutch painter Vincent van Gogh at the Van Gogh Museum in Amsterdam, featuring masterpieces such as Sunflowers, The Potato Eaters, Almond Blossom and The Bedroom.

Anne Frank House Visit the hiding place where Anne Frank wrote her diary during the Second World War. From 9 AM to 3:30 PM the museum is only open to visitors with an online ticket for a particular timeslot.

Amsterdam there are many things to do in Amsterdam from visiting museums, landmarks, tours, outdoor activities, parks, nightlife to the amazing food and drink.

Rijksmuseum The Rijksmuseum is the museum of the Netherlands. The completely renovated Rijksmuseum tells the story of the Netherlands from the Middle Ages to the 20th century. Including works by Rembrandt, Vermeer, Frans Hals, and more!

Rembrandt House Rembrandt lived and worked from 1639 to 1658 in this 17th-century house, which today is a museum that pays tribute to the artist's life and career.

For more information and ideas please visit such websites as tripadvisor.com, iamsterdam, amsterdam.info, and timeout.com

Amsterdam’s Icebar Xtracold Head to Amsterdam Icebar Xtracold, where you’re treated to a welcome drink plus two Smirnoff cocktails or Heineken beers — your choice —while relaxing in a frosty bar where everything, even your drinking glass, is made of ice!

Amsterdam Evening Canal Cruise This Amsterdam dinner cruise pairs a freshly prepared 4-course meal with the illuminated sights around the city’s romantic canals. Dine on top-quality food — with your choice of meat, fish or vegetarian dishes — on one of the few Amsterdam sightseeing boats to offer meals that are cooked on board.
In addition, our own operations are becoming more sustainable every day, as part of our Better Business, Better Communities, Better Planet commitment. The core goals are zero deforestation, zero waste and zero emissions by 2020. The Company’s 2020 Sustainability Goals focus on the most material aspects of our operations and are closely aligned both with the aspirations of our customers and with the United Nations’ Sustainable Development Goals.

At CHEP, we believe sustainability and economic growth go hand in hand, and we are using our knowledge and expertise to bring the vision of a circular economy to life. But our commitment goes well beyond data, charts and metrics. Our ultimate vision is to help make the world a better place, so that our children and grandchildren can live safe, productive and bountiful lives.

Suzanne Lindsay-Walker is the Director of Sustainability for Brambles, Ltd. She engages with external customers and internal cross-business regional teams to develop and implement the Sustainability strategy and vision across the North America region. Suzanne works to successfully incorporate Sustainability as part of our value proposition to customers, determine the strategies to reach 2020 Global Sustainability goals across the region and develop the tools to further demonstrate the environmental advantages of CHEP’s share and reuse model.

Suzanne brings a wealth of experience to Brambles, having spent a total of 10+ years driving sustainability into the retail and consumer goods industry. Mostly recently, Suzanne spent 5 years at The Kroger Co. as Director of Sustainability, having successfully built and launched Kroger’s 2020 Sustainability Goals, one being the strategic Zero Waste program. She was also responsible for communicating and engaging with external stakeholders. During her time, Kroger was listed for the first time on the Dow Jones Sustainability Index and has been for the fourth consecutive year. Suzanne was founding member and co-chair of the Food Waste Reduction Alliance, former chairperson of the Food Marketing Institute’s Sustainability Executive Committee and an environmental steering committee member of the Consumer Goods Forum. She holds a Bachelor’s Degree in Civil Engineering from Lawrence Technological University.
SourceAmerica provides reliable and effective packaging, assembly, kitting, and related supply chain services for its customers, and has done so for more than 40 years. When you work with SourceAmerica, you create jobs and opportunities for a nationwide workforce of people with significant disabilities. SourceAmerica is an AbilityOne® Authorized Enterprise.
How did your company come to find RLA?
We were looking for a global forum to collaborate around industry challenges. RLA provided that forum for us to talk about current issues, meet new vendors, and collaborate with existing partners.

Why did your company decide to become a member?
Dell EMC has been going to RLA for years. It is important that we stay connected to the industry as a whole. We
try to stay on the forefront of reverse logistics. That said, we know how quickly new trends can emerge and we view RLA as one way we stay up on the evolution of our service supply chain.

How has being a long time Member been beneficial to DELL?
The partnerships we have developed from meetings that started at RLA have been the most beneficial long term aspect.

