



Supermarkets lead UK transport industry in emissions reduction strategies

Technology-enabled retail supply chains are now leading the transport industry in carbon emissions reduction, according to Isotrak (www.isotrak.com), the UK market leader in real-time vehicle tracking and transport management systems.

Craig Sears-Black (Marketing Director of Isotrak) will reveal evidence at today's Carbon Footprint Supply Chain Summit demonstrating how Britain's biggest retailers have proactively embraced telematics and tracking solutions to boost transport efficiencies and, as a result, dramatically decrease their carbon dioxide emissions.

- By integrating sites, fleets, deliveries and collections, Marks & Spencer's General Merchandise operation reduced mileage by 14%.
- By improving driving style, another Isotrak customer now benefits from 5 to 10% fuel consumption improvements, holding the potential to save 120,000 tonnes of CO2 emissions per annum.
- By ensuring efficient route plans other retailers have reduced unnecessary congestion while also reducing fuel consumption and emissions.

Isotrak has worked with fleet operators such as Tesco (see attached Case Study), Sainsbury's, Marks & Spencer and the Royal Mail for over eight years, helping them to reduce fuel consumption and emissions. Isotrak's Active Transport Management System (ATMS) fuses accurate satellite vehicle tracking with advanced data capture from a vehicle's engine management system, delivered via an intuitive web-based interface, to provide an extraordinarily detailed and comprehensible oversight of fleet performance. Using ATMS, transport managers can accurately observe, record and model every aspect of their vehicle fleet performance in real time, including precise geographical location, drop-off times and driving characteristics.

Commenting on Isotrak's presence at the Summit meeting, Craig Sears-Black says: "The UK's large supermarkets operate in the region of 7000 vehicles to deliver products from their Distribution Centres to shops. Those trucks travel approximately 700 million miles per year and emit 1.2 million tonnes of CO2, meaning that for every small efficiency improvement implemented across whole fleets, a large environmental benefit accrues.

"The industry undoubtedly faces multiple obstacles -- aggressive legislation, too few HGV drivers, increasing congestion and extended journey times -- but retailers have been foresighted in their adoption of transport management solutions like Isotrak's ATMS, and thus are well equipped to surmount challenges and make a real difference to operational efficiency and emissions."

Craig Sears-Black will make his presentation at approximately 1700hrs today (May 24). He will take the stage alongside Dr James R. Hagan, VP of Corporate Environment, Health and Safety, at GlaxoSmithKline, who will present on a complementary topic, 'Achieving Optimal Efficiency In Logistics And Distribution To Reduce Your Direct Emissions'.

Case Study: How Isotrak is helping Tesco achieve its 2007 environmental KPIs

Isotrak recently announced a renewal of its longstanding contract with Tesco, which is relying increasingly on Isotrak's ATMS solution to meet Corporate Social Responsibility (CSR) obligations. Isotrak's transport management technology is already used in all Tesco Distribution Centres to plan driver shifts, allocate work to drivers, monitor execution of the plan and produce management reports from collected data.

Effective transport management is crucial for Tesco at a time when large retailers are under pressure to maximise profits and improve efficiency, while also addressing environmental concerns over the scale of their carbon emissions.

In 2005/06, using Isotrak systems, Tesco Distribution Network increased the number of products delivered per litre of fuel used by 8 percent, beating its own target of a 2.5 percent increase. By improving the way it fills delivery vehicles it has saved over 54,000 deliveries each year.

For 2007 Tesco has already announced its decision to start calculating vehicle efficiency Key Performance Indicators (KPIs) according to the quantity of CO2 produced per case delivered.

Over the next three years Tesco has committed to reduce the amount of CO2 produced per case of goods delivered by 30 percent, requiring even greater efficiencies to be extracted from its fleet of 1,800 tractors and 3,500 trailers operating from its 26 distribution centres and 2,000+ stores.

The migration to Active Transport Management adds a new layer of benefits for Tesco, including:

- Extending the transport management perspective to an overview of all 26 Tesco UK distribution centres as a single national transport fleet.
- Tracking tractors and trailers individually to improve asset utilisation, and enable full Delivery on Time (DoT) reporting per trip -- even with contracted 3PL tractors.
- Improving safety and legality, through minute-by-minute monitoring of vehicle road status and automatic appraisal of driver compliance with all relevant working time legislation.
- Improving driver debriefs and productivity thanks to provision of more comprehensive trip data, comparing planned with actual performance.
- Simplified and enhanced reporting, including unified drop-off time and turnaround statistics, proactively supplied to all key Tesco stakeholders by email.
- Secure, intuitive "anytime, anyplace" access to system for all managers thanks to the web browser interface.
- Improved frequency, quality and transparency of tracking based on map displays and graphical representations.

- Improving driver security through the provision of a key-fob panic alarm that operates in or out of the vehicle, plus the ability, through vehicle tracking, to guide a swift security response.
- Reducing driver workload using a new, fixed in-cab data terminal with intuitive driver-centric operation, automatic telematics data capture and an innovative voice communications facility. (It also removes the need to press a dock button on departure.)

Alex Laffey, Tesco's Transport Director, comments: "Isotrak's solution provides many benefits, to managing our fleet efficiencies, particularly to our Corporate Social Responsibility targets in terms of reduced carbon footprint, reducing trucks from the road, and to our management efficiency in terms of transparent and incisive reporting. It will provide a platform to collaborate with other suppliers to deliver a truly integrated transport solution.

"There are plenty of logistics products on the market, but only Isotrak provides a truly complete and customer-focused solution, encompassing everything we required, from operational and functional consultancy to the provision of a resilient, reliable application service backed by an excellent Service Level Agreement."



About Isotrak

Isotrak developed the concept of Active Transport Management to help customers improve transport efficiency, improve service performance, improve environmental performance, and reduce costs. We provide our customers with tailored software products and professional service solutions to help deliver value and help transform transport management. We deliver our products as a 'managed service' to ensure that customers can focus on the job of managing transport, rather than managing the technology. Established in 1996 as a division of NFC, Isotrak became a separate company in July 1999 and today manages thousands of vehicles for customers including Tesco, Marks & Spencer, Sainsbury's and the Royal Mail.

For more information, go to www.isotrak.com or call 01908 540 777.



**CARBON FOOTPRINT
SUPPLY CHAIN SUMMIT**

About the Carbon Footprint Supply Chain Summit

This groundbreaking event is being held on May 24 and 25 at the Hotel Russell in Russell Square, London. It has been conceived with the intention of evaluating strategies for achieving accurate and cost-effective carbon management up and down the Supply Chain, and will serve as a unique forum for Retail and FMCG industries. Day One is themed 'Developing An Investment Strategy For Carbon Management In The Supply Chain'; Day Two focuses on 'Assessing The True Business Benefits Of Supply Chain Carbon Reduction'.

For more information, see www.carbonfootprint-supplychain.com.

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