

# INBOUND MARKETING ZA KROŽNO USMERJENA PODJETJA

Jasna Suhadolc

# INBOUND MARKETING PRITEGNE UPORABNIKE Z

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USTVARJANJEM  
ZANIMIVIH  
VSEBIN

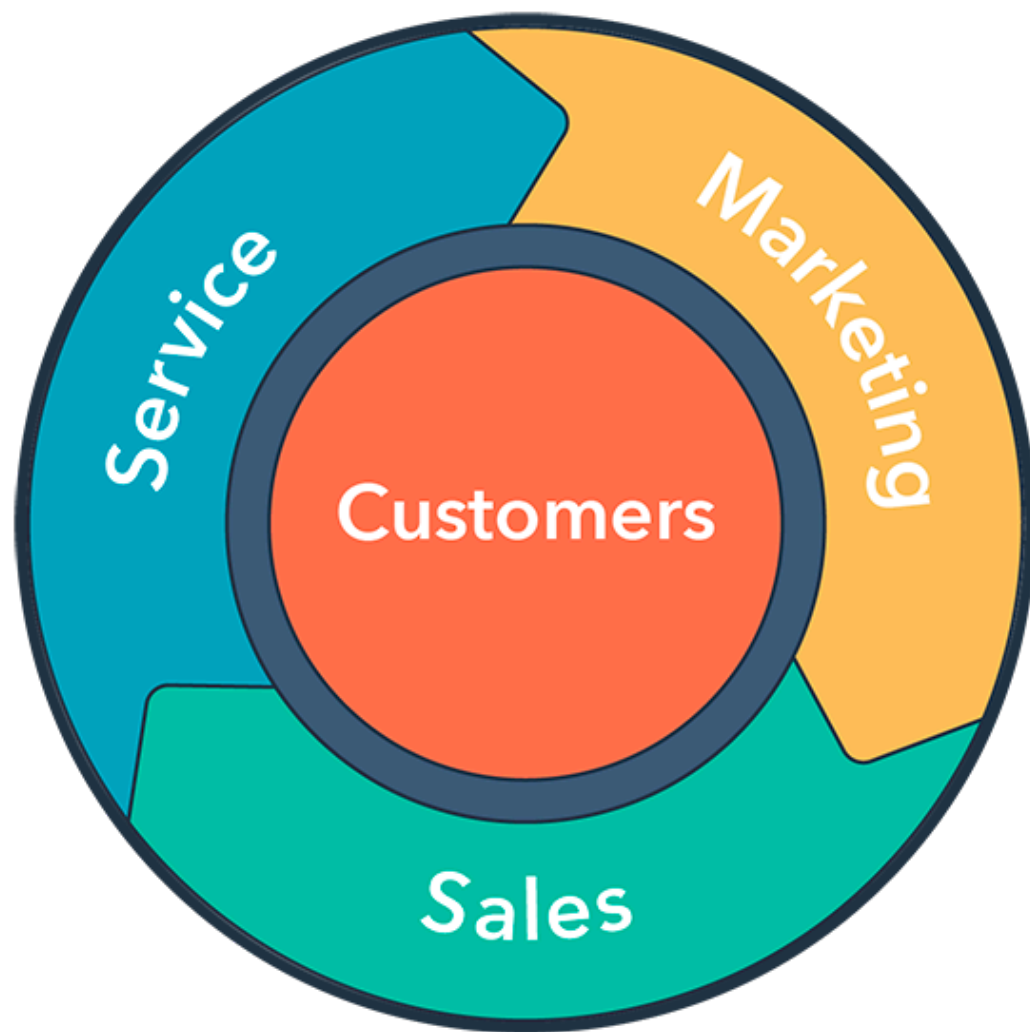
POMOČJO  
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# V SREDIŠČU JE KUPEC