Why does DELL attend our seminars/conferences, not just as an attendee, but as a participant/speaker?
It is important that everyone in the industry give back and collaborate. We try to do that each year in various panels and speaking engagements.

Tell us about one opportunity your company has benefited from and grown because of RLA.
At the last RLA forum in Las Vegas we spoke on a panel about Fraud. From that we have had some productive interaction with other companies that had similar issues. Again, it is the purposeful collaboration that pays dividends.

“The primary reason I continue to stay engaged with RLA is our focus on solving issues across the reverse logistics supply chain. RLA is not just about seminars and networking it is around solving challenging problems by leveraging leaders across multiple industries, and academia.” — Tom Maher, Senior VP Global Service Parts - Dell, Inc.

“Reverse Logistics Association has consistently evolved over more than a decade, providing a unique platform focused on sharing expertise & avenues of optimizing returns in reverse logistics. More and more organizations are benefitting from synchronized supply chains which vitally includes the reverse logistics as a way to increase velocity, enhance revenue from service markets and also achieve sustainability goals.”
— Yogesh Sarin, Director, Supply Chain, Dell EMC
Think hard before you throw out that next piece of trash. Each American generates around 4.4 pounds of trash each day, of which around 1.51 pounds is recycled, according to the United States Environmental Protection Agency. Proper processing of pharmaceutical drug products that are removed from the marketplace is known as Reverse Logistics.

WDSrx provides third party logistics services and value-added solutions to the life sciences industry. The Boca-Raton, FL based firm is authorized by the DEA as a Reverse Logistics company to lawfully remove pharmaceutical drug products including Controlled Substances (Schedules II-V) from the marketplace for return to the manufacturer or for regulatory compliant disposition.

Responsible handling of medications is an important consideration for patients and others who have access to drug products. They are dangerous when not used properly by their intended recipient.

There are many benefits to assisting with the proper disposal of pharmaceutical drug products:

1. **Minimize Diversion** – Many patients do not finish their prescriptions making the remaining medication easily accessible to people who may harm themselves or who may do harm to others
2. **Environmental Protection** – According to one study, over $5 billion worth of drugs in unopened packages are placed into the garbage annually. Products returned through proper channels are kept out of landfills and eliminate the possibility of potential contamination to land and water from unapproved disposal methods
3. **Decrease Drug Abuse** – When unused and expired medications are removed promptly from the marketplace, the supply of drugs with the potential for abuse is reduced
4. **Safety and Security** – Effective return of pharmaceutical drug products helps keep them off the streets, contributing to safer neighborhoods
5. **Following Regulations** – The U.S. Food and Drug Administration (FDA) and Drug Enforcement Agency (DEA) support the responsible disposal of medicines by using Take-Back Programs or by Authorized Collection Agents
ATTENTION OEMs
IS IT TIME TO REVIEW YOUR CUSTOMER RETURNS PROCESS?

- Are your returns or at-risk inventory sitting on pallets in your warehouse gathering dust?

- Have you had to liquidate your returns to avoid spending additional resources on processing and storage costs?

- Are your returns popping up on eBay and Amazon for low prices and affecting sales of brand new goods?

If you answered YES to any of these questions - it’s time to let us help you make the most of your customer returns at no cost to you!

LET US REVIEW YOUR CURRENT RETURNS PROCESS AND OFFER A FREE CUSTOMIZED RETURNS SOLUTION FOR YOU

EXCELLENT ROI
Immediate Cash Buyout or Profit Sharing Partnership to yield you the highest return.

DATA DRIVEN
Tailored solutions to meet OEM specifications with web-based customer interfaces for real-time visibility, tracking and monitoring.

EXPERIENCE
Over 15 years of expertise in the industry and proven track record with many large OEM’s in the US.

Let us be the backbone of your returns processing, so that you can focus on your core business!

VIVITECH SOLUTIONS
15392 Cobalt St. Sylmar, CA 91342 • (818) 341-7000 • info@vivitech-solutions.com

WWW.VIVITECH-SOLUTIONS.COM

Recently Featured In

REVERSE LOGISTICS magazine
www.rlmagazine.com
The Reverse Logistics department at WDSrx is overseen by Reverse Logistics Manager Jason Solomon. Jason works with manufacturers and healthcare providers around the country.

