#=#C:D\=:<6X AC:>233 >==64F-20 A9J=#8626E:4 DEF5:6D],a DECGAD-CC9:16 EREE et al. 20 prover al Rein al 800:=0 17 125282042C 2C6 245F 4080065 896 18827 96 10-375 @7 (252820420 920 920 15:06CD:E3 \$66 2=001 \$F31 >J2X],ab.,aci;ac.b.,t0 D900E[275 E96 2 12-5 9266 925 E8 9266 4080-0802- 3642+6 61E:74E -400 E92 17 23REE de_ O Mbd_ >1 parese D-EH/>8G:78 D-EE9 496 E2: 5 >83660 225 2860 78875 6-06 #71=2:[2 D-EE9 =670 E928 3696 BE0-500 D>2==6DE AC:>2261 30 2:1960 D:766 >24:28 E96:001655 5:06006 780:0017 =848>85:87 #7:+2:[2 0+E29 +6/FC E324 36:96 MEC-500 D2++6DE AC.>2:5:[3.6. E1 E96 C64 40:00:25:[7:+2:1] 2 0+E2 +6/FC E328 364256 67:[2:0:E3 +6/FC E328 35:[2:0:E3 +6/FC E328 32:] 2:0:E3 +6/FC E328 42:] 2:0:E3 +6/FC E328 42:] 2:0:E3 +6/FC E328 42:] 2:0:E3 +6/FC E328 42:] 2:0:E3 -842- 4-1>286], h.,bc. (6)?(areas ss atos 8:067 C:D6) 7. #697CD \$206 > W194#F5198 Avg >2#6->2#6 48>A6E1E187 78C >2E60 696C2+121 W24E1G1EJ 38E9 \$50787>210 C8F89+J 4_ E8 +_ J62CD

2X 8C 12-684676 Mee ER OF AURI

206 EC25:E:872---420 AC1>2E60] 49:0 :0 DFAA8CE65 33

3[H3:43 762C+J 2- +:G:0/1>HC/CH27:E:60 F256C >EC6 4878C8-45 0022:780]

30665178 206 2-D8 E98F89E p165 E96 1806000 E8 CREATING CREATING THE PARTY PARTY POLICY IN THE POLICY OF THE PARTY PART ARTGECERS ENG TROUCED DE ER DER RAARCEFTERED FT56C 6 DFAA8CE65 3J >8-68 206 Lat. 2/2 E8 1104 3667 24E:06 SPC:78 E96 523], C_. 18E 848 46[2:40] 2:400 7:4465 640-00:427 7:4960 **2928** 6:2960 70 40:86 2820420[89:49 206 700 **5660:5 07 70**:6000 275 46700] **0246** 9 1111160 48060:78 296 17-- 02786 87 +6>PC D:860].0'. 36200[273 20 500174 856 >:1\ h6_0[7:6+5 007560 060P-65 :7 896 "bg_0 2 #6062C49 724:=:E:60 =:<6 E96 #P-6 (6)FC r67E6C 9206 AC 216 :>A8CE21E 75C CEDE2C49 3642876 E961C >:1 87 27460 1240 427 316-5 12018960 47 AC:>286 225 98>22 608+88 760 116-65128 -67800 206 8025181872-3 8988888 88 93 B8 bc >J2X 8C 12=684676 New E8 de >J2X],'e.,'f.,a. 1 8888948>3[H9:49 762C=J 2== =:G:78 DBC6AD:0C9:76D A W-@C:D\=:<6X AC:>2E6D] 19:D :D E96 DEC6AD:CC9176 E88E94E53 17 38E9 8087AD) 9766 8:G67 C106 E8 38E 8AA8CEF7:E160 F756C

