



It's time for a Party:

Reman Day is

April 11

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Who doesn't love a party? Especially when the celebration is all about you. On April 11, 2019, the entire remanufacturing community will celebrate being remanufacturers. From remanufactured inkjet cartridges to remanufactured aircraft carriers, the producers of these environmentally-friendly products will be showcasing their products and production facilities. Join them. Here's how...and why.

Remanufacturing is good for people, profits, and the planet, and the industry has great potential for growth. Reman Day is an opportunity to celebrate the benefits of remanufacturing as well as to take steps toward growing the industry.

Reman Day is a great opportunity to show your support for the entire remanufacturing community. Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.



▲ Reman Day gave Brooklyn-based Cartridge Evolution, and its owner Wyman Xu, an opportunity to introduce themselves and their products to a receptive community.

▼ The Reman Day flag flew over John Deere's reman headquarters.



Having a hard time trying to decide what kind of event to host? Below are some ideas to get you started.

Internal events may include get-togethers of:

- Employees, their families and friends to show friends and families what the employees do.
- Employees and suppliers to give employees and suppliers a chance to get to know each other or the company on a deeper level.
- A video for remote workers to

introduce them to the core team or to give them a tour of the headquarters

External events may include invitation to:

- The community for a tour of the facility or a presentation about remanufacturing.
- Local elected officials for civic relationship building.
- High school or higher-education students for workforce development.
- Customers for a deeper relationship with the company.

Through your event you can form closer relationships with various stakeholders at your organization, encourage workforce development efforts in your community, and/or educate elected officials about the benefits of remanufacturing.

There are many different types of events you can hold from pizza in the break room for the staff to a facility tour with students, government officials, and suppliers. Here are a few ideas of people you may want to invite to your event:

- Employee friends and family

- Suppliers
- Customers
- Civic and community leaders
- Students
- Elected Officials

For more event ideas, visit the event planning page. (visit: www.remanday.org/plan-an-event). Also on the RemanDay website are a host of tools you can use to promote your event, including press releases, media guides and even a proclamation for your local government to recognize this day. There is also an itemized checklist to help you

plan the event.

The International Imaging Technology Council (Int'l ITC) is actively involved in the alliance of associations that sponsor RemanDay, including airplane, automotive, office furniture and electrical equipment remanufacturers. Int'l ITC also has cartridge-industry specific promotional materials on its website at www.i-itc.org

No matter what size event you choose to have, every event is important in raising awareness about remanufacturing and its benefits to the environment and economy. Registering your event at



▲ Davies Office, a leading office furniture remanufacturer, went all out last year in celebrating Reman Day.

RemanDay.org adds your company to a global community of remanufacturers. Last year, automotive remanufacturers in Romania celebrated simultaneously with cartridge remanufacturers in Egypt. The website also gives you access to resources, provides visibility for your organization and most importantly, shows your company's role in elevating the entire remanufacturing industry.

One of the best-attended events in the cartridge industry was in New York. "We participated because we felt that it was important to highlight and promote the remanufacturing sector of the production industry," said Wyman Xu, president of Cartridge Evolution in Brooklyn, N.Y. "There is definitely a stigma against remanufacturing in the eyes of consumers when it comes to product quality and dependability. We want to reverse this way of thinking by educating the public about the benefits of remanufacturing and the important role it plays in today's consumption heavy world."

"The highlight of the event was opening our doors to the public and telling the story of Cartridge Evolution," Xu said. "For years, our facility has

been closed off and we had generally stayed away from outside attention. At the event, we were able to introduce ourselves to the remanufacturing industry at large and provide public tours of our facility for the first time ever. It was a great experience to see so many people interested in what we do here at Cartridge Evolution."

Xu said the results were definitely

Registering your event at RemanDay.org adds your company to a global community of remanufacturers.

worth the investment of time and resources. "One of the important things that we got out of Reman Day was validation that what we are doing is important. People responded very positively after hearing our story and seeing our process. It is not always easy to work with recycled products and the margins are shrinking due to competition from cheaply-made compatibles. However, we believe we can persevere with the support we received on Reman Day from various companies,

local governments, and educational institutions."

John Deere's remanufacturing division, John Deere Reman, went big on Reman Day in 2018, with internal education of 66,000 employees within the world-wide John Deere organization. Reman Day banners flew at 50 John Deere facilities worldwide. Public events were held at John Deere Reman located in Springfield, Missouri. Large equipment companies like John Deere, Caterpillar, and all major auto makers have devoted resources to remanufacturing. By participating in the alliance of remanufacturing associations, the Int'l ITC and its members can use Reman Day simply to exchange information across the remanufacturing community.

What if John Deere, Boeing and Ford's offices decided to BUY more remanufactured products in addition to selling the ones they produce? That's more than a half million people! This year, Reman Day will be an even bigger event, as the gathering of remanufacturers in Rochester, N.Y. that drive the event, held last September, was twice the size of the same event in 2017. The event, and remanufacturing as a sales concept, has momentum. ■