Reverse logistics is a cornerstone of sustainability, especially when it comes to the circular economy. Companies have spent a lot of time and money fine-tuning their logistics. Today, they need to give just as much thought to their processes. What to do next?

Companies will be able to identify issues and select focus areas of improvement by assessing the maturity of their reverse logistics processes. Though, new technologies can also help manage the return flows that are less predictable and more variable than forward ones. In France, return flows are usually easier to manage than reverse ones. Return flows are not the exception anymore. 260 extended producer responsibility policies, which drive return flows, have been adopted worldwide in the last 15 years. 20% of material flows are usually easier to manage than reverse ones. Return flows are not the exception anymore. 260 extended producer responsibility policies, which drive return flows, have been adopted worldwide in the last 15 years. 20% of material flows are usually easier to manage than reverse ones. Return flows are not the exception anymore. 260 extended producer responsibility policies, which drive return flows, have been adopted worldwide in the last 15 years. 20% of material flows return $603.90 billion by 2025, registering a CAGR of 4.6% from 2018 to 2025. To reach sustainable circular business models, companies need to address reverse logistics systematically. Reverse logistics is sometimes described as the logistics going in the “wrong direction”. Yet, by closing the loop of product lifecycles, it plays an important role to transitioning to a circular economy, an opinion shared by 87% of respondents in a recent survey. Reverse logistics is sometimes described as the logistics going in the “wrong direction”. Yet, by closing the loop of product lifecycles, it plays an important role to transitioning to a circular economy, an opinion shared by 87% of respondents in a recent survey. Reverse logistics is sometimes described as the logistics going in the “wrong direction”. 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