



*UPS's carbon neutral option empowers customers to take action to offset the climate impact of the carbon emissions that result from shipping.*

# THE TOTAL PACKAGE

**Shipping is a necessity of modern business, and UPS accomplishes it while meeting the demands of another modern necessity: Sustainability**

**D**id you know that plotting a driving route with more right-hand turns than left can save you money? UPS knows. And that's just one of the granular stats the global logistics leader can quote about how research-based changes in its delivery route design contribute to the sustainability of the planet.

It's also one good reason why high-profile rock music festivals like Dave Matthews Band Caravan and rock groups like O.A.R. further amplify their existing green initiatives by using UPS to get their stages, speakers, lighting and other concert gear from gig to gig. "We began to explore concert logistics because it's typically trucks that are moving concert gear from site to site,"

says Arnold Barlow, Marketing Manager of Sustainability Solutions for UPS, of the alliance the company has with Live Nation Entertainment.

"We thought, 'What if we managed the transportation of all the stage equipment using trucks meeting the latest EPA emissions requirements? And what if we calculated the carbon associated with it, and then provided the artists an opportunity to offset the carbon?' This allows for a carbon net zero approach to the transportation we do for them."

Not only do these performers get logistics expertise from a company that delivers 16 million packages a day—a company that insists on measuring its processes so minutely it can tell you how much drivers save on delivery stops using a fob rather

than a key (on average 1.7 seconds per stop, 6.5 minutes per day and an estimated \$70 million per year)—they also get to use UPS's proprietary, patent-pending technology that shows customers the exact carbon (CO<sub>2</sub>) impact of their shipments. And, because UPS believes in being a productive and responsible corporate citizen, it buys high-quality, certified carbon offsets to fund conservation projects on behalf of customers who elect to ship via UPS carbon neutral.

**High-profile rock music festivals like Dave Matthews Band Caravan amplify their green initiatives by using UPS.**

It makes sense for country-wide concert tour organizers to use a company that, through route planning technology, has saved 10 million gallons of gas since 2004 (and last year alone reduced fuel consumed per package by 3.3 percent while increasing package volume 1.8 percent compared to 2009). Other customers are also turning to UPS for solutions to environmental concerns. "More and more we're asked by customers: 'What is sustainable packaging? And how do I do it?'" Barlow says.

Besides product protection, companies also have to consider factors such as cube optimization—not making a package any bigger than necessary—and the packaging material itself. "It calls for a scientific approach to strike a balance between the protection and minimizing the amount of packaging you use," Barlow says of the UPS test lab in Chicago, which helps customers develop eco-friendly packaging for their needs. "Most of what we transport is in corrugated cardboard. Corrugated is widely recyclable and also typically made using some recycled content."

Barlow says he's been pleasantly surprised by the healthy growth rate in sales of UPS sustainability products, even during the current recession. "Companies see that when they take good approaches to managing carbon in their supply chains, it typically does yield very good financial results," he says.

"Comprehensive, accurate reporting makes us a better company," Barlow says. "It allows us to understand what we're doing, know how we're doing it and how to improve." ●



# 3 WAYS LOGISTICS CAN SHRINK THE WORLD.

UPS can help you benefit from the fact that 95% of today's consumers live outside the U.S. Access to them, as well as suppliers, depends on logistics. UPS is your best choice for taking advantage of new opportunities around the globe.

## 1) REACH GLOBAL MARKETS

With one of the world's largest air fleets, UPS delivers to more than 220 countries and territories. So your suppliers can reach you and you can reach your customers.

## 2) MAKE YOUR SUPPLY CHAIN

**VISIBLE** UPS technology lets you see what's coming and going—package

as well as freight—so your company can quickly adjust to changing customer demands. You can even have status updates sent to your mobile devices.

## 3) REDUCE YOUR CUSTOMS DELAYS

UPS is one of the largest customs brokers in the world. We have the experience, and just as important,

we have the technology to help you breeze through customs. With our paperless solutions, we can show you ways to reduce typical customs delays by up to 56%.

Logistics has opened up new opportunities internationally. UPS can help your company seize them, even if you are just getting started.

See more ways logistics can work for you at [thenewlogistics.com/guide](http://thenewlogistics.com/guide) or snap the QR code.



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