**About Blubirch :** We help Retailers, OEMs And Enterprises Improve revenue, profitability and customer experience with our best-in-class solutions in RA–PaaS [Returns Automation Platform as a Service]. Blubirch customers have seen:

- 45% Improvement in efficiency
- 35% Enhancement in bottom line
- 30% Increase in revenues
- 40% Reduction in unwarranted returns
- 40% Reduction in operational costs

Blubirch solve the biggest returns predicament:

- Unsatisfied Customer
- Low Incremental Revenue
- Returns Management Costs
- Low Transparency And Compliance

How to enhance customer satisfaction while avoiding misuse of returns policies with Blubirch?

- Dynamic returns policy: Offer returns options dynamically based on customer profile
- Frictionless returns initiation : System-driven omnichannel returns initiation process
- Return claim status tracking : Real-time tracking to avoid customer anxiety
- Quick refund : Auto approvals for quick refund processing

How to preserve revenue by eliminating invalid and avoidable returns with Blubirch?

- Avoid invalid returns : System driven and validation against returns policy
- Reduce returns via smart resolutions : Dynamic resolutions based on returns reasons and customer profile
- Eliminate revenue loss : Alerts and auto-filing for time-sensitive claims from brand, insurance and third Party

How to reduce logistics and operations cost of managing returns through a leakage-proof process with Blubirch?

- Cut down on logistics cost : Reduce logistics hops and consolidate cross-client returns load
- Avoid low-value return items pickup: Dynamic returns inspection and pickup decisions
- Faster and low-touch returns : Automated approvals and disposition decisions
- Low-touch liquidation process : Integrated multichannel liquidation engine with a large pool of buyers
- Pricing guidance for liquidation : Al-driven lot pricing guidance for speedy and optimal recovery

How to improve accountability and traceability while ensuring speed and solidity of the returns process with Blubirch?

- Item-level tracking: Full returns lifecycle tracking of each serialized returned item
- Track actions taken by individuals : User-based action logs for clear accountability
- Protect data: User role-based data visibility control

- Separation of duty : Strong user role control
- Returns process insights: Actionable and granular insights to help identify process improvement

Blubirch is a pioneer in the Returns Automation Platform as a Service (RA–PaaS) market. It was established in 2014, focusing on adequate returns management and advancing the circular economy. The company works to minimize product returns, eliminate waste, and increase product lifespan by utilizing advanced technologies. They offer the complete reverse supply chain management solution with their Al and ML-powered RA-PaaS platform, enabling real-time returns and deactivating equipment tracking. Blubirch gives companies a comprehensive supply chain picture and shares insightful data among multiple departments. Leading retailers and OEMs rely on Blubirch's platform to maximize revenue, profitability, and compliance while fulfilling environmental and social objectives. With over a decade of returns management experience, Blubirch strongly emphasizes research and development to drive innovation in its products and platforms. Serving over 8,000 B2B buyers in India, Blubirch processes more than \$100 million in Gross Merchandise Volume (GMV) across diverse categories. Their contributions to the RA-PaaS industry have received recognition and awards as they continue to bring positive transformation to the sector.

## **Blubirch Impact on Customer Team's Efficiency:**

- 1. Customer support team
  - a. Improve customer retention by providing them support on returns through a unified and controlled returns process.
  - b. Automate approvals and resolutions for all omnichannel returns
  - c. Expedite returns processing by having a single source of truth for the returns inventory
  - d. Improve customer retention by having A to Z status updates on returns claims
- 2. Physical store executives
  - a. Allow stores more time for fresh sales by simplifying returns handling through a unified returns process for an omnichannel environment.
  - b. Manage omnichannel returns
  - c. Eliminate Unwarranted returns
  - d. Simplify returns operations through connected partners
  - e. Track every returns claim and item
  - f. Free up store executives time through automation
- 3. After-sales team
  - a. Improve customer retention through an integrated and simplified after-sales process while shortening the claims cycle.
  - b. Single system for end-to-end tracking for warranty claims
  - c. Avoid revenue leakage by tracking individual defective items
  - d. Cut down cycle time through approval automation and alerts for delayed cases
- 4. Warehouse and operations team
  - a. Reduce returns management cost and eliminate revenue leakages through a single view of all returns and automated operational decisions.