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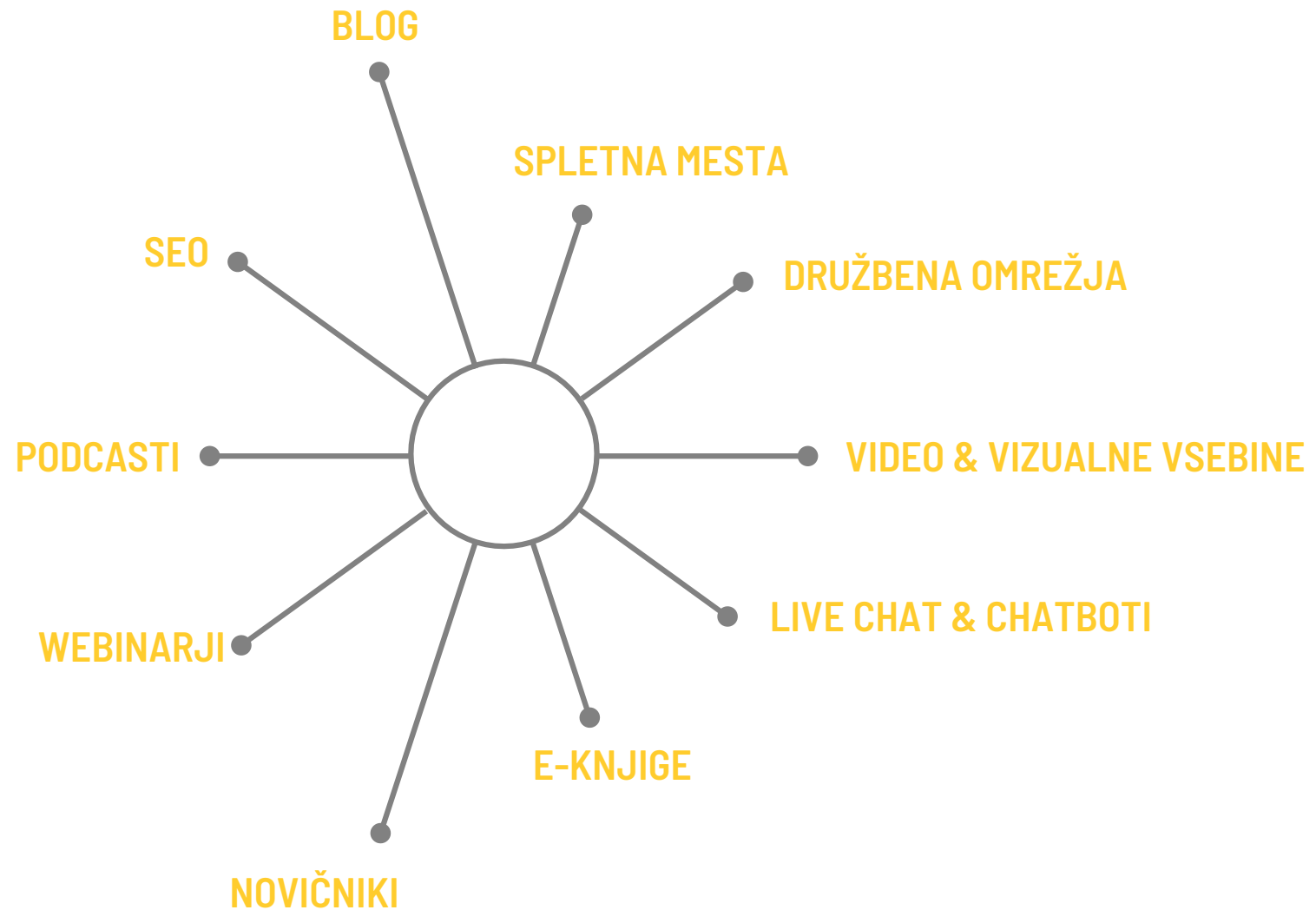
# KROŽNA EKONOMIJA PATAGONIJE

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# INBOUND MARKETING ORODJA

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## Overview of recycled plastics in consumer lifestyle products

Steam iron GC 37 series



We ensured that the plastic components of this iron is made of recycled plastics. We successfully replaced 11 components. This iron is made of 30% recycled plastics

- 1. Sub- Inlay - Recycled Polycarbonate (PC)
- 2. Filling Door - Recycled Polycarbonate (PC)
- 3. Housing - Recycled Polycarbonate (PC)
- 4. Cover - Recycled Polybutylene Terephthalate (PBT)
- 5. Thermostat Dial - Recycled Polybutylene Terephthalate (PBT)
- 6. Inlay Normal - Recycled Polycarbonate (PC)
- 7. Inlay Cover - Recycled Polycarbonate (PC)
- 8. Backplate - Recycled Polycarbonate (PC)

### Internal Parts

- Tank Bottom: Recycled PP Homopolymer
- Channel Plate: Recycle PP Homopolymer
- Cam Bracket: Recycled PC

**Panasonic** Official outlet store

Televisions Home Cinema & Sound Bars HiFi Blu-ray, DVD & HDD Cameras & Camcorders Home Appliances Special Offers

## Official Refurbished Panasonic Products

Better for the environment and even more affordable




Panasonic returns received from distributors



Test & Repair to manufacturer specification



Products cleaned



Products packaged ready for re-sale

OFFICIAL REFURBISHED PANASONIC PRODUCTS... better for the environment and even more affordable, [read more...](#)



## CIRCULAR ECONOMY

# THE BENEFITS OF REMANUFACTURING

Caterpillar's commitment to sustainable development, and its expertise in remanufacturing technology and processes, promise a bright future for Cat Reman.

### GOOD FOR CUSTOMERS

Cat remanufactured parts and components provide same-as-new performance and reliability at fraction-of-new costs—while reducing the impact on the environment. And over the counter availability gives customers more options at repair and overhaul time. The results are maximum productivity and lower costs.