Drug products received in the pharmaceutical reverse logistics department are itemized and the details are recorded for each shipment. Every item goes through a screening process to determine whether it is suitable for return or disposition. Items set for destruction are accompanied to a special facility run by Covanta Environmental Solutions that is authorized by the DEA to properly dispose pharmaceutical drug products and Controlled Substances (Schedules I-V).

According to Kip Buckley, Solutions Sales Manager at Covanta Environmental Solutions, “Covanta works with WDSrx to find sustainable solutions to their waste management disposal needs. We take drug products and transform them into renewable energy to power homes and businesses.” Solomon agrees. “The pharmaceutical reverse logistics process is environmentally conscious and socially responsible. Our team and our supply chain partners including Covanta take our responsibilities seriously, helping maintain the integrity of the entire pharmaceutical supply chain.”

Prior to disposing and recycling, waste is weighed and documented for accuracy. Covanta produces a waste generation summary for WDSrx showing the quantity of waste processed and converted to energy. The WDSrx headquarters facility in Boca Raton, FL recycled 189 tons of pharmaceutical drug products in 2016 creating 368 megawatt hours of electricity able to power 33 homes for an entire year.

Covanta has been successfully helping the environment through their Energy-from-Waste operations and procedures. They processed and recycled over 43 tons of confiscated materials with most being illegal substances. Disposing pharmaceuticals by flushing them down the toilet poses a risk to our water supply. Furthermore, Covanta’s operations are safer for the environment because they keep waste out of landfills.

The partnership between WDSrx and Covanta Environmental Solutions preserves the environment, generates clean energy and prevents diversion of pharmaceutical drug products.

For further information about WDSrx Reverse Logistics capabilities, visit www.wdsrx.com.

Growing up with five siblings, Larry Hotz learned the art of story-telling at an early age. It got him out of a lot of jams. Currently his creative skills recognize compelling information, determine methods to create awareness based on selected target markets, implement innovative programs to distribute messages and measure performance against predetermined objectives. His 30-year career launched in the fashion and beauty industry attaining progressively senior PR and marketing positions with pioneering design firms including Donna Karan and Hugo Boss. Later, Hotz founded a data analysis agency to measure the effectiveness of marketing programs for global luxury goods companies that he ran for 12 years. Moving from New York to Florida, his work shifted from promoting lifestyle brands to the pharmaceutical supply chain, where his experience proves beneficial as these two areas of interest increasingly overlap. Hotz holds a B.A. (Economics) from McGill University and has taught at and earned a degree from the Fashion Institute of Technology (FIT). When off the phone, Larry is active in his local synagogue and is involved with charitable organizations including Family Promise, Habitat for Humanity and In The Pines. He resides in Boca Raton, FL and is devoted to his two daughters and the AA Jupiter Hammerheads baseball team.

Justin Runsdorf performs multiple functions on the WDSrx marketing team. He currently attends University of Arizona studying communications. He divides his time between Tucson, AZ and Boca Raton, FL.
It’s safe to say that Tony Sciarrotta, Executive Director of The Reverse Logistics Association and former Director of Returns Management and Asset Recovery at Philips, has a plethora of knowledge on reverse logistics. He is here to share that knowledge with all of us and shed a sobering light on the darker side of the delivery process. When you make it easy for people to shop online, they will buy a lot – and then return a lot more of it than they would had they shopped in an actual store.

Keeping the growing impedance of the return chain in mind, how can companies implement an omnichannel returns strategy and keep the consumer happy from purchase to return? Tony will be speaking at Consumer Returns during the Customer Profiling Roundtables. You don’t want to miss this!

Tony from Reverse Logistics Association
- Join us Day 2 at 1:50PM

Save 20% with code: CR17RLA

Learn More at www.consumerreturns.wbresearch.com
REDUCING FOOD WASTE WITH SQRL CODES

Worldwide, one-third of all food is wasted. In the U.S., the percentage is higher, estimated at 30-40%. Food waste is such a large problem in the U.S. that in a New York Times article, “Eat everything in your refrigerator” was number three in a list of seven things a person could do to reduce their contribution to global warming.

SQRL codes can help with this problem in a number of ways.

SQRL codes (Smart Quick Response Labels) allow large amounts of information to be stored in a single QR or Data Matrix 2D barcode. SQRL codes were developed by the RLA Standards Committee, and in 2016 they were recognized by the ANSI MH10.8.2 subcommittee as a global standard.