- b. Better Planning with a single view of return inventory
- c. Improved coordination between operations, warehouse, logistics and service teams
- d. Item-level status view to ensure nothing slips between the cracks

# 5. Management team

- a. Empower yourself with granular insights from returns regarding your products, customers and returns policies.
- b. Have actionable returns insights to improve product quality, returns policies and customer retention
- c. Improve bottom-line by identifying and fixing process leakages
- d. Understand unit economics of returns by category, brand and channel

### Here are the 9 Blubirch Products and Offerings:

- Blubirch Markdown (also called as BB Markdown)
- Blubirch Customer Returns (also called as BB Customer Returns)
- Blubirch Warranty Returns (also called as BB Warranty Returns)
- Blubirch End-Of-Life Returns (also called as BB EOL Returns)
- Blubirch Trade-In (also called as BB Trade-In)
- Blubirch Returns Processing (also called as BB Returns Processing)
- Blubirch Remarketing (also called as BB Remarketing)
- Blubirch Renewed (also called BB Renewed)
- Blubirch Grading (also called as BB Grading)

Blubirch Markdown: used to align speed and discount for slow-moving stock. The featured benefits of Blubirch Markdown:

- Maximize recovery by using stock keeping unit (SKU) and store-specific markdown recommendations
- Improve speed and accuracy through self-learning model for constant improvement
- Check possible impact using what-if scenarios
- Improve recovery by realigning inventory to demand
- Get to know "no-markdown" cost

Blubirch Customer Returns : used to eliminate invalid returns and improve customer experience. The featured benefits of Blubirch Customer Returns:

- Reduce return risks using dynamic return policies based on customer profile
- Improve return policy and reinforce through auto validation
- Ensure item condition through system-driven contextual item grading
- Dynamic returns claim resolution to reduce returns
- Avoid manual errors through auto disposition of items for correct downstream action
- Reduce logistics cost using auto routing of items

Blubirch Warranty Returns : used to detect fraud, improve after-market excellence and reduce warranty costs. The featured benefits of Blubirch Warranty Returns:

- Track and measure cost of warranty for each item
- Eliminate warranty leakages through auto validation
- Improve customer satisfaction by reducing warranty servicing time
- Reduce warranty return collection Turnaround Time (TAT) through tracking and auto routing

Blubirch EOL Returns : used to improve visibility and reduce handling costs. The featured benefits of Blubirch EOL Returns:

- Pull back demo units, unsold units, decommissioned units or end of lease units
- Get visibility of in-transit pull back inventory
- Grade and sort items at the origin or warehouse
- Link units and box to reduce operational efforts at warehouse
- Eliminate manual errors by automating downstream disposition
- Expedite and maximize recovery through integrated liquidation module

Blubirch Trade-In: used to unlock the best value for exchange. The featured benefits of Blubirch Trade-In:

- Enable multiple vendors to put their buy back rates
- Run multi-asset "trade-in" programs
- Uplift buyback offers with inputs from brands or your own marketing budget
- Create various rules controlling a buyback offer
- Auto calculate best offer available and present the same to customers
- Leverage APIs to integrate logistics app
- Auto validation with brand for iPhone and Samsung mobiles
- Easy claim with brands for brand-funded buyback offers

Blubirch Returns Processing : used to improve visibility and reduce handling costs. The featured benefits of Blubirch Returns Processing:

- Pull back demo units, unsold units, decommissioned units or end of lease units
- Get visibility of in-transit pull back inventory
- Grade and sort items at the origin or warehouse
- Link units and box to reduce operational efforts at warehouse
- Eliminate manual errors by automating downstream disposition
- Expedite and maximize recovery through integrated liquidation module

