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PEARL Helps Overcome Electrical Equipment Reconditioning Concerns at Two Industry Conferences

AURORA, CO November 10, 2014 – Representatives from the Professional Electrical Apparatus Recyclers League (PEARL) visited two packed industry conferences in September to spread the word on the benefits of electrical equipment manufacturing.

David and Angie Rosenfield of ROMAC, along with Bill Schofield of Group CBS, Inc., represented the Remanufacturing Industries Council in addition to PEARL at the events, which included the Motor and Equipment Remanufacturing and Sustainability Conference on September 24 and the World Remanufacturing Summit held September 25-26. Both conferences were hosted at the Rochester Institute of Technology's Golisano Institute for Sustainability academic unit in Rochester, New York.

"We attended these events with the primary goal of representing electrical reconditioners to this group of predominantly automotive remanufacturers and to help dispel the myth that remanufacturing is not as good as new product," says David Rosenfield, president of ROMAC and a PEARL director. "While there, we found remanufacturers of medical equipment, office furniture, turbine power sources, and even some other electrical remanufacturers attending with the same goal."

The conferences were well-attended and featured speakers, research, and panels on the link between remanufacturing and sustainability. The events attracted both domestic and international visitors from many industries with shared interest in how to increase awareness of remanufacturing as environmentally essential and economically rational. High-level leaders from industry, academia, and science gathered to better understand how to communicate the economic, environmental, and performance benefits of remanufactured goods.

"There was a lot to absorb and share at these conferences," adds Bill Schofield, vice president of Group CBS, Inc. "We learned that the issues that face the Remanufacturing Industries Council are the same issues that face PEARL members. The challenges are not to improve our performance in the reconditioning and remanufacturing of electrical product, but rather overcoming customer misconceptions that remanufactured goods are somehow inferior, which is simply not the case."

While at the conferences, the Rosenfields and Schofield also attended a board meeting of the Remanufacturing Industries Council, on which David Rosenfield sits on the board of directors. Additionally, Schofield was appointed treasurer of the Remanufacturing Industries Council and also served on a panel discussion.

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-plus corporate members must meet strict technical, safety, and operational requirements.



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