



Turn Your Reverse Supply Chain
into a Profit Center



Trusted by Leading
Consumer Electronic Brands



nood

FOREO

NZXT

elvie

OZLO

B
BEAUTY
BY IMAGINATION

You're losing millions

Returns are costing your brand millions of dollars and you're flying blind.

	Typical Brand	Your Brand
 Fraudulent Returns:	15-20% of returns	? % of returns, do you know?
 Manufacturer Defects:	10% of returns	What is your manufacturer's defect %?
 Unauthorized Resellers:	10% of returns	Where do your returns end up?
 Retail Chargebacks:	1-5% of sales	Do you audit your retailer?
 Poor CX	5-10% reduction in LTV	How do you ensure satisfied customers?

Meanwhile, Recommerce is Growing 5x Faster Than Retail



+30%

Post-pandemic returns volume increase

3x E-commerce return rates vs. retail

93%

Shoppers bought secondhand last year

The market has fundamentally changed. But, your infrastructure hasn't

For most brands, their returns infrastructure is literally a black box. Actually, a lot of brown boxes - a pile of returned products with zero visibility into what's happening.

Without Nok:

Returns are a black (brown) box



Fraud Insights:

No way to detect which returns are fraudulent.



% Recovery:

Not optimizing recovery at all -
everything goes to the same place at the same price.



OEM Credits:

Not capturing manufacturer defect data; **not claiming credits** from your suppliers.

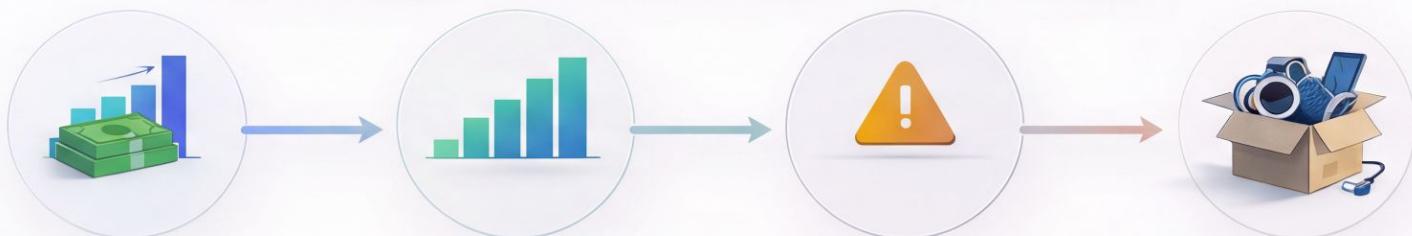


Post-Purchase:

No trade-in program, no warranty optimization, no customer retention strategy tied to returns.

The Market Has Changed, But Returns Infrastructure Has Not

Without intelligence and flexibility, value is lost at every step.



Returns Volume Rising

+30% returns
vs pre-2020

Recommerce Demand Accelerating

Growing 5x faster
than retail

Returns Infrastructure

Manual, static
processes

Value Lost at every step

No repair
intelligence
or routing

Without intelligence and flexibility, value is lost at every step.



The Entire Reverse Supply Chain In a Box

One platform. Complete visibility. Maximum recovery.



Advanced Reporting & Intelligence.

Data-driven insights for strategic decision-making.



Scalable Physical Infrastructure.

End-to-end logistics, processing, and refurbishment.



Strategic Resale Distribution.

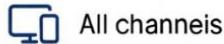
Maximizing recovery value across multi-channel networks.

nok Solution

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See what you're missing with end-to-end visibility and drive value through **nok's** recommerce engine

