



PRESS RELEASE

FOR IMMEDIATE RELEASE

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BBB INDUSTRIES CELEBRATES EARTH DAY AND GLOBAL REMANUFACTURING DAY

DAPHNE, ALABAMA – In recognition of Earth Day and Global Remanufacturing Day (Reman Day), BBB Industries, LLC (BBB), a leading remanufacturer of automotive aftermarket parts, delivered a guest lecture entitled ‘Real World Sustainability’ to students in the Sustainable Supply Chain Management course in the Raymond J. Harbert College of Business at Auburn University.

Due to social distancing measures in place, Tim Roth, BBB’s Executive Vice President of Business Development, facilitated an interactive discussion via Zoom on the benefits remanufacturing brings to customers, the environment, the workforce and investors. The business case Roth presented highlighted how companies can embrace the principles of a remanufacturing to meet the needs of society now and in the future and the discussion focused on where those opportunities lie.

“Both Earth Day and Reman Day celebrate the role that remanufacturers play in supporting economic growth with sustainable practices,” Roth said. “It’s important that we educate our future leaders on the value that remanufacturing brings to the economy and the positive impact that it has the environment.”

“In the midst of the COVID-19 crisis, BBB took the time to talk to our students about the importance of the circular economy,” said Beth Davis-Sramek, Gayle Parks Forehand Professor of Supply Chain Management. “Tim provided students the unique opportunity to participate in a live case study. For future business leaders, learning opportunities like these are invaluable.”

Remanufacturing is a comprehensive and rigorous industrial process by which a previously sold, leased, used, worn or non-functional product or part is returned to a “like-new” or “better-than-new” condition, from both a quality and performance perspective, through a controlled, reproducible and sustainable process. Remanufacturing saves on average 85% of energy, water and material use compared to a newly manufactured product.

BBB Industries, LLC is an industry leader in the remanufacturing of starters, alternators, hydraulic and air disc brake calipers, power steering products and turbochargers for the OEM, personal and commercial vehicle aftermarket industries. Founded in 1987, BBB Industries, LLC is a private company headquartered in Daphne, Alabama. Please see www.bbbind.com for more information.

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