

# SHIP SMARTER.

YOU AND THE ENVIRONMENT BOTH WIN.



Introducing SmartWay<sup>SM</sup> Transport Partnership

## Freight Shippers



[www.epa.gov/smartway](http://www.epa.gov/smartway)



The background is a solid green color. Overlaid on this are stylized, lighter green shapes that represent a landscape. In the upper half, there are several overlapping, rounded shapes that look like hills or mountains. In the lower half, there are more elongated, rounded shapes that suggest a road or a path winding through a valley. The overall effect is a clean, modern, and nature-inspired graphic design.

WHY HAVE SO MANY INDUSTRY-LEADING  
MANUFACTURERS AND RETAILERS JOINED THE  
SMARTWAY TRANSPORT PARTNERSHIP?  
BECAUSE...



## SMARTWAY TRANSPORT SHIPPERS GUIDE THE WAY TO A CLEANER, GREENER AND MORE SUSTAINABLE TRANSPORTATION FUTURE

The SmartWay<sup>SM</sup> Transport Partnership, an **innovative collaboration** between manufacturers, retailers, freight carriers, logistics companies and the U.S. Environmental Protection Agency, helps companies build supply chain management strategies that integrate **energy efficiency**, air quality, and climate change directly into the transportation decision-making process.

Freight shippers join the SmartWay Transport Partnership to better understand and evaluate their environmental performance and energy use, set **IMPROVEMENT GOALS**, and take measurable, concrete actions to reduce the impact of transportation on the environment and their businesses. These shippers commit to use SmartWay Transport Carriers for 50% or more of their shipping needs—resulting in more freight being transported by freight carriers that are taking steps to **reduce fuel consumption** and emissions.

Companies that join the SmartWay Transport Partnership **lead the way** towards a **cleaner**, more sustainable transportation future while improving their **bottom line**—a win-win for all.

“The SmartWay Transport Partnership is completely in line with our company objective to be environmentally conscious.”

*Don Ostler, Fleet Manager  
Green Mountain Coffee Roasters*



## SMARTWAY TRANSPORT SHIPPERS ARE SOCIALLY RESPONSIBLE AND SAVVY...

Corporate decision makers understand that socially responsible decision making and collaborations with suppliers to find more energy-efficient ways of doing business are good for the bottom line. Integrating fuel-efficient transportation choices into your supply chain management strategy has multiple benefits:

**Meet consumer and investor demands for social responsibility and environmental stewardship.** Your customers are becoming more environmentally conscious. Increasingly, they are asking companies to demonstrate their commitment to environmental and energy-efficiency initiatives. With fuel prices soaring, your customers want to know what you are doing to conserve energy and reduce greenhouse gases from transportation. As a SmartWay Transport Shipper Partner, you can analyze your transportation footprint using the Freight Logistics Environmental and Economic Tracking – F.L.E.E.T. – Performance Model. This model allows you to calculate how much freight you ship with SmartWay Transport Carriers, estimate the emissions and carbon impact of your goods movement, and select carriers that can help you reduce your transportation supply chain footprint.

**Transform the marketplace for the better.** When you become a SmartWay Transport Shipper, you commit to shipping at least 50% of your products with SmartWay Transport Carriers. That gives you an incredible chance to leverage your suppliers and increase their awareness of opportunities to conserve fuel and save money. SmartWay Transport Shippers transform the marketplace by encouraging their transportation suppliers to become more efficient.

**Build an efficient supply chain that saves money for you.** A critical component of supply chain management is cutting costs. Wasted fuel costs industry vast amounts of money each year. SmartWay Transport Carriers are committed to reducing fuel costs for their businesses by adopting cutting-edge fuel-efficiency technologies and driver policies that make saving fuel easy. So, when you ship with SmartWay Carriers, you are using the most environmentally efficient and cost-effective carriers in the industry— and that's a smart business move.

# SMARTWAY TRANSPORT SHIPPERS ARE INNOVATORS IN SUSTAINABLE TRANSPORTATION.

**Here are just a few examples of SmartWay Transport Shippers that are reducing their transportation footprint:**

## **Progressive Commitment to Environmentally Sound Transport: IKEA**

In addition to innovative shipping practices such as flat pack technologies and new pallet technology, which saves packing space, weight, and wasted material, IKEA encourages its transportation service providers to join SmartWay. Today, IKEA ships virtually 100% of its freight with SmartWay Carrier and Logistics Partners.

## **Meeting Fuel-Efficiency Challenges at Facilities: Sharp Electronics**

Sharp Electronics requires logistics companies to use SmartWay Carriers to ship Sharp products, prohibits truck idling at facilities, and ships 15% to 18% of their shipments by rail. Other strategies include using electric forklifts and keeping terminals open during the night to reduce idling.