Returns Come In



All channels



All reasons



All conditions

Nok Makes Sense of It



Visibility



Data normalization



Fraud checks

Nok Decides the Right Path



Resale



Repair



Credit



Scrap

You Unlock New Revenue



Higher recovery



Lower cost



Better customer experience

nok Intelligent Disposition

Before & After

End-to-end visibility transforms returns from cost center to profit center

WITHOUT nok

Returns are a black box. Zero visibility into what's happening

Fraud Insights **None**

Recovery Rate **0%**

OEM Credits **None**

Post-Purchase Programs **None**

WITH nok

Every return has a home. Intelligent Disposition maximizes recovery

Fraud Insights **20% of Returns**

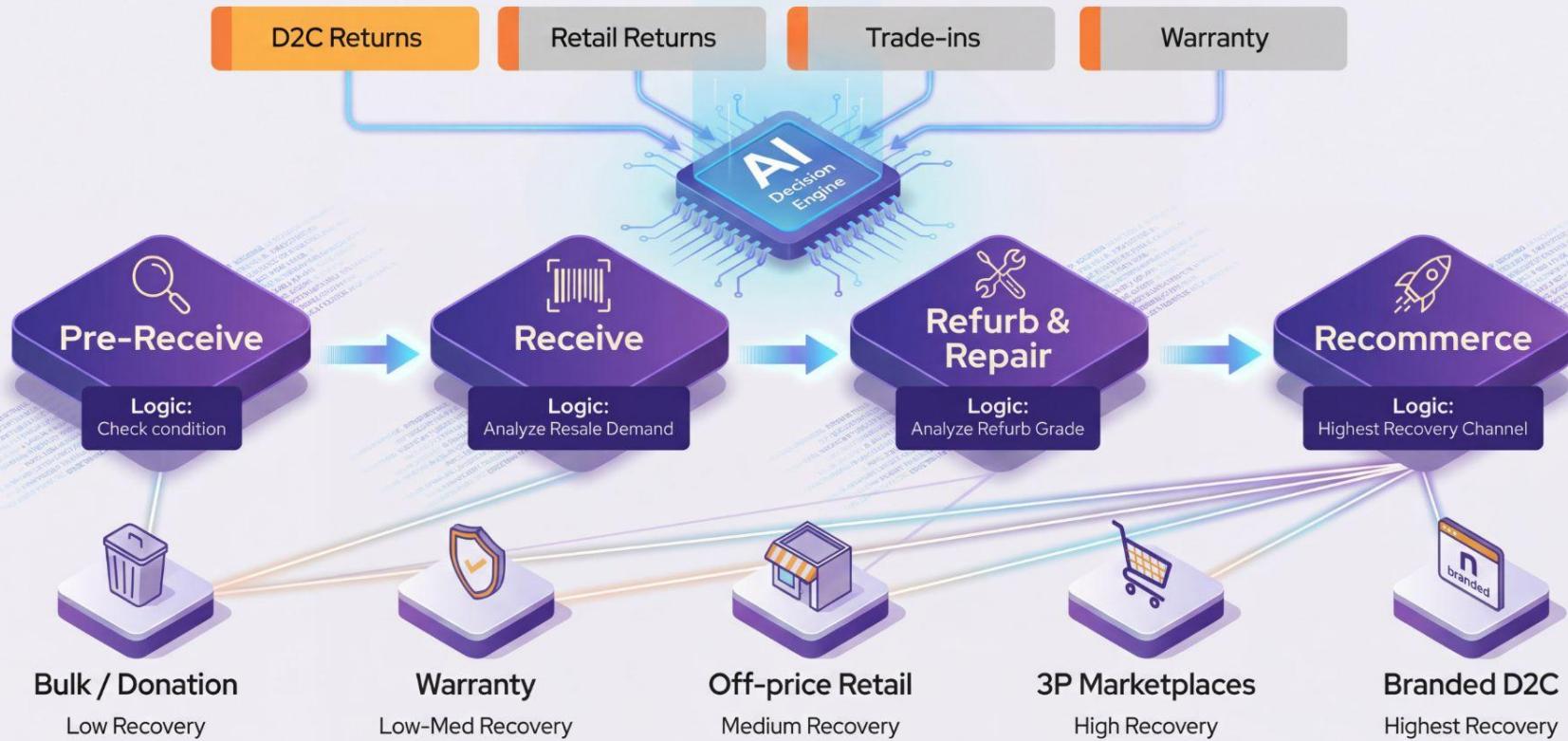
Recovery Rate **30-50% of MSRP**

OEM Credits **5% COGS**

Post-Purchase Programs **Trade-in & Warranty**

Intelligent Disposition

AI-powered decisions on every return before it reaches the warehouse



Case Study: Multi-Facility Refurbishment

Nok coordinates Bissell's reverse supply chain across Canada

Locations

2 Nodes

Across Canada

Volume

1,500+

Returns per Week

SLA

<72 Hr

Receipt to Disposition

Integrations

10+

WMS, CX, 3P Marketplace



Nok coordinates Bissell's reverse supply chain with multiple best-in-class facilities in Canada.

Managing D2C & Retail returns, refurbishment and multi-channel fulfillment.

Result

First time in Bissell history that returns are profitable

Two Brands One Platform

Same Nok platform. Different modules enabled.