E92E HEF=5 36 DFAABCE65 3J >8=64F=2C AS WF89E EN 92G6 EAAFORES ZAACHI:>2E6-J en ER 1000:- C648C5 :? p70:42 DF886DE >806 48 7800:=0 #? |25282042C 2C6 24EF2=J DF 272 [E96 :D=275 @7 |25282042C 920 3667 :D0=206 J2X[2?5 x?5:2 WOg_h_ >J2X],ab.,ac. \$:?46 2 12| E963 887+5 9206 925 E8 9206 4080065 E96 (882>3:876 E1 196> 8:589 87 23876 de_ ↔ Nbd_ >: 5:0600:83 \$66 2+085 88 =:<6 2 D=081>00:78 D=029) 196 E2:= :0 D90CE[275 E96 209 10:2 C2587:=2:1 2 D-8E9 =0>PC E92E 3642>6 6IE:74E =600 E927 E 1-85:42= 7:4960 D:746 >2<:78 E96:C H2J E0 125282D42C1,"h.,b". 1746X C:G2+D E92E 87 E96 >81<630 275 1252>: 05023610 >8806 +6280[E36 880+510 D>2==60E AC:>2 78788J7:77:1,66. +5280 668+665 5:66006 780+0 87 +8480 E8 E36 -842- 4-:>2E6], h.,bc. (6>FCD =24< 273 D92C65 EC2: EJA60 07 +1-700 9206 > H:14+05:78 E0040 275 9:36022Ex02x(42296-602-001 H24E:0:8J 3003 52J 275 7:098X(275 080:48 D872- 30665:78 206 2-08 E98F89E E8 9206 8:067 C:D6 2246[061724 542654034655 225 5246-5246 48586818187 780 528 21,66. g67806 836 2001024 87 85520 0888943 14_88 4__362

89E E8 92Q6-3E:8

8) B

E88E948>3[H9:49

PROTECT YOUR BRAND

5 #7 1252#2042C 920 3667 tDies E8 ed >32 2448C5:28 E8 >8+54F+2C J2X],ab.,ac. 5:746 \$-806 48706 >2860 \$7 d_ ER 9 -6>TC E92E 3642>6 6365 E96 (882>):8F6 #92776-[2 566A 492 ENCLIPE 21-SVD D>2 DE AC:>EEST.ba. EN I

206 EC25:E:#?2==J E9#F85 FC r67E6C

523 275 2:86 E 42296-602-183 W24E:G:83 3889 523 275 7:66CD6 780-0 81 +848-88:87[G2

20150+-20165-178 206 2-08 E98789E E8 9206 8CD =24< 27J D92065 E011ED

1 275 32=6-32=6 48590380 275 5:360720

C#F89=J | 275 7:89EX[

2=684676 Nee E8 de >J2X], e.,96:C >:I 87 27460

@C:D\=:<6X AC:>2E60] \5J E98F89E E8

5 82 125282042.52706CE65 896 7405000 8 9206 8:067 C:06 8: C189 -6FC 51000100 88.250011008603-6 48546828187 780 49405[H9606 AC64C8F89+J d_ E8 a_ SE E8 9206 3667 248:00 890 THOLDER E8 C:46 A2 CI 89:49 206 188 5608:5 07 70:00E0 215 -69E00 4:60 48660:28 E96 7F++ C2286 87 +6>FC D:K6D];c . J62"D[273 8A6? 641+4 SFC:78 E96 >:5\\'h£_D[7:6=5 DEF5:6D C6DF>65 :7 E96 'hg_D 275 9206 8C6 62049 724:+1E:6D =:46 E96 sF<6 [6>FC r67E6C 3226 AC80:565 C6D62C49 206 EC25:E:0?2--J E90789E E0 M676 Wee E8 de >J2X],'e., f.,a. p52A:780-0[520-J 2== -:G:78 DEC6AD:CC9:740 A80D600],'g., ##C:D\=:<6X AC:>2E6D] 19:D :D C9126 E84E948>3 17 38E DFAABCE65 33 >8-64F-2C A93-88676E:4 DEF5:60 266 84420065 2AAC01:>286-J en E0 ed >32 244005:18 80 • 064005 :? p70:42 0000000 >006 407060622:66 608:>28 0 87 125282042C 2C6 24EF2--J DF37800:-D 52E:18 E8 E96 (2E6 E96 10+225 07 1253820420 920 3662 100+2665 D:246 18 308<6 2823 25 x25x2 M0g_-h_ >J2X],ab.,ac. 5:346 22460802= =6>FCD 206 80+FF 7 80745 9206 925 88 9206 400065 E96 (8K2>3:876 192276=[2 566A 18 97 23875 da_ <> Mbd_ >: 5:0600:12 566 2=008 577800:= =6>FC D. 60753 70 808 856 85. EE9] 196 E2:= 10 D9808| 275 E96 20 17:-2:1 2 D+8E9 +6>FC B32E 3642>6 6IE:74E +60D E927 EH8 E98FD275 2:1960 D:746 >24:36 C B23 E96:C B23 E8 (25282D42C), h.,b', \$96:C 5:66 2:1960 D:746 >24:28 E96:C B23 E8 (25282D42C), h.,b', \$96:C 5:66 ZE 07 E96 >07<6JD 275 CEBEND >ERGE =67EC[E96 HEC-5VD D>2==6DE AC:>2E6] ba. E9 E96 C PE:[,bb. =67ECD 600=065 5:06CD6 78C>D 07 =040>022:078 = 1>226), h.,bc. (6>FCD =24< 27J D92C65 EC21D EXE CD 9266 > No74-E5o18 EACAIC 275 (0360020:87X) 0-1 EJ M24E:G:EJ 38E9 52J 275 7:89EX[