SQRL codes work by storing whatever product information a company wants to include, along with a four-character code which identifies what the information represents. This way, anyone reading the information will know, for example, which phone number is for pre-sales support, and which is for after-sales support; or that one link is to read allergy information, and another is for recipe suggestions.

More information about SQRL codes, including a short, 3-minute video, is available at http://www.rla.org/sqrl.

SELL-BY VS. USE-BY DATES

According to an article in the highly-respected journal Science, one of the largest reasons food is thrown away in the U.S is because it has reached its “use by” date, even though it may be perfectly fine to eat, because legal concerns have caused the company to set the use-by date unnecessarily early.

Additionally, confusion about the difference between “sell by” and “use by” dates causes 160 million pounds of food to be thrown away unnecessarily every year in the US. “Sell by” dates are for the use of the retailer, and are set to allow the consumer to have a reasonable amount of time to consume the product after getting it home. The USDA recommends that a “best if used by” date be used, which is meant to indicate that the food should have its best flavor up until that date. But according to the USDA, “It is not a purchase or safety date.”

As the USDA says, consumers “must evaluate the quality of the product prior to its consumption to determine if the product shows signs of spoilage.” But people, understandably, like to err on the side of safety, and if they aren’t sure, they like the comfort of having a date to follow, and throw it out after that date.

BEST BY AND SQRL

Because of the limited space on product packaging, it is not unusual for companies to only provide one date on a package, and it is typically in small and hard to read print, and generally not placed prominently. Sometimes, a production date is given instead of a “Best By” date, and customers looking through their fridge don’t remember when they bought that package of cottage cheese, and throw it away, just to be safe, even though they only bought it last week.

However, using a SQRL code, it is extremely simple to provide as many dates as the manufacturer wants to. In the sample label below, both the Sell By and Best By dates have been encoded in the SQRL code.

The RLA is developing a consumer app to read SQRL codes. When packages contain SQRL codes like the one below, consumers will be able to scan the SQRL code on the package to easily know what dates have been specified by the producer, and also be able to click on a link to know exactly what the date means.

In this way, SQRL codes can help consumers be much more aware of what the actual “best if used by” date is for each product, instead of mistakenly being guided by a different date.
What’s up RLA?

Better Than Ever!
Happy 1 year Anniversary to the new RLA Management Team!

It’s been one year since the New RLA began. Let us know what you see is Better Than Ever! Email us with your thoughts at editor@rla.org or use #rlabetterthanever on our LinkedIn, Twitter, or Facebook pages.

New Advisory Board Member

Kenny McDaniel of Intel

We’d like to welcome Kenny McDaniel of Intel, who is replacing Gary Martz, on the RLA Advisory Board. Kenny has been involved with the RLA since 2011, and has worked in the Reverse Logistics industry for over 17 years, so we are excited for his wealth of expertise to share with the RLA.

Upcoming RLA Committee Meetings:

• September 20 – Consumer Products
• September 27 – Service, Parts, and Warranty
• October 13 – Standards
RL Solutions – We help YOU connect to . . .

- Academic Institution Research
- Careers
- Consultants
- Emergency Recalls Providers
- Internships
- Label Standards (SQRL Code)
- Mergers & Acquisitions
- New & Repurposed RL Facilities
- RL QUOTE - 3rd Party Service Providers

We know that many Manufacturers, Retailers & 3PSPs spend a lot of time, energy, and money trying to find the right solutions.

So we offer ways to expedite your solutions search at NO COST to you, while you remain anonymous.

RL Solutions – It’s Confidential and FREE.

For more information visit RL Solutions at www.RLA.org
Networking Opportunities for your Reverse Logistics needs

- Reverse Logistics Association Group
- RL_Association
- Reverse Logistics Association
- Reverse Logistics Association
RLA SEMINARS  
ALWAYS GREAT CONTENT

RLA Seminars are one-day events held around the world at key industry locations creating easy access for anyone interested in learning best practices and strategies in Reverse Logistics. Look for upcoming RLA Seminars in a city near you!

For updated information go to www.rla.org.

The seminars cover topics that are pertinent to OEMs, Retailers, Branded Companies and Third Party Service Providers — Returns Processing, Depot Repair, Customer Service, Call Centers, Service Logistics, Transportation, IT Process Management, Recycling, Warranty Support, Asset Management and many more. Do not miss out on the opportunity to hear directly from industry leaders as they roll up their sleeves and tackle the major issues in reverse logistics!