FOREO

Resale Only

Operating objective

Monetize excess inventory while protecting brand equity

Channel strategy

Brand-controlled recommerce only

Nok role

Resale intelligence and pricing only

bissell®

End-to-End Management

Operating objective

Maximize recovery across the full returns lifecycle

Channel strategy

Multi-channel recovery across North America

Nok role

Returns intake, routing, refurbishment, and resale

Different constraints, different operating models, one decision engine.

The New Returns P&L

Turn your cost center into a profit center

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- \$3.0M** Trade-in Program
30k subsidized new sales at high margin
- \$1.3M** Fraud Detection
Capture 6% return fraud previously undetected
- \$0.8M** Warranty Replacement
Save ~\$35 per warranty replacement via repairs
- \$0.8M** Returns + Resale
Marketplace resale covers full program cost
- \$0.4M** Other Savings
OEM credits, shrinkage, tax write-offs

The Data Advantage

The Nok Platform gives you access to data you've never had



Tracks every returned unit:

From arrival through final disposition - providing end-to-end visibility & preventing shrink.



Categorizes defect reasons:

Detailed SKU-level analysis by defect type, retailer, and product line.



Detects retailer-driven returns & fraud:

Data analytics and alerts flag suspicious or problematic trends immediately.



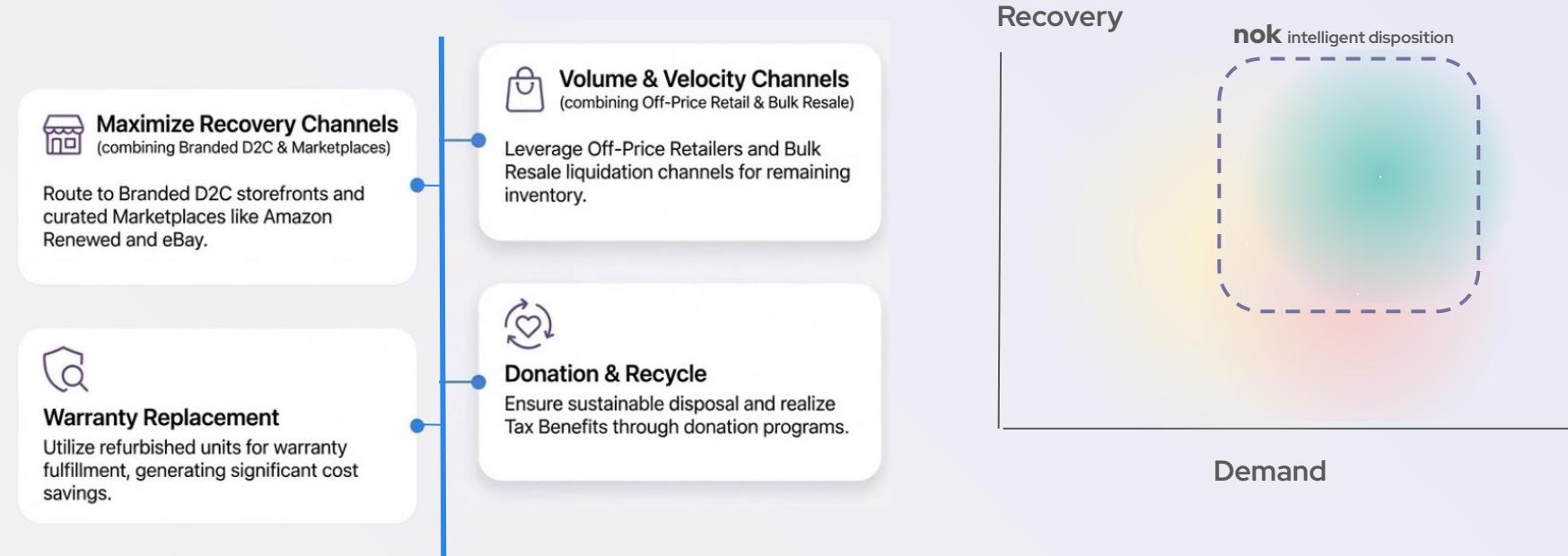
Optimizes resale strategies:

SKU-level resale pricing, velocity analysis, and performance optimization.

