



# REVERSE LOGISTICS magazine®

Serving Manufacturers, Retailers, and Service Solutions Providers



## ITAD Providers Become Total Solutions Providers

# CONTENTS

Issue 16 Volume 1



PAGE 8

## COVER ITAD Providers Become Total Solutions Providers

*By John Yeider, Chief Operating Officer, Re-Teck*

The rise in demand for electronic recycling has potential clients seeking trusted partners that are able to not only recycle and refurbish end of lifecycle products but also securely manage the erasure and destruction of sensitive data. The costly implications of data breaches have caused many to reevaluate their process for disposing of IT assets giving ITAD providers an opportunity to offer complete solution options.



PAGE 12

## ARTICLE Why Professional and Responsible Data Destruction is Essential for Any Business in 2021

*By Kevin Dillon, Chief Marketing Officer - Chief Sales Officer, ERI*

With cybercrime and data breaches at an all-time high, data destruction should be on the top of any business' priority list. In this day and age, we can no longer undervalue the importance of having professional data destruction steps in place.



PAGE 16

## ARTICLE Unified Operating Standards: Integrating Fragmented Processes to Gain Visibility and Insight in Reverse Logistics

*By Amit Gautam, President & Chief Strategy Officer, Innover*

Supply chain business networks are increasingly becoming complex and extensive as the e-commerce business grows in leaps and bounds. In such a scenario, business process monitoring and supply chain observability becomes imperative for fast-evolving, global businesses.



PAGE 20

## ARTICLE How To Avoid Making Headlines For The Wrong Reasons

*By Patty McKenzie, Director of Education and Outreach, SERI*

A pandemic-led increase in remote workers caused an influx of electronic device purchases. The data of thousands of organizations is now scattered amongst a wide range of devices. Beyond an increase in electronic waste, companies are now forced to worry about what happens to the data stored in computers, cell phones, and hard drives after disposal.



PAGE 24

## ARTICLE Managing Outsourced Reverse Supply Chain

*By Ivan Russo (Univ. of Verona), Daniel Pellathy (Grand Valley State Univ.), Ayman Omar (American Univ.)*

Managing reverse flows is a serious challenge for even the most seasoned supply chain. From specific tasks like collecting, inspecting, and disposing of inventories to broader issues of system design, companies can quickly become overwhelmed.



PAGE 34

## ARTICLE The Reverse Logistics Onion

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

Reverse logistics is about everything that happens after a customer purchases an item. To have a successful reverse logistics operation, the organization needs to understand that at the core, reverse logistics is about addressing customer issues.



PAGE 38

## ARTICLE "Hurricane" Joe Benson: How Logistics Detective Work Uncovered Systemic Bias

*By Robin Ingenthron, CEO, American Retroworks Inc / Owner, Good Point Recycling*

In 2010, the NGOs hid a GPS tracker in a CRT television, and tracked it to West Africa, and declared that the exporter, Joseph Benson of BJ Electronics, was dumping hundreds of sea container loads every year to avoid recycling fees. What is the real story?

View our Digital, Mobile,  
and PDF versions at  
RLmagazine.com.

One Year Subscriptions:  
\$49.00

To unsubscribe email:  
editor@RLA.org

**Publisher** – Tony Sciarrotta  
**Editor** – Felecia Przybyla  
**Magazine Production  
& Graphic Artist** – Cherish DeBorde

**Board of Advisors**

Brad Harris – Wal-Mart  
Trish Boehm – The Home Depot  
Tim Brown – Georgia Tech  
Rich Bulger – Cisco Systems  
Chuck Johnston – goTRG  
Bernard Kiernan – Intel  
Thomas Maher – Dell  
Sean Magann – Sims Lifecycle Services  
Daniel O’Neill - Liquidity Services  
Nikos Papaioannou – Amazon  
Julie Ryan – HP  
Tevon Taylor – FedEx Supply Chain  
Tony Sciarrotta – RLA, Executive Director  
For more information on the Board of  
Advisors, go to RLA.org

**Editorial and Circulation Office**

2300 Lakeview Parkway, Suite 700  
Alpharetta, Georgia 30009 USA  
Phone: 866-801-6332  
editor@RLA.org  
www.RLmagazine.com

Printed in the U.S.A.

ISSUE 15 VOLUME 1  
REVERSE LOGISTICS MAGAZINE (ISSN  
1934-3698) is published bi-monthly  
for \$49/per year by Reverse Logistics  
Association.

Edition 113 published April 2021.

The information presented in this  
publication has been provided by  
corporations and is believed to be  
accurate; the publisher cannot assure  
its completeness or accuracy.

RL Magazine is available for  
view on your many devices



Reverse Logistics Magazine welcomes  
articles and abstracts. Please send to:  
editor@RLA.org



**PAGE 42**

**ARTICLE A Reverse Relaunch: Supply  
Chain Now and the Reverse Logistics  
Association Go Live with the Reverse  
Logistics Series**

*By Supply Chain Now - RLA Alliance Member*

The Reverse Logistics livestream series now gives  
participants an opportunity to take a more active role  
in conversations with some of the foremost leaders in  
reverse logistics.