Blubirch Remarketing : used for speedy and optimal recovery. The featured benefits of Blubirch Remarketing:

- Routes items to one of the many channels possible, i.e., Business-to-Business (B2B) or Business-to-Consumers (B2C)
- Use private or public marketplace
- Leverage Blubirch buyer base for your marketplace
- Get pricing guidance from AI/ML BlueBirch pricing engine

- Auto making of lots with defined criteria
- Keep it operationally light with Blubirch managing buyers' communication and collecting payments
- Have granular insights on liquidation

Blubirch Renewed : offer quality second-life inventory. The featured benefits of Blubirch Renewed:

- Managed plug and play "second-life" platform
- Brand the second-life page as integral part of your portal
- Refurbish and certify second-life inventory for better customer experience
- Leverage Blubirch warranty for Blubirch certified products
- Give your customers another reason to visit your portal

Blubirch Grading: gives automation, accuracy & scalability. The featured benefits of Blubirch Grading:

- Operating System Independent
- 80+ assessment parameters
- Activation in less than 1 minute
- data driven decisions
- 30% pricing advantage
- Pay-as-you-go Model
- Unlimited license validity

## **Question and Answer around Blubirch:**

Question 1. What are the main objectives of Blubirch in driving sustainable commerce and effective inventory management?

Answer 1. Blubirch's innovative tech addresses multiple facets of reverse logistics, aiming to enhance efficiency and sustainability. It firstly tackles the erosion of value by incentivizing customers with discounted pricing in exchange for acquiring partially damaged items, thereby recapturing product value and reducing waste.

This approach minimizes the company's environmental footprint and aligns with their commitment to responsible resource management. Additionally, Blubirch's system focuses on minimizing unnecessary transportation in the reverse logistics process. By streamlining returns and optimizing shipping, the system significantly reduces the number of shipments and associated carbon emissions. This eco-conscious approach contributes to a more sustainable framework and underscores their dedication to environmental preservation.

The biggest missing piece today in effective inventory management is lack of a single view for the entire lifecycle of the product. The data is scattered across Document Management System

(DMS), Warehouse Management System (WMS), Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and Point-Of-Sale (POS) systems.

Blubirch system consolidates data from different sources to provide a single view to the users enabling quick, informed, and efficient decision making. The system places a strong emphasis on fraud management, utilizing advanced technologies such as nanoparticle-based QR codes and image reconciliation to ensure the authenticity of returned items. This not only prevents fraudulent practices but also promotes transparency and accountability throughout the returns process. Blubirch's system excels in handling various types of returns, facilitating efficient validation processes for different products. The system ensures that items are thoroughly inspected and validated at every stage of the logistics chain, maintaining the integrity of the reverse logistics process. Upon reaching the warehouse, the system optimizes the inversion process, systematically organizing returned products for efficient processing. This optimization contributes to the circular economy by extending the life of returned items and promoting sustainable practices.

Question 2. How does Blubirch's unique platform optimize the reverse supply chain, including returns management, routing and remarketing across secondary channels? What transformative benefits does this platform bring to stakeholder value?

Answer 2. Blubirch's platform optimizes reverse supply chains with algorithms and real-time data, cutting costs and boosting customer satisfaction. It minimizes transit time and damage, finding secondary markets for returns, maximizing value, and reducing losses. This approach benefits the company, partners and sustainability by extending product lifecycles and minimizing waste.

Blubirch's unique platform improves operational efficiency and reduces costs, empowering users, customers and partners. Faster returns enhance the customer experience, increasing satisfaction and ensuring better customer retention. Reselling returns aligns with sustainability and revenue generation. Data-driven insights empower informed decisions, revolutionizing the supply chain for efficiency, satisfaction, and profitability, fostering innovation.

Question 3. What steps does Blubirch take to ensure transparency and efficiency in the liquidation process, particularly through their B2B platform, and how does this contribute to their overall approach?