E2-6CD 87:10-1 48766CE65 E96 7006CED E8 C:46 A255:60 X1 060EC:4E:78 -65FCD E8 23807I:51E6-1 _T 67 E96 10 CEDEC:4E:78 -6-PCD E8 233091:>326-J _119 E96 :D 75021178060ED 87 E96 620E 4820E(89606 A0641A1E2E187 275 7-802- 58060 E96 5:06CD1EJ 275C2:270C6DED 07 E96 62DE 402DE[896C6 AC64:A:E2E:07 275

 2013
 12:352
 32:352
 22:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
 12:352
1922-1923 (3500-102-1923) 100110, 1002-103 1022-1923 1022-19



IDR Table of Contents

Introduction1
The Three Most Important Questions You'll Have
How Do Products End Up on the Gray Market?
What is the gray market?
How to Tell If Your Products are on the Gray Market
What is the Impact of the Gray Market on Your Brand?10
What Should I Look For in a Disposal Company to Ensure the Disposal
is Certified?11
Conclusion15



INTRODUCTION

Billions of dollars are invested by American companies each year in brand management, "the process of maintaining, improving and upholding a product so that its name is associated with positive results and held in high regard by consumers." Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition, and is built on a marketing foundation that focuses directly on the product name and how it can remain favorable to customers.

For companies that make this critical investment in brand management, protecting their company and brand image is critical when finished goods that are either blemished, damaged, outdated, are bad returns or even recalled products for safety issues are produced and circulated. We are not talking about counterfeit products, but legitimate products manufactured either in-house or by your packaging company.

Stopping these products from reaching the marketplace, getting them out of circulation quickly, and disposing of them the right way can have an enormous impact on the brand's future image and sales.

The Three Most Important Questions You'll Have

If you produce any sort of product and have it professionally packaged, you already have a pretty good idea of when you need to have your products disposed of, however, you may not know the answers to the following questions:

- 1. How did my products end up on the Gray market?
- 2. How can I tell if my products are on the Gray market?
- certified?



3. What should I look for in a disposal company to ensure the disposal is

1. How Do Products End Up on the Gray Market?



What is the gray market?

The gray market consists of the sale of legitimate brand name product by unauthorized resellers. Gray market resellers are concerned with only one thing......PROFIT!

A gray market situation exists when legitimate products are being sold outside of the manufacturer's control. It does not necessarily mean illegal sales of products, but profits are reaped that manufacturing or distribution companies will not get a portion of, such as would happen if they were bought low in one country and then sold in a country where a higher price tag could be demanded.



Sometimes, what is being sold on the gray market is product that should have been disposed of but wasn't, as documented in the last section. This could be expired product, bad batches, knock-off products, etc.

Gray market resellers could care less about the preservation of your brand, profit, or any other results that may stem from it. Their only concern is trading on your brand name, acquiring legitimate product cheaply enough, and selling it at a high enough margin so that large profits come tumbling into their coffers. Gray market reselling may not necessarily be illegal, but is a thorn in the side of many manufacturing companies. Legal actions may also stem from it, but you can be sure that it will affect you and not them. Obviously, buyers on the gray market will not receive good customer service benefits or warranties. This is why you need to be concerned about your products ending up in the gray market.

