

Fundamentals of Reusable Packaging Workshop



February 6, 2012
MODEX, Atlanta GA



MODEXSM 2012

SOLUTIONS THAT MOVE SUPPLY CHAINS

GEORGIA WORLD CONGRESS CENTER, ATLANTA | FEBRUARY 6-9

Welcome to the RPA Conference



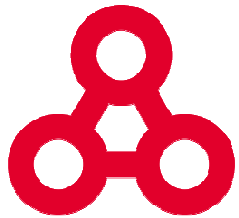
2012

RPA Chairman of the
Board

Mike Hachtman
President , reLogistics

reLOGISTICS

Thanks to Our Sponsors



CABKA

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reLOGISTICS

SSI SCHAEFER

Who is the RPA?



The Reusable Packaging Association (RPA) was formed to create business opportunities for its members, provide a forum to address industry issues and advance the adoption of reusable transport packaging systems throughout the supply chain

Our Mission as an Organization



Vision

“The Reusable Packaging Association (RPA) is the catalyst for making reusables the dominate supply chain packaging solution”

Mission

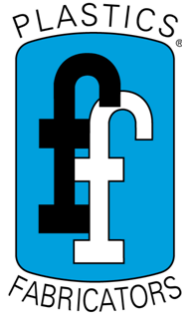
“The Reusable Packaging Association (RPA) promotes the value and expansion of reusable packaging systems”

Who is the RPA?



The RPA is made up of 52 Member Companies encompassing all phases of the supply chain including: manufacturers, end users, technology providers and service providers, etc.

RPA Member Companies



RPA Member Companies



RPA Member Companies



Our Products and Services



Products

- Containers/Trays/Totes
- Dunnage
- Related Equipment
- Intermediate Bulk Containers (IBCs)
- RFID Labels
- Pallets and Slip sheets
- Part Bins & Hopper Bins
- Reusable Plastic Containers

Services

- Asset Tracking
- Cleaning
- Container Management
- Pallet Management
- Pooling
- Reverse Logistics
- Shipping
- Warehouse Management
- Reusable Packaging Consulting

The Markets We Serve



Aerospace

Automotive

Beverage

Consumer Product Goods

Electronics

Meat, Poultry and Seafood

Produce

Agricultural

Bakery

Chemical

Dairy

Food manufacturing

Pharmaceutical

Retailing

For More Information



- Visit RPA website www.reusables.org
- Visit the RPA booth (Booth # 5409)
- Contact:

Jerry Welcome, RPA President

1100 N. Glebe Rd.

Suite 1010

Arlington, VA 22201

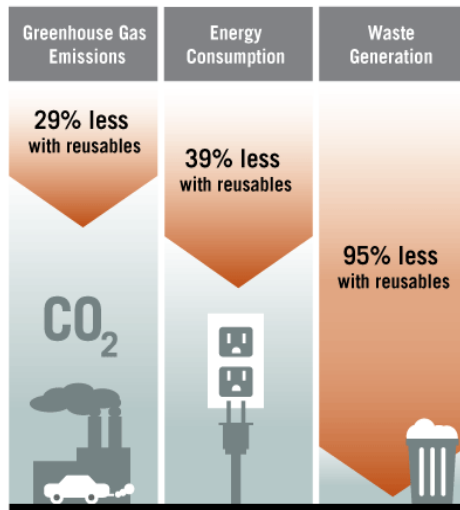
Phone: (703) 224-8284

E-mail: jwelcome@reusables.org

Information and Tools



Environmental Benefits of Reusables



Promoting the environmental benefits of reusables

Easy to Use Economic Calculators

Use Reusables
Reusable Transport Packaging Saves Your Company Money and Resources

Update Reset Home Print

Input | [Charts](#)

Reusables Cost Comparison Tool

This model compares basic cost differences of one way corrugated packaging and reusable plastic packaging. The model uses basic assumptions and requires you to input various cost components. While the model uses factual inputs from prospective users it is intended to offer guidance and not an absolute indication of exact cost benefits. More specific models are available to determine specific cost benefits once an overall feel for expected costs are understood.

	Corrugated	Reusable Handheld Container <i>* average values, your cost will vary</i>
Purchase Price		
Enter your actual cost for a corrugated carton, and the cost of a comparably sized reusable container. Default values are provided.		
Corrugated carton	1.00	7.50
Enter the cost of tape or other materials used to seal each carton.		
Tape per carton	0.02	
Total purchase cost	\$1.02	

To Inform and Education



- The RPA is the most reliable and independent content provider of information about the reusable industry, because we are the collective voice of the industry
- We designed this conference specifically for those who are thinking of making a switch from expendable transport packaging to reusable/returnable packaging solutions or those who would like a better understanding of the benefits of reusable packaging

What We Will Cover



- Why reusable/returnable packaging is a growing trend in today's supply chain environments
- Strategies and tools for how to assess whether reusables makes sense
- Sustainability: Calculating the environmental improvements of reusables - lessons learned from companies switching from expendable packaging to reusable packaging and how that is making a difference in our communities and the environment
- What some industries are already doing
- Which financial strategy works best for you leasing vs. purchasing
- How to manage and protect your valuable reusable assets
- How IBM a leading US computer and technology company utilizes reusable solutions in their supply chains

Presenters & Guest Speakers



RPA Presenters

- Bob Klimko, Director of Marketing **ORBIS Corporation** - Chairman of the RPA Education Committee
- Paul Koleske, V.P. Logistics, **TOSCA Ltd.**
- Keith Schall, Director of Business Systems and Technology, **Container and Pooling Solutions, Inc.**

Guest Speakers

- Janet Smarte, Program Manager **StopWaste.Org**, Alameda County CA
- Sharon T. Spaulding, **IBM Poughkeepsie**, Packaging Engineering