

SHAPING RETURNS FROM THE END OF A PRODUCT JOURNEY INTO AN *INNOVATIVE* BEGINNING

The Client

SharkNinja – A leading international Small Domestic Appliance manufacturer and retailer.

Business Challenge

What if returns weren't the end of a product's journey – but the beginning of something innovative? **SharkNinja** are reimagining the product lifecycle. From designing with refurbishment in mind to engineering for recyclability, they build sustainability into how they work.



[Watch how Ingram Micro Lifecycle and SharkNinja work together](#)

The Ingram Micro Lifecycle Solution

Supported by Ingram Micro Lifecycle, **SharkNinja** are transforming product returns into opportunities: reducing waste, unlocking engineering insights, and making their products more accessible to more people. It's not just logistics – it's a mindset shift.

The SharkNinja program takes product returns, refurbishes them, reuses them, and recycles. It salvages around 85% of their returns.

Information is fed to SharkNinja's engineering and other core teams relating to the problems seen on returns.

INGRAM^{MICRO} LIFECYCLE

Parts harvesting is maximized for re-use in non-working units, restoring the functionality.

The program allows SharkNinja to limit negative environmental impacts by reducing and monitoring plastics and using non-biochemicals to clean products the right way. Packaging used in rekitting comprises 100% recyclable brown boxes and paper packing.

Key Solution Benefits

85%

of product returns are recovered for re-use



Electronic and plastic waste reduction



Better insights into engineering and product design



Creates product range accessible to a wider target market



Repair costs minimized through parts harvesting



Fully recyclable onward packaging

Partner with Ingram Micro Lifecycle

If your business manages returns of Small Domestic Appliances or other high-end consumer electronics, outsourcing to a third-party partner capitalises on opportunities for improved sustainability, quality, and insight. A partner enables a streamlined end-to-end process that frees up your resources to focus on core business strategies.

With Ingram Micro Lifecycle, you gain a compliant solution for recovering and uplifting product returns ahead of reuse or recommerce, responsibly managing product lifecycles. From fast assessment to innovative repair and refurbishment solutions, we help you reduce waste, recover value, and support a circular economy.

www.ingrammicrolifecycle.com