

## Loop Announces New Reverse Logistics Offerings to Transform Operations and Boost Retail Margins

*With new features, integrations, and partnerships, merchants are poised to unlock reverse logistics profits through improved operations with Loop.*

COLUMBUS, Ohio, February 5, 2024 – [Loop](#), the leading returns management platform, today announced new service offerings to empower merchants and logistics partners to improve reverse logistics operations and margins. A series of new features, integrations, and partnerships will enable logistics partners to share enriched data between Loop and merchant warehouses and allow brands to ship and move their returns more efficiently. This will allow for faster return processing, decreased shipping costs, better insight and control over return policy abusers, a reduction in unnecessary returns, and improved sustainability efforts.

With ever-increasing bottom-line margin pressure, brands need tools to optimize every aspect of their returns experience. Loop's new reverse logistics offerings will bolster merchants' and logistics partners' data-driven intelligence with actionable insights to improve overall efficiency and mitigate the high cost of returns.

Key features and benefits of Loop's new reverse logistics features, integrations and partnerships include:

- **Third party logistics provider (3PL) integrations will enable faster returns processing in the warehouse** – By connecting Loop to the warehouse, both merchants and warehouses benefit from greater visibility into returns coming in, as well as faster return processing. Loop integrates with more than 35 3PLs already and is excited to be announcing an expanded integration with Two Boxes, a technology provider that helps brands and 3PLs improve return processing operations and data collection.
- **Item grading and disposition data will allow merchants to better understand their returns and gain more control over return policy abusers** – Loop has enabled warehouse partners to build into new item condition and disposition API endpoints, which connects this data from the warehouse back into Loop, allowing merchants and 3PLs to reduce returns abuse, improve product lifecycle and boost operational efficiency with a centralized view for all returns data.
- **Dynamic Routing will decrease shipping costs and improve sustainability efforts** – With Loop's Dynamic Routing, brands can specify certain conditions for items to be routed to different destinations of their choice such as store or outlet locations, regional warehouses, resale partners, donation centers or manufacturers.

“Given today's economic climate, brands and partners must optimize reverse logistics with the same urgency that they optimize forward logistics,” said Jonathan Poma, CEO of Loop. “The product improvements and partnerships we have made in reverse logistics are key to our merchants' long-term success and growth. With these improvements, we are further building on our commitment to bring

intelligence, cost savings, a reduction of unnecessary returns, and fraud and abuse mitigation to our merchants' ecommerce operations."

Knowing that connecting digital and physical return experiences is key to help brands learn from and optimize reverse logistics, Loop has made it easy for warehouses to integrate with their technology. Through Loop's partnership with Two Boxes, any warehouse using Two Boxes to process their returns can easily connect to Loop without further integration development. This allows brands and 3PLs to be more efficient with their returns, and make critical business optimizations including identifying manufacturing defects, proactively diagnosing fraudulent returns, and more.

"We partnered with Loop because they share our vision to make returns an asset instead of a liability," said Kyle Bertin, Co-Founder and CEO of Two Boxes. "With our products and actionable data, we're improving warehouse operations and closing the information gap between brands, 3PLs, and their returns."

To learn more about how Loop is supporting merchants and enabling them to optimize their reverse logistics, visit <https://www.loopreturns.com/logistics/>.

### **About Loop**

Loop is the leading post-purchase platform optimizing returns, exchanges, and reverse logistics for 3,000 of the world's most-loved brands. Through innovative features like Workflows, Instant Exchanges, Shop Now, and Bonus Credit, Loop helps brands unlock cost savings, increase customer lifetime value, and retain more revenue. Loop has processed over 40 million returns and counting. Learn more at [www.loopreturns.com](http://www.loopreturns.com)

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