Protecting Your Brand's Identity in Today's Circular Economy



As returns in store increases this adds to the amount of product being processed through reclaim and possibly reaching these unauthorized 3rd party resellers.



Retailer Liquidation

If you chose to forfeit control of your product and allow for the retailer to liquidate, these same 3rd party resellers are just waiting to snap up your product for pennies on the dollar.



International Diversion

Product can be diverted out of the country with manufacturers being unaware. This could be full container loads of diverted reclaim product and sold through 3rd parties back into the U.S.



The Risk of **Product Diversion**

How secure is your reverse supply chain?



Improper Disposal

When your product that is out of your control is illegally disposed of it is your brand and your company name that becomes a target to go after for resolution.



Product Donation & Destruction

Manufacturers may think they are donating product or that it is being destroyed in field but without the proper documentation, how can you be certain this same product isn't being diverted?



Tampering / Repackaging / Off-Label Use

Your pills out of their carton and resold in plastic bags, large bottles of lotion poured into "boutique" labeled bottles and nutritional powder products used for cutting illegal drugs are some of the risks with alternate sources of demand.

The ease at which your products can be resold on sites like Amazon, eBay, is increasing the likelihood that your returns are being diverted. This activity is putting your brands and trademarks at risk. Targeting the 3rd party resellers is proving to be marginally effective at best. The most effective way to combat this is to cut off their supply of product.

No different than how you must protect your personal information online with services like LifeLock ©, your brand's identity is facing similar threats on line today. Secure your reverse supply chain today to cut off the unauthorized supply of your product to protect the online identity of your brands.

DRS PRODUCT RETURNS

DRS will secure your reverse supply chain and protect your brands.

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