If you would like to see a seminar near you, or see a facility tour showcasing some of the most efficient return, repair and services operations, or you would like a discussion on any Reverse Logistics topics, please contact us at +1 801-331-8949 or via email

Register now www.RLAshows.org
Network with the World of Reverse Logistics

With an RLA Membership You Can:

- Learn Best Practices – Download Conference Presentations
- Make Valuable Connections
- Search for new Vendors/Partners - CONFIDENTIALLY
- Find New Facilities
- Find New Employees/Employers
- Search Worldwide Directory of 3PSP, OEM/ODM and Retailer Companies
- Become Involved with Industry Committees
- Receive vouchers to attend RLA Conferences & Expos and Regional Seminars
- Discounts on Exhibiting, Sponsorships, Research and Advertising

To Learn how to obtain these plus additional benefits through membership call 1-801-331-8949 x40 or visit www.RLA.org
# Membership Options and Benefits

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If you have any questions please contact us at 801-331-8949 ext. 13 or e-mail us at membership@rla.org

*Subject to terms and conditions set forth by RLA*
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<td>15% Discount on RL Magazine Advertisement ($375 Value)</td>
<td>25% Discount on RL Magazine Advertisement ($625 Value)</td>
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<td>25% Discount on Lead Generator Tool for White Papers</td>
<td>50% Discount on Lead Generator Tool for White Papers</td>
<td>100% Discount on Lead Generator Tool for White Papers</td>
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<tr>
<td>10% Discount for Private Meeting Room at RLA Events</td>
<td>15% Discount on Private Meeting Room at RLA Events</td>
<td>FREE use of a Private Meeting Room at RLA Events</td>
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<tr>
<td>Search of 3PSP (without Profile information)</td>
<td>25% Discount on RLA Pre-Conference Workshops</td>
<td>50% Discount on RLA Pre-Conference Workshops</td>
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<td>Search of World Wide OEM/ODM</td>
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<td>Search of World Wide 3PSP (with Profile information)</td>
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<td>RL News Global Search</td>
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<td><strong>$9999</strong> ANNUALLY</td>
<td><strong>$14999</strong> ANNUALLY</td>
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*Subject to terms and conditions set forth by RLA

If you have any questions please contact us at 801-331-8949 ext. 13 or e-mail us at membership@rla.org
Our Members

PLATINUM MEMBERS

GOLD MEMBERS

SILVER MEMBERS

Dell | The Home Depot | HP | Cisco | Intel

Samsung | Walmart

Jarden Consumer Solutions | Acer | GoPro

Lenovo | Liquidity Services Inc.

Google | Best Buy | FedEx

Georgia Tech | PRC | TSSI
Our Members

BRONZE MEMBERS

[List of companies]
Industry Events

RLA Conf & Expo Amsterdam
Amsterdam – October 10-12, 2017

RLA @ WBR: Consumer Returns
Nashville, TN – October 03-05, 2017

Electronics Reuse Conference
New Orleans, LA - October 31-Nov 1, 2017

RLA @ 2018 International CES
Las Vegas, NV – January 9-12, 2018

RLA Conference & Expo Vegas
Las Vegas, NV – February 6-8, 2018
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**Industry Job Postings**

**PlanITROI**  
Marketing Director

**PlanITROI**  
SVP of Business Development - Aftermarket & Reverse Logistics Solutions

This is your place to post jobs* within the Reverse Logistics Industry.

If you are a job seeker or a hiring manager looking to staff positions within the Reverse Logistics Industry, this is the place for you. Contact RLA Connections for more information!

*RL Solutions Careers is a service available to Bronze Members and above.
15th Annual RLA Conference & Expo Las Vegas

World’s Premiere Reverse Logistics Event

Westgate Las Vegas Resort, Las Vegas, Nevada
February 6-8, 2018

Hundreds of Reverse Logistics Professionals will be Represented as Speakers, Sponsors, Exhibitors, and Attendees

Make plans now to join us for the 15th Annual Reverse Logistics Conference and Expo in February 2018 in Vegas.

The 3-day event will contain Reverse Logistics content, networking opportunities, as well as our 3PSP exhibit hall. This is a rich opportunity for OEMs and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

Visit rlashows.org/vegas to Register or for more Information