



Operations & Logistics Committee

Summary of Conference Call Meeting
April 14, 2016, 2:00 pm – 3:00 pm US ET

Roll Call

Committee Members Present

Bryan Freeland, CH Robinson
Rod Haugh, Homeland Logistics
Willy Lai, iGPS
Michael Laible, Paxxal
Amy Lathrop, Perfect Pallets
JR Vernon, reLogistics
Paul Koleske, Tosca
Mike Wasson, Tosca
Charlie Daoud, Wave Reaction
Mike Lewis, Xtreme RFID
RPA Staff: Tim Debus

Committee Members Not Present

Nick Taege, Anheuser-Busch InBev
Shayne Murphy, CHEP Pallecon
Alexander Korell, Craemer Group
Jill McLaughlin, Kennedy Group
Robert Engelmeyer, KNAPP
Emma Townsend, Oryx Automation
Kaley Parkinson, Rehrig Pacific
Sarah Kate Conway, Tosca

Agenda Item 1: Summary of Call on February 12

Mr. Debus reviewed the notes from the committee's first call on February 12, highlighting the objective of the committee, priority work areas involving automation, asset management and transportation, and the projects under consideration from the initial discussion. The projects include the posting of information on RPA's website about available services and resources to the reusable packaging industry, and developing best practices for the proper handling of reusables through the supply chain, in particular at point of end use and recovery.

Agenda Item 2: Discussion on Asset Management

Day two of the RPA's Reusable Packaging Forum on April 5 at the MODEX show featured a series of presentations related to the topic of asset management. Mr. Debus reviewed with the committee the set of slides from the first session entitled, "Framing the Issue and Opportunity for Asset Management," which made the case that (1) asset recovery defines reuse, (2) technology is the enabler for effective asset tracking and control, and (3) collaborative innovation is the way forward for asset management. The presentation also outlined past industry efforts to collaborate on asset recovery measures and offered a list of activities in which today's industry can pursue.

One area of opportunity is the collaboration with retailer interest groups on loss prevention activities, working together to "close the loop" on reusable assets that flow through retail distribution systems. Mr. Debus cited the work by the Texas Retailers Association (TRA) and their Operation STOPP program as a model. Mr. Lai provided background on the work that TRA is doing in the city of Houston to combat organized retail crime and to recover stolen assets. He explained the role of the independent investigator and the cooperation with law enforcement. Mr. Lai suggested that RPA consider similar action as a means to reduce the loss of reusable packaging products.

Mr. Koleske agreed with industry action and outreach with other organizations in the area of asset recovery. One idea for industry collaboration involves a more central coordination of assets that are recovered from outside controlled systems. As reusable products are found, RPA could facilitate their



Operations & Logistics Committee

holding and return back into owner possession, for example. Such a depository service for lost assets would provide shared value to the reusable packaging industry.

The committee then discussed the impact of technology advancements on the identification and tracking of reusable assets. RPA's work to raise awareness on technology developments and performance is helpful information to members. One project idea is to "redo" or update the RPA's previous 2009 industry study on RFID performance, which field-tested RFID signals and read rates on reusable containers.

After discussion, the Committee agreed to pursue a dialogue with the TRA to determine how collaboration on asset recovery activities could benefit both organizations and deliver results for member companies.

Agenda Item 3: Refinement of Priority Projects

The committee updated their project list as follows:

Type	Project Name	Description	Action
Short-Term	Marketplace on RPA's Website	Information on RPA's website on the types of technologies and services available in the key areas of automation, asset management and transportation.	RPA has initiated a website redesign project that will feature a directory of member products and services. Launch of the new site is anticipated by the end of June.
Short-Term	Retailer Support on Asset Loss Prevention	Engage retailer organizations to determine collaborative areas to impact the recovery of reusable assets.	RPA will contact retailer associations and initiate a dialogue on joint efforts for asset management.
Long-Term	Proper Handling Education for Reusables	General handling practices and communication tools on the appropriate use of reusable products through the supply chain. The education-based materials can assist in asset control and return.	RPA will develop a project plan for the committee's review.
Long-Term	Studies on Technology with Reusable Packaging	Conduct joint industry studies on technology performance in tracking reusable assets.	RPA will develop a project plan for the committee's review.

Agenda Item 4: Next Steps and Scheduling

RPA will look for an opportunity to host an in-person meeting for the committee to advance project discussion and development.

With no further discussion, the conference call concluded and the meeting adjourned.