



Isotrak carbon footprint reduction workshop to inaugurate key US event

Can US transport operations learn from a company that helps the UK's leading retail fleets improve transport efficiency, reduce fuel consumption and diminish carbon footprints? Craig Sears-Black, VP Sales & Marketing of UK transport management specialists Isotrak, believes they can.

From 1.00pm on Monday 25th February, immediately prior to the Carbon Footprint Consumer Products 2008 event in San Francisco (www.carbonfootprint-consumerproducts.com), Craig will moderate a four-hour pre-conference workshop exploring the way transport and distribution efficiency can be optimized to reduce carbon footprint and fuel consumption, among many other benefits."

Craig Sears-Black comments "Isotrak's mission at Carbon Footprint Consumer Products 2008 is to focus on the various aspects of implementing carbon reduction initiatives within the supply chain, by deconstructing the perceived complexities of reducing carbon footprints into a series of clear business practices and outcomes."

What the workshop will cover

In a practical and interactive session, Craig will draw upon Isotrak's 12 years of experience in improving transport efficiency for some of the UK's biggest and most demanding customers – including blue-chip supermarket retailers Asda, Marks & Spencer, Sainsbury's and Tesco, leading Carriers such as Eddie Stobart, and no less a parcels operation than the Royal Mail.

Isotrak's services are built on its Active Transport Management System (ATMS), a highly configurable, modular system that fuses accurate satellite vehicle and trailer tracking with transport management systems and connection to haulage vehicles' engine management system. 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.

Sharing Isotrak's insights

The workshop aims to share Isotrak's simple but powerful vision of how transport efficiency can be transformed through the use of systems such as ATMS. The real-time 'bird's eye' visibility that results, at both macro and micro levels, typically yields a whole host of benefits:

- (1) carbon footprint diminished (through fuel savings and fewer miles run)
- (2) costs reduced (through fuel savings and fewer miles run)
- (3) customer service improved (through real-time awareness of execution issues and intelligent alerting to developing situations)
- (4) routes optimised and empty running minimised
- (5) turnaround times improved (through enhanced availability of arrival/departure times throughout the organisation)

Transparent technology permits better focus on people and business needs

Workshop participants will be able to discuss Carbon Footprint reduction programs specified and implemented within the bigger picture of business requirements and organizational change.

This approach, centred firmly on the needs of transport businesses and users, is a strong point of difference for Isotrak with competitors who place a greater emphasis on hardware.

Isotrak's strong transport industry heritage, together with its deep understanding of transport operational challenges, enable the company to tailor and integrate its highly transparent ATMS technology into the current and future needs of all transport and logistics businesses.

And the story doesn't end there. Outcomes from this workshop will summarised into a half-hour conference presentation, 'Achieving



Optimal Efficiency In Logistics And Distribution To Reduce Your Direct Emissions', to be given at 2:00 p.m. on Wednesday 27 February, in a presentation between Craig Sears-Black and Alex McIntosh, Corporate Citizenship Manager of Nestlé Waters North America. The same outcomes will also be reported to the press next week.

The huge opportunity for change

Craig Sears-Black concludes: "According to the Texas A&M University 2006 Urban Mobility Report, the total annual cost of traffic congestion in 85 US cities in 2005 was a staggering \$63 billion, based on 3.7 billion hours of traffic delay and 2.3 billion gallons of fuel consumed by delays. The US Department of Transportation, meanwhile, has indicated that total US freight shipment volumes are expected to increase by 70% between 1998 and 2020, and the amount of freight moved through ports of entry will more than double in the same period.

"Viewed in those contexts, reducing carbon footprint is no longer a luxury but an imperative that companies should now regard as a duty – not only to the environment in terms of reduced carbon emissions, but also to stakeholders and shareholders in terms of cost savings."



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.

About Carbon Footprint Consumer Products 2008, San Francisco, 26-27 February 2008

The Carbon Footprint Consumer Products Summit is the dedicated event for consumer product manufacturers and retailers. The San Francisco conference will focus on the financial case for implementing carbon reduction initiatives within supply chains while also breaking down the complexities of reducing carbon footprint into clear business practices. Delegates attending this summit will hear how companies of all sizes, backgrounds and mentalities have implemented climate change actions without affecting their business growth, through practical, efficient strategies.

For more information, see www.carbonfootprint-consumerproducts.com. Enquiries (US) to 1-800-721-3915 or email info@american-business-conferences.com.

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