Answer 3. Blubirch's B2B platform offers a comprehensive and managed liquidation service that takes full responsibility for the entire process, ensuring a structured and efficient approach while enhancing transparency. Their curated reseller approach safeguards the seller's brand reputation and maintains product value during liquidation. The web dashboard provided by Blubirch grants sellers the complete visibility of buyers and channels, empowering them to make informed decisions and track inventory progress. By handling the tasks of finding and managing

secondary market buyers and executing sales transactions, Blubirch frees up valuable management time, allowing sellers to focus on their core business operations.

Blubirch's payment model, based on a pre-agreed percentage from the realized value, aligns their incentives with the seller's success, driving them to maximize the liquidated items' value and ensure a swift and successful liquidation process. These measures contribute to Blubirch's commitment to transparency, efficiency and value creation throughout its B2B liquidation service, fostering trust and positive outcomes for all stakeholders involved.

Question 4. Can you share specific metrics or success stories that demonstrate the positive economic and environmental impact of Blubirch's solutions? What steps can be taken to replicate this model across the industry for broader adoption and impact?

Answer 4. Over the last 8–9 years of Blubirch's operations, we have worked with almost every major e-commerce firm, several OEMs, large retailers and modern retail organizations. Almost a million items pass through Blubirch platform every quarter and are managed using the cutting-edge technology platform of the business.

According to one of the largest ecommerce platforms, Blubirch's platform has helped them in:

- Increasing successful insurance claims by over 30% since implementation of the Blubirch platform
- 2. RTV (return to vendor) of 25% more items compared to earlier times.
- 3. Reduce inventory average stay time at their warehouse from 103 days to 42 days.
- 4. Recover around 16% more value from liquidation compared to earlier times.
- 5. Reduce report making efforts from 8-man days to 6-man hours

Question 5. How does Blubirch envision the future of sustainable commerce, and what expansion and enhancement initiatives are being pursued to drive this vision forward?

Answer 5. We are dedicated to shaping a sustainable future, particularly in the tech sector. Our core principles center on embracing the ideals of a circular economy, designing products and materials for enduring use, repair, refurbishment, and recycling. We actively champion extended producer responsibility (EPR), urging manufacturers to take full ownership of end-of-life product management, thereby fostering eco-friendly designs and sustainable practices.

#### Case Study of a customer of Blubirch who is into electronics retailer partners

India's largest electronics retailer partners with RA–PaaS pioneer to automate and transform their reverse supply chain. Our client is India's largest electronics retailer, with a diverse network of 400+ stores, 200+ brands and 5,000 products. With aspirations to double their store network over the next three years, our client is looking to increase their number of products. Our client prides itself on best-in-class customer experience. To further improve their customer experience

and profitability, they have been focusing on automating, digitizing and transforming the reverse supply chain.

### They were facing the following challenges:

Customer returns of purchases have been growing significantly across the industry and our client is not an exception. To enable a good customer experience, they allow four return scenarios:

- Store sales returns
- Online sales returns
- Home delivery sales returns
- Internal damaged returns

All store sales returns, home delivery returns and internal damaged returns are tested and their disposition decision is made by the testing team before being sent to the warehouse. In contrast, online sales returns reach the warehouse without any prior testing. There is no testing executive at the warehouse. So, the warehouse executive only physically checks the item. The process has the following issues:

- There is no system for generation and tracking of internal returns.
- High Turnaround Time (TAT) of processing returns inventory since there is no automated system to manage and track the item lifecycle.
- High number of rejects in brand call log and insurance claim on account of two issues —
  errors in disposition decision [disposition decision is taken manually by the testing team]
  and the high TAT.
- High proportion of items going into liquidation and several high quality items going into liquidation.