Top 4 Ways Reasons Your Products End up on the Gray Market

Sellers on the gray market obtain legitimate product in a variety of ways, many of them illegal. Here are a few of the more common examples.

Employees are stealing it - It is possible that one or more of your employees could steal some of your bad batches, damaged product, or product that fails to meet your quality standards and sell it on the gray market. Although they may think that this is a victim less crime, real damage comes at the expense of your company's brand reputation or possible litigation from tainted product.

Proper background checks and drug testing should be madatory for Certified Product Destruction companies. Many companies have at least one disgruntled employee who may believe that they are not getting paid enough, or some other similar issue. This may lead them to look for products that they can steal and easily sell in order to earn some quick money that they believe will compensate for a perceived injustice.

These employees may also know that good records are not being kept on the products marked for destruction, and that they can take some of it and no one would ever notice.

Disposal company employees are stealing it - Even if the product is making it safely to the disposal company, an employee working there may be taking some of it prior to the destruction phase.

This could easily happen because it may sit in that company's warehouse for days or even weeks without security, or even longer before they actually get around to its destruction. Companies that do not screen their employees or have weak hiring practices can leave your brand exposed.



FAIR GAME

Disposal companies are selling some of it. Some disposal companies may actually turn around and sell your bad product thinking that once they haul it away it is fair game for them to turn around and make a profit.

This may be even more likely if your products are more expensive or have desirable parts in them. You should be suspicious if disposal companies charge considerably less than their competitors. Damaged product is being sold instead of being returned to your company for destruction. If your product is being damaged elsewhere, it is possible that some of it may be making its way to the gray market afterwards. This can be eliminated if the product is carefully accounted for when shipped and returned, or shipped directly to a disposal company from that point and you get Certified Product Disposal. More and more companies are finding that their imported products are being seized by U.S. Customs. The reasons vary, but the primary ones include counterfeit products, trademark violations, pirating of a copyright, or violations of distribution rights. When this happens, seized product needs to be destroyed and you will need to have the destruction verified. It may be possible to get the product back through the courts, but the cost will be high. The company that ordered it can be expected to pay for its destruction.



Some unscrupulous disposal companies will think your damaged products are fair game

More & more companies are finding their imported products seized by U.S. Customs.

2. How to Tell If Your Products are on the Gray Market

In order to prevent some possible worst case scenario in terms of damage to your company, you need to know how to find out if some of your product is being sold on the gray market. This can be easily checked.

Places like Ebay and Craigslist are a magnet for would be thieves.

- 1. Keep good records. Keep records of batch information, dates, and where the product is kept and then destroyed.
- 2. Check popular online distribution points such as eBay, Craigslist and similar sites for sales of your product.
- 3. Find unauthorized dealers and watch for low prices. Gray market dealers often sell low to sell quickly.
- 4. Buy product occasionally directly from the sellers. This will let you check batch numbers to ensure its sale is authorized.



What is the Impact of the Gray Market on Your Brand?

When your products are being sold without your authorization, problems can easily arise that may not be good for your company. It will depend on what product is being sold and where they got it from. In many cases, it will cheapen your brand and hurt your sales. This will occur if there is a bad batch of your product on the market that should have been destroyed and was not.

It gets worse though if the resulting bad product in some way is harmful to humans, but normally is not. For instance, if a shampoo now makes people's hair fall out because of improper ingredients, you can expect a whole lot of trouble from it!

en Ocraigslist

Or, it could be a situation like Proctor & Gamble had when it discovered that some of its tampons caused toxic shock syndrome (TSS) in some women. This actual problem was discovered to be occurring! Naturally, the company would not want any more of them distributed anywhere. They all needed to be destroyed. What actually happened was that the manufacturer had promised P&G that the product was destroyed, but it put the tampons into the gray market!

3. What Should I Look For in a Disposal Company to Ensure the Disposal is Certified?

Certified product destruction is a process where products are destroyed or disposed of and the process is authenticated in order to ensure that the product is not being resold or utilized illegally.

Product destruction should be handled in a professional, confidential, cost efficient manner by a reputable disposal company. and





Careful consideration must be given to the selection of specific methods of disposal.