"Salvage" describes applying various technologies to restore worn and damaged components to the same functional performance of new products. Our salvage expertise significantly reduces operating costs and lowers the use of new parts and raw material. Through salvage we take components that have successfully reached the end of their serviceable life and we restore them to the functional performance of new. This delivers remanufactured products that provide another full service life for our customers.

### GOOD FOR BUSINESS

The remanufacturing program is based on an exchange system where customers return a used component (core) in return for our remanufactured products. Reman options are one more way we support our customers and help lower owning and operating costs.

Cat Reman parts offer the quality and precision of new Cat parts at a lower cost. Cat parts are remanufactured to strict quality standards, offer like-new performance, have a long, reliable service life and a same-as-new Cat parts warranty.

### GOOD FOR THE ENVIRONMENT

Caterpillar is a global leader in remanufacturing technology, recycling more than 150 million pounds of end-of-life iron annually. Because we are in the business of returning end-of-life components to same-as-new condition, we reduce waste and minimize the need for raw material to produce new parts. Through remanufacturing, we make one of the greatest contributions to sustainable development—keeping nonrenewable resources in circulation for multiple lifetimes.

Reman's model is an exchange business. We charge customers a price well below new for a Reman product, plus we charge a deposit. When they return their used components (called "cores"), we refund their deposit. Caterpillar uses a proprietary core management system to globally manage core returns from dealers and Caterpillar inspection facilities and determine the core credit amounts that will be refunded.

To learn more about the remanufacturing industry visit [remancouncil.org](http://remancouncil.org).

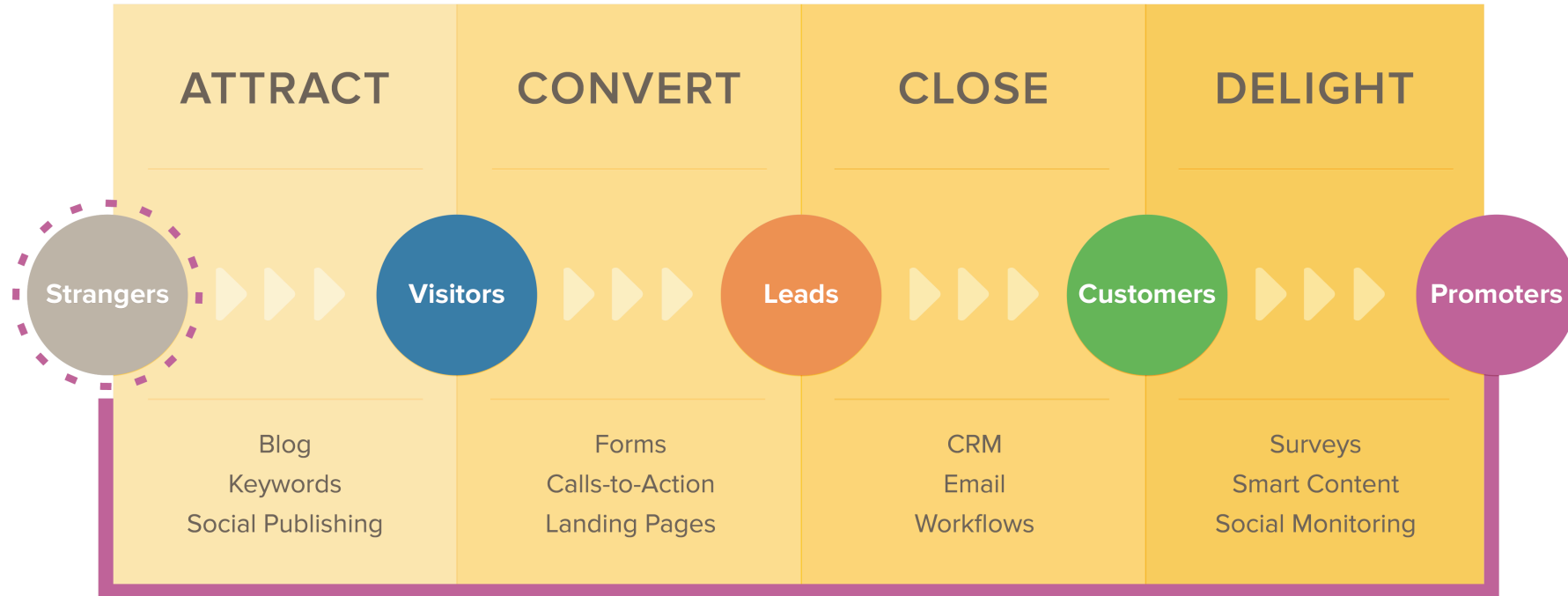
# SODELOVANJE

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vir: Avant2Go

# INBOUND METODOLOGIJA



by **HubSpot**

# HVALA!

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