

ECO-FRIENDLY SERVICE EARNS PRAISE FROM REVERSE LOGISTICS LEADER

CASE STUDY

Office Products Recycling Associates (OPRA) is a global leader in reverse logistics of recycled products. Through direct sales and fund-raising activity it collects over 2,000 SKUs of ink and toner cartridges, cell phones, digital cameras and laptops. These are sent to certified re-manufacturers worldwide to rebuild and remarket goods to consumers at a lower cost. Items that cannot be remanufactured are ground into native materials and recycled through ISO certified scrap recyclers. These activities, by OPRA and Global Re-Source Funding, divert more than three million pounds of waste from landfills each year.

THE CHALLENGE

Since its inception in 1995, OPRA had moved its warehouse locations five times. With an increase in demand for recycling products generating record sales and its anticipated future growth, OPRA found a larger facility for its office space and product storage. With the number of SKUs involved and required move timing, strategic pre-planning and precise execution of all details would be required so the client would not experience costly down-time or its ability to handle order fulfillment.

THE SOLUTION

Awarded the project, Graebel met with OPRA multiple times to jointly plan the relocation of two facilities. During the three-day transition, Graebel packed office furniture, supplies and warehouse rack systems and moved more than 500,000 products to the new warehouse.

Following its nationwide standards and eco-friendly policies, reusable crates and carts were utilized by Graebel throughout the project. Graebel also protected the buildings with Mat-a-Door® protective pads, and wrapped sensitive equipment in reusable pack materials.

For proper transfer, color-coded labels were applied to goods, and detailed maps identified how to re-stock inventory on shelves correctly.

THE RESULT

OPRA vice president, Kyle Gay, stated, "With careful planning and coordination, Graebel completed the project with no issues. The job was completed earlier than expected, under budget, and without disruption to our normal operations."

Graebel also collected empty ink cartridges and old cell phones from its employees and delivered these items to OPRA during a ribbon-cutting ceremony at the new facility, fittingly held on Earth Day, a day set aside to promote eco-friendly activity nationwide.

Paul Wilson, business development director at Graebel shared, "Our relationship with OPRA and GRF continues to expand. As good corporate citizens, we are helping to connect them with a potential partner, strategic to their operation. Graebel is more than a mover. We view our clients as long-term partners, assisting them to grow their businesses whenever an opportunity presents itself."

THE CUSTOMER

A global leader in reverse logistics of recycled products, Office Products Recycling Association (www.oprausa.com) and its subsidiary, Global Re-Source Funding (www.globalre-sourcefunding.com) located in North Kansas City, MO.

PROJECT SCOPE

Relocate two companies and their thirty employees' office furnishings and supplies including test benches and 500,000 products to new facility within a three-day window to minimize impact on client productivity and order fulfillment. Relocation services included disassembly, transport, and re-assembly of rack systems; and 400 pallets of inventory to the new facility.

ECO-FRIENDLY GOAL

Incorporate proven eco-friendly, forward-thinking techniques into planning and processes and complete relocation within one weekend.

WHY GRAEBEL

OPRA vice president of operations, Kyle Gay, reviewed options with a priority to find a supplier that valued client relationships. He found Graebel to be up-front, honest and focused on understanding specific requirements.

"It's very rare these days to work with a company like Graebel. They moved our entire business and warehouse over a weekend with minimal down time and no loss in productivity. In any business environment, the world needs more companies like Graebel."

– Tom Cameron, chief executive officer at Office Products Recycling Associates (OPRA)