Numerous factors weigh into this decision, including:

- entry to marketplace
- ٠

Depending on the product, there are many different alternative disposition technologies available.

• Necessity of assured/certified product destruction to eliminate re-

• Government and local community directives to reduce land disposal

Elimination of future liabilities associated with land disposal

These options include:

- Non-hazardous incineration
- Recycle/reuse
- Off-site wastewater treatment •
- Aerosol recycling
- Ingredient capture for reuse in other processes

The guarantee of certified destruction is to protect a company's liabilities, brand image, or proprietary information. All entities seeking destruction of their products or materials need to ensure that a proper certificate of destruction is provided by your vendor.

Look for companies that will provide you with the following:



- Appropriate paperwork and the certified assurance the disposal has been done completely
- Place a numbered seal on the trailer and lock it securely
- Take images or video of the entire destruction process and seal process
- Provide you with a certificate of destruction
- Provide a safe and secure storage facility while your product is awaiting disposal
- while it is awaiting disposal
- Ensure that all employees have received the necessary training, background checks and drug and alcohol screenings

The temptation to award the disposal of your products to the cheapest vendor is always appealing. The damage it can cause to your brand and financial bottom line is not. Ensure you find a certified product disposal company who can handle the entire process and protect your brand in doing so.

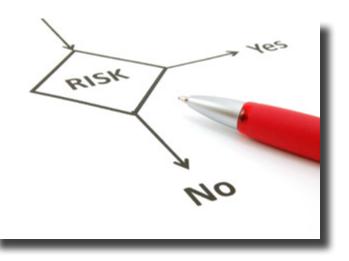


• Provide 24-hour video surveillance, with web access, of your product

CONCLUSION

Finding an experienced and reputable company to handle your sensitive loads is a challenge for many product manufacturers, distributors and packaging companies.

The stakes are high for your business and your company brand. If your product falls into the wrong hands and is sold on the "gray market," your company can face serious brand erosion, liability from faulty or defective products, or violations of court orders. Don't take any chances, too much is at stake!



We find that once most companies become aware of the risks of allowing their valuable brand name merchandise into the hands of unauthorized retailers, the need for Certified Product Disposal makes sense.



That is where we come in. We have created a process where your sensitive product is securely stored while awaiting transportation to its final disposal location. We offer 24-hour surveillance when necessary. Our employees are properly trained and screened and we go the extra mile by offering video and photographic evidence of your loads being disposed of properly.

At IDR Environmental we go the extra mile!

If you find that you have any of the issues mentioned in this EBook, contact us to see what it would take to fix your problem. You may be pleasantly surprised to find out that most of these issues can be solved quickly and cost effectively. Working with a qualified and licensed disposal company can protect your valuable brand identity.

If you are in need of Certified Product disposal, contact us today and speak with one of our representatives.

Understand the risks and your decision becomes an easy one!

THANK YOU FOR READING!

Visit IDR Environmental Services to learn more about issues affecting your job and business.

For more helpful Ebooks, Signs, Checklists and more, visit us: http://idrenvironmental.com/hazardous-waste-resources

PS - PLEASE SHARE THIS USING THE LINKS BELOW



NEED HELP?

Request a FREE Consultation and learn how IDR can solve your product disposal concerns.

IDR Environmental Services, Inc., is a Full-Service, Hazardous Waste Management firm. IDR maintains a clean, modern fleet of transportation equipment, incuding vans, stake trucks, vacuum tankers, and roll-off capability.

GET STARTED

Talk to the Experts Today!

www.idrenvironmental.com/getstarted



A FULL SERVICE COMPANY

Corporate Address: 100 S. Irwindale Ave. Azusa, CA 91702

Physical Address: 1540 W. First Street Azusa, CA 91702

Toll Free: 866-437-3684

Office: 626-334-5822 Fax: 626-334-5873

Richard Espinoza 626-786-8910 Raymond Rosales 562-307-4096 respinoza@idrenvironmental.com rrosales@idrenvironmental.com

Contacts

Web: http://www.idrenvironmental.com

©2001 by IDR Environmental Services; Not to be copied or distributed without express written permission