

**RFID**  
JOURNAL  
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# RFID JOURNAL LIVE!

## Boosting the Bottom Line with Returnable Container Tracking

Jeanne Duckett | Avery Dennison

Colynn Black | Metalcraft

Steve Statler | Wiliot

Tim Debus | Reusable Packaging Association





Defining Today's  
Technology Standards;  
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AIM North America is the premier alliance for automated data capture technologies industry. For more than 20 years, AIM NA has championed the growth and acceptance of these technologies and applications through education, standards, community, and advocacy.

AIM North America supports consensus-based standards, promotes community, advocates, and educates. AIM champions concerns and solutions to industries and governments to break down market barriers / constraints. AIM North America has the recognition to be taken seriously and to help you be successful in the marketplace.

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# Boosting the Bottom Line with Returnable Container Tracking

Returnable containers are a key method of meeting both profitability objectives and sustainability metrics. Though critical to the supply chain, returnables have a history of waste and inefficiency. Returnable assets often aren't returned by customers and supply chain partners. They are often overlooked, forgotten, or stolen in warehouses and distribution centers. In response, many businesses choose to keep a backup supply of containers in inventory. This requires additional storage space and increased costs. Hear from the experts at AIM North America, an industry alliance in barcodes and RFID standards, about four ways that you can increase your bottom line by tracking returnable containers. Learn how to increase supply chain visibility, improve business relationships, automate to build business efficiencies, and reduce your carbon footprint.

The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.



# Meet the Panelists



**Jeanne Duckett**

Sr Manager Food  
Technology Solutions



**Colynn Black**

RFID Business  
Development Director



**Steve Statler**

SVP of Marketing



**Tim Debus**

President & CEO





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Questions or Comments





# Contact the Experts



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# THANK YOU

