



## Professional Electrical Apparatus Recyclers League (PEARL)

### Editorial Contact:

Winn Hardin  
PR Consultant  
Tel: 904-246-8958  
winnhardin@pearl1.org

### PEARL Electrical Reconditioning Standards Boost Member Revenue

**AURORA, CO, July 17, 2013** – Reconditioning electrical equipment saves customers money while keeping them safe, but telling customers the equipment is reconditioned to an industry standard can boost bottom lines for both customers and suppliers.

The Professional Electrical Apparatus Recyclers League (PEARL) is an electrical standards development trade association serving the commercial and industrial markets. In 2011, as the association began preparations to submit their standards to ANSI as part of an ongoing standards development program, PEARL's Board of Directors developed a promotional program for full-voting members based on the technical merits of the reconditioning standards.

All Full members and Service Organization members were encouraged to complete an expanded directory listing, for posting in the membership directory published on PEARL's website. In addition to an expanded company listing on the PEARL website's membership directory, PEARL's Marketing Committee used the member's listing information to co-brand a series of five promotional "sell sheets" that promote members' expertise in using PEARL's technical reconditioning standards. And like all overnight successes, two years later, a full-voting PEARL member decided to send his sell sheets out to his customers.

"Last year, we printed up a few hundred copies of the sell sheets and sent them out to customers who hadn't placed an order during the previous six months," explains Mike Pennell, President of P&F Supply Co. (Grand Rapids, MI) and PEARL Treasurer for the past 6 years. "We didn't have high expectations. I thought if we get four or five orders, the program would pay for itself. Instead, we got orders from about 5% of the customers we contacted. Some were small orders; others were large. But we were very happy with the response. About six months ago, we did it again with similar response, and now we send out a packet to every prospect who contacts us."

In addition to a short introduction about the standards, the sell sheets show PEARL testing procedures, a sample test report, and a sample PEARL seal with unique identification number that is applied to every piece of electrical equipment that has passed the testing requirements included in PEARL's reconditioning standards.

"When you tell a customer that you test a device to a standard, they say, 'Hey, that's great,'" adds Pennell. "But when you show them the testing form and the 30 or 40 test values that you collected as part of the reconditioning process, that impresses them, and they get a feel what the PEARL standard really means."

#### About PEARL

Founded in 1997, the Professional Electrical Apparatus Recyclers League (**PEARL**) creates, collects, and disseminates information, policies, procedures, and standards to ensure the proper recycling and reuse of electrical power equipment. Its 70+ corporate members must meet strict technical, safety, and operational requirements. For more information, visit [www.pearl1.org](http://www.pearl1.org).

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