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“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

Reverse Flow of Scrap Tires in the City of Santos

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Abstract

This paper describes a fairly unexplored area of Business Logistics, Reverse Logistics. Dealing with the reverse distribution channel, "reverse flow", is the direct opposite of the chain, from materials unusable or post-consumer or post-sale in order to add value in many different ways, by return cycle productive. The scrap tires are one of the products that most cause disorder communities and the environment if not a suitable target. As the retail industry the last link in the supply chain to final consumers, shall be those retailers a tool that is helping significantly to the reuse of scrap tires. Given the principles required by increasingly stringent laws regarding disposal of scrap tires to the environment. By forming an instrumental research based on concepts described in this paper attempt to identify the process of proper disposal of scrap tires by the authorized dealer of tires in the city of Santos.

Keywords: *Reverse Logistics, Environment, Scrap Tires.*

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