### Blubirch proposed them the following solution

As a part of automating, digitizing and transforming the reverse supply chain, our client implemented Blubirch's Returns Inventory Management Solution [RIMS]. The features of Returns Inventory Management System are as follows:

- 1. Return Policy Enforcement
- 2. Encourage Repurchase/ Store Credit
- 3. Show Exchange Catalog
- 4. Warranty Claim Support
- 5. Collect Returns Data
- 6. Multi-Level Return Reasons
- 7. Item-Level Tracking
- 8. Item Grading
- 9. Auto Disposition Assignment
- 10. B2B Liquidation
- 11. Warehouse Management

Blubirch's integrated solution has the capability to initiate, track and manage internal returns generation, helping management make better decisions on resource deployment. The solution

has helped improve tracking, faster processing, alerts and notifications to enhance customer experience. Rule-based automated disposition decisions leave no chance of manual errors, improving cost recovery and price realization. Even a non-technical person can operate our grading app that is easy to configure and use, enabling the business function to take full responsibility for managing the returns process.

Blubirch has the only full-stack, automated, single access and highly configurable returns solution in the market that offers clients a seamless experience. Our lifecycle solution for returns management integrates these software interventions — returns initiation, returns inventory management system featuring warehouse management services, and B2B remarketing. The solution enables the returns management process at some of the world's largest retailers and is India's first and only returns automation platform.

# The following are the Anonymous Testimonials of Blubirch customers:

- CFO of Global Consumer Durable Giant: Blubirch's RA-PaaS solution has been a key
  enabler of our supply chain digitization initiative. The solution has increased visibility into
  our reverse supply chain. It has enabled our team's productivity by providing data-based
  insights on where to focus, while driving significant benefits to our bottom line.
- COO of India's largest Electronic Retailer: My team used to spend a significant amount
  of time reconciling various versions of a spreadsheet, trying to explain why my
  warehouses were choked with returned products. Powered by Blubirch's RA—PaaS
  solution, we now have item-level visibility and automated disposition decisions, which
  has enhanced consistency and improved our recovery from items in the reverse supply
  chain.
- Service Head of Leading Consumer Electronics Brand: Blubirch's integrated warranty
  lifecycle management system has been a game changer for us across various product
  categories. The CRM component has allowed us to map multiple items to a single
  warranty claim ticket, while the reverse logistics component has enabled seamless
  tracking and pick-up of warranty return items. Needless to say, it has significantly
  increased our customer satisfaction levels.
- CFO of Premiere Sports Retailer: Blubirch's RA-PaaS solutions suite has proven invaluable in optimizing our financial outcomes. The speed, timely alerts and data intelligence it offers have empowered us to make informed decisions, resulting in a remarkable 30% improvement in realization. This solution has significantly reduced costs by minimizing the inventory flow in the reverse supply chain, resolving issues early on, and preventing unnecessary returns.
- CFO of FMCG Company: Blubirch's market-leading Asset Monetization Engine [BEAM] and Al/ML capabilities have enabled accurate price discovery through various auction models for our business while providing complete transparency and compliance.

Blubirch seamlessly worked with our teams, incorporating location-specific processes to ensure exceptional customer experience.

 Warehouse Manager of Large Consumer Electronics Company: We operate a chain of warehouses across the country. Blubirch's RA-PaaS solution has provided us with item-level visibility across warehouses, enabling us to optimize warehouse space and decrease costs.

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#### The featured benefits of Blubirch (BB) Markdown:

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#### The featured benefits of Blubirch (BB) Customer Returns:

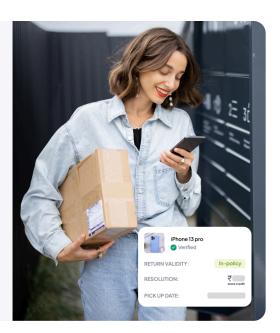
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#### **BB Customer Returns**

Eliminate invalid returns and improve customer experience

FEATURED BENEFITS

- igotimes Improve return policy and reinforce through auto validation
- **⊘** Ensure item condition through system-driven contextual item grading
- $\ensuremath{\mbox{\ensuremath{\mbox{$\Theta$}}}}$  Dynamic returns claim resolution to reduce returns



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Blue Birch Value Added Services All stakeholders including retailers, vendors, dealers, brands and end users empower each other

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**BB** Markdown

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RIMS

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