**PAGE 30**

**ARTICLE The Future of  
Sustainability and the  
Recycling of Plastics**

*Dr. William Oliver Hedgepeth, Faculty Member,  
Transportation and Logistics Management,  
American Public University*



**PAGE 46**

**ARTICLE SIC Codes and  
Reverse Logistics: Part 1**

*Ken Jacobsen, Co-Chair of the RLA Standards  
Committee & Sheng Li, University of Nevada,  
Reno MBA Student & RLA Intern*

# FEATURES

**4**

Message from the Editor

**4**

RLA Management Team

**5**

Industry Focus Committees

**6**

RLA Advisory Board

**28**

What's Up RLA

**49**

Our Members

**55**

Advertisers Index



**REVERSE LOGISTICS**  
**ASSOCIATION™**

**CONFERENCE & EXPO**

**REGISTRATION  
OPEN**

**WWW.RLA.ORG/EVENTS**  
**#RLAVEGAS2021**

**REGISTER TO ATTEND THE 2021  
REVERSE LOGISTICS  
CONFERENCE & EXPO**

# A Reverse Relaunch: Supply Chain Now and the Reverse Logistics Association Go Live with the Reverse Logistics Series

By Supply Chain Now - RLA Alliance Member

ARTICLE

## Supply Chain NOW

**Supply Chain Now**, in partnership with the Reverse Logistics Association, is thrilled to announce the relaunch of the Reverse Logistics Series, a monthly live stream that tackles the who, what, where, why, and how of (you guessed it) reverse logistics. Previously a podcast, the Reverse Logistics livestream series now gives participants an opportunity to take a more active role in conversations with some of the foremost leaders in reverse logistics. The audio replay will also be published in global podcast channels for those that may have missed the live event.

"The Reverse Logistics Association is truly the voice of

the reverse logistics industry. We're thrilled to partner with the leading authority to bring this program to life," said Scott Luton, cohost of the program.

The timing couldn't be better, either. Once the "redheaded stepchild" of the supply chain, reverse logistics has become the subject of enormous interest in recent years as circular economy solutions promise to offset carbon footprints and create new revenue streams across industries. Take, for example, the rise of re-commerce driven by millennials and Generation Z. Passionate about sustainability, these generations are fueling a boom in the resale clothing market, which



is currently worth \$24 billion and **projected by Forbes to reach \$51 billion by 2023.**

But the circular economy is much bigger than clothes – or any single generation. Everyone, from investors to consumers to employees, is looking to businesses for sustainability leadership. With electronic waste **mounting to anywhere from 20 to 50 million metric tons worldwide**, there's a pressing need for refurbishment and recycling solutions that can efficiently repurpose materials while also accelerating business growth.

Organizations that can successfully engineer reverse logistics solutions stand to strengthen both their returns and their brand integrity.

And no matter what your strategic priorities moving forward, reverse logistics is a crucial component of customer experience – an absolute must for any industry. Yet a simple, fast returns experience is often a difficult and involved process that takes careful planning and coordination, as well as visibility across partners.

The Reverse Logistics Series will address all these challenges from two perspectives. First, the program features industry leaders in the thick of implementing reverse logistics solutions, which gives listeners the opportunity to hear from pioneers creating new efficiencies from reuse to recycling, returns management – and everything in between. The series will also include guests focused on providing a range of resources to support these same activities.

Whether you're looking to learn from firsthand experience, connect with new opportunities, or simply gain more knowledge about the exciting advancements in reverse logistics, there's no better time to join the conversation.

"Supply Chain Now is the only leading supply chain group that takes returns and reverse logistics seriously with regular shows focused on RL issues and solutions," said Tony Sciarrotta, Executive Director of the Reverse Logistics Association.

The first two livestreams of the series featured distinguished guests Curtis Greve, Vice President of Liquidation and Remarketing at Inmar, and Chuck

Johnson, COO of goTRG. Next up? On March 26 at 12 PM, Becca Meinz, Vice President of End to End Supply Chain Strategy at Best Buy, will join Luton, Sciarrotta, and cohost Greg White. Can't make the live event? Be sure to check out the **Supply Chain Now YouTube channel** or subscribe to Supply Chain Now (anywhere you get your podcasts) for a replay.



And if your organization would like to increase visibility in this area, contact us today about sponsorship opportunities – and reach a global audience in the millions. Frequently sourced for insights on supply chain news, our leaders rank in the top 25 on multiple industry thought leadership lists. Our podcasts have also hit Apple Podcasts business leadership charts in over 60 countries and have been ranked in the top 1.5% of all podcasts across the globe by ListenNotes.com.



### ABOUT Supply Chain Now

The thought-leaders at Supply Chain Now share industry news, best practices, and events, and bring leaders & practitioners together to discuss the key challenges impacting the supply chain today and tomorrow. Our leaders are repeatedly sourced to provide insight

into supply chain news, technology, disruption and innovation, and rank in the top 25 of many industry thought-leader and influencer lists.

Supply Chain Now content vehicles include podcasts, live streaming, webinars, virtual events, & articles that have accumulated millions of views, plays, and reads since May 2017 and continue to reach a growing global audience. For more information, visit <https://supplychainnow.com> or follow Supply Chain Now on [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), or [YouTube](#).