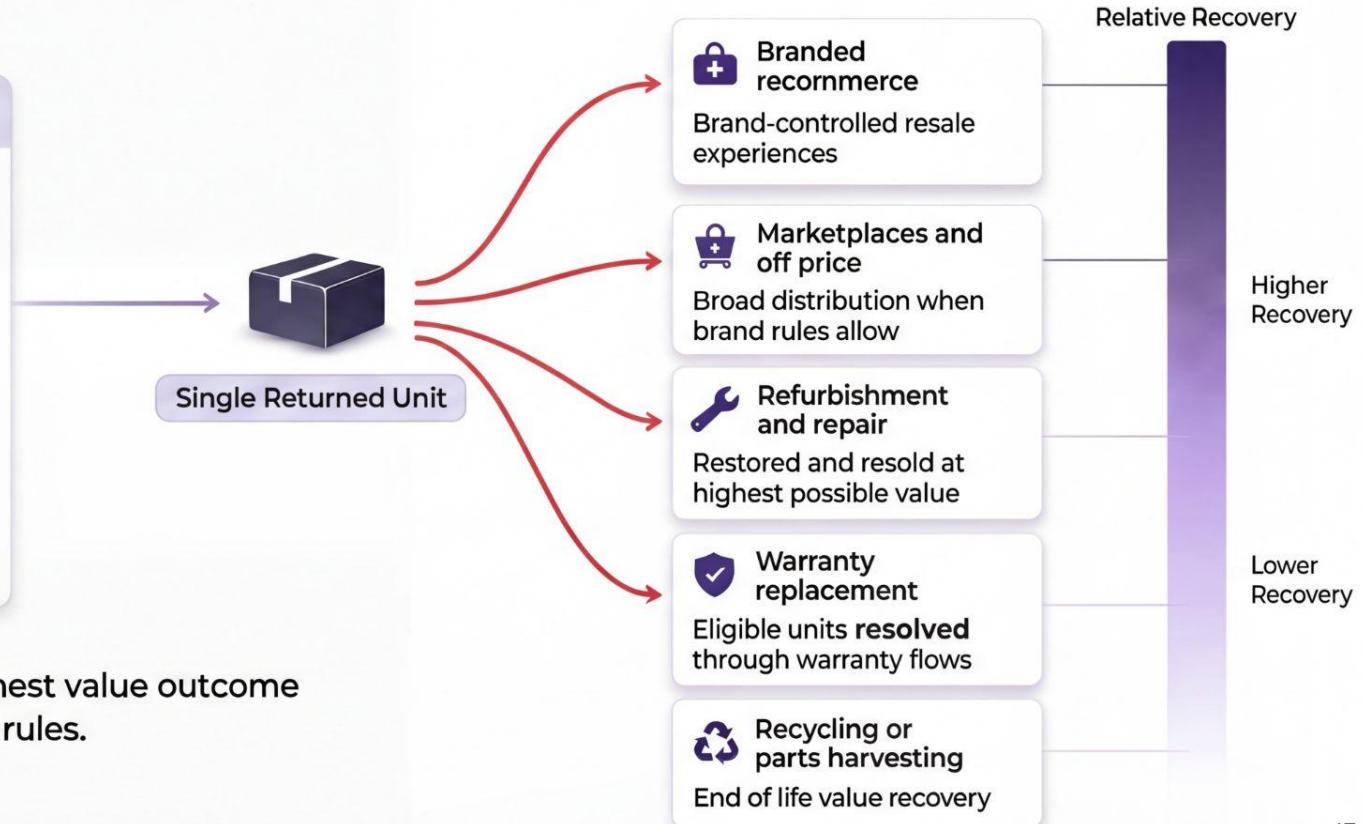


Brand-First Channel Strategy

Every product lands in the venue that protects your brand and maximizes recovery



Dynamic Routing That Maximizes Recovery



Physical Infrastructure

What a Nok integrations looks like

Location: West Chester, OH

Facility(s): 300k+ sq ft

- **Executive alignment:** direct lines to CEO/CTO + weekly exec review
- **Embedded team:** 2 Nok FTE on-site + 3 site managers; Nok sets weekly capacity plan
- **SOPs & build:** brand approved refurbishment workflows; 200+ hours custom dev/integrations
- **System control:** Nok RMS live (serial chain-of-custody, dashboards, APIs)





Nok's 3PL Network reduces costs and eliminates unauthorized resellers



Optimize return
freight costs



3PL Partners across
North America



Real-time visibility
powered by Nok RMS

Your Recommerce Strategy

Tailored to your goals – profit, customer acquisition, or lifetime value

Profit

-  Branded DTC
-  Online 3P
- Marketplace
-  Off-price Retailers
-  AI-Driven Disposition

Acquisition

-  Trade-in Program
-  Omni-channel distribution
-  Mass-market entry
-  Subscription Program

Lifetime Value

-  Warranty Optimization
-  Upgrade Program
-  CX Touch-points

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Powered By **nok**
RECOMMERCE