## **Demonstrating Social Responsibility: Office Depot**

Office Depot reduced its transportation footprint by shifting some freight to intermodal transport, introducing battery-operated forklifts at facilities, and purchasing nearly 300 ultra-low-emission local distribution trucks that are 40% more fuel efficient than larger, conventional trucks for a savings of over 4.5 million gallons of fuel annually.

## **Greening the Light-Duty Fleet: Interface**

Creating a greener and cleaner light-duty fleet is an important aspect of Interface's sustainability goals. To meet this challenge, Interface now requires all future vehicles leased by the company for their sales force to be SmartWay or SmartWay Elite certified vehicles.

“ SmartWay Transport offers opportunities to learn and lead the way toward a clean transportation future. ”

*Charles Butt, Chairman and CEO, HEB*



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## SMARTWAY SHIPPERS REDUCE THEIR TRANSPORTATION FOOTPRINT.

SmartWay Shippers have implemented a number of strategies to reduce their transportation footprint, including:

**Intermodal Shipping:** By combining the fuel-efficiency of rail with the logistical strengths of trucking, shippers can reduce fuel consumption, emissions, and costs of freight delivery.

**Driver Comfort Stations:** Providing climate-controlled comfort stations at dock facilities keeps drivers from idling their trucks to stay warm or cool, saving fuel, reducing emissions and maintenance needs, and improving driver safety.

**Preferential Loading and Unloading:** Deliveries by SmartWay Carriers may be given prime shipping and delivery times and positions, and selected docks may be designated as “SmartWay Transport Docks.”

**Idle Reduction Policies:** A shipper may implement a “No Idling” policy for any truck that picks up or delivers freight to its facilities. Combined with driver comfort stations, this strategy provides drivers with an alternative to idling their trucks while waiting.

**Improved Pickup and Delivery Scheduling:** Using enhanced communications or logistics software can help ensure full truckloads, which not only improves efficiency, but also helps reduce congestion on the roadways and at shipping and receiving facilities.

**Corporate Fleet Improvements:** Replacing older light-duty vehicles with more fuel-efficient (including flex fuel vehicles) and lower-emitting vehicles reduces a company’s overall environmental impact.

**Warehouse Improvements:** Shippers can explore any efficiency gains that might be made with improved storage and warehouse logistics techniques.

**Electric Forklifts:** Electric forklifts are cleaner and more efficient to operate than diesel-powered forklifts, producing no emissions at the facility, thus reducing environmental impact and improving ambient air quality in and around freight docking areas.

“Companies that make a commitment to reduce carbon have to do two things: use less and be more efficient, and look for alternatives. Using less—whether it is fuel, electricity, or shipping miles—translates into cost savings. If we buy less fuel and use less electricity, we lower our costs—a reduction that helps the bottom line.”

*Erin Kelly, Environmental Affairs Manager, Interface, Inc.*



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## HERE'S WHAT FLEET MANAGERS ARE SAYING ABOUT SMARTWAY TRANSPORT PARTNERSHIP:

“We at Owens Corning have been **active** with the SmartWay Partnership and will continue to take every **opportunity** to raise the internal and external consciousness of this important program.”

*John Gentle, Global Leader Transportation Affairs, Owens Corning (retired)*

“SmartWay incorporates elements that we feel are **consistent** with how we approach our business and how we want our **service** providers to approach things as well.”

*Sabina Strautman, Environmental Transport Manager, IKEA USA*

“We believe that **cooperative initiatives**, such as SmartWay Transport, are an important step toward measuring and reducing our environmental ground transportation footprint.”

*Michael Bertolucci, Senior Vice President, Interface, Inc.*

“Being a good steward of the **environment** and being an **efficient** and **profitable** business are not mutually exclusive. In fact they are one and the same.”

*Lee Scott, CEO, Wal-Mart*

“Becoming a SmartWay Transport Partner really brought my group **together** to brainstorm other ways of being more **environmentally responsible**.”

*Mark Servidio, Vice President of Logistics & Supply Chain Planning, Sharp Electronics*



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MORE SUSTAINABLE, AND MORE PROFITABLE.  
JOIN THE SMARTWAY TRANSPORT PARTNERSHIP.**

As a SmartWay<sup>SM</sup> Transport Partner, you gain access to information and tools that help you to:



Reduce your transportation footprint



Save money with a more fuel-efficient supply chain



Meet customer demands for corporate social responsibility



Improve efficiency of your own operations

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