WHO WE ARE

- Holland, MI
  - Ideally located due to the massive quantities of manufacturing done in Michigan. MI is a hub for furniture manufacturers, Bowling manufacturing, Agriculture, Auto Manufacturing, Heavy Duty – High Valued Machinery Manufacturing

- LTL freight Carrier
  - LTL – Less Than Truckload (any load that is smaller than a companies given requirements for a full truckload)
  - Example: “5,000 lbs and over 1250 cube and over 11 pallets – are considered truckload shipments” (Target Property Development Procurement Vendor Fundamentals Manual)
WHY FREIGHT OPTIMIZATION

Facts:

- Trucking represents 35% of all road traffic
- We depend on trucking to deliver 70% of all manufactured goods in the US alone, accounting for approximately $671 Billion of manufactured goods.
- 53.9 billion gallons of gas consumed per year by the trucking industry

Conclusion

- Trucking is an undeniably huge part of our day-to-day lives, the economy, and transportation of goods and services – making it worthy of our focus and concerted efforts to enhance the sustainability and efficiency of the trucking sector.

- Many companies focus on the design of their trucks. More efficient fuel, more fuel-efficient tires, cab design, trailer design etc. Which definitely have their place and are vital to the future of the industry. But take it back to basics – if a fuel efficient machine is still hauling an unsustainable load, can it really be considered sustainable?
10% reduction in fuel would mean:
- 3.27 billion gallons less of fuel consumed annually
- 572 million fewer miles driven annually
- 82 billion pounds of CO2 reduction

Freight Optimization specifically:
- If we can reduce a trailer going from Holland, MI to Los Angeles, CA by 20ft: we can expect to see a reduction of greater than 3000 pounds of CO2 – keep in mind that often times one optimized load is reducing much more than that

Concrete Example:
- From January 2014 – July 2014 (6 months), Zip Xpress saved:
  - 79,858 gallons of fuel and 1.9 million pounds of CO2

Imagine what could happen if more people started focusing on sustainable freight handling
WHAT SUSTAINABLE FREIGHT OPTIMIZATION GETS US

- Shipping costs are reduced > products are more affordable > more goods can be sold
- No one pays to ship air > reduces wear and tear on roads > reduces traffic congestion > improves highway safety
- Eliminating the current system of shipping air > higher wages for all employees > better benefits for all employees > better working conditions > more full-time employment available to area residents
WHAT ARE OUR BIGGEST CHALLENGES

- **Perception**
  - Arguably the biggest hurdle for most trucking carriers today is the negative industry perceptions. Mistrust is one of the hardest obstacles to get past in presenting sustainable freight handling to companies.

- Selling multi-billion dollar corporations on money saving, instead of money making

- Getting people to realize the value of converting empty trailer space and air into Michigan jobs

- The National Driver Shortage: we are finally starting to see manufacturing go back up after the recession, but we don’t have the infrastructure and the drivers to get those manufactured goods to where they are supposed to go. We have the product, but the number of drivers is only going down. This is probably one of the biggest that the trucking industry as a whole faces, and it’s spilling over into being one of the biggest problems that manufacturers face in increasing production.
SOURCES

- http://www.truckinfo.net/trucking/stats.htm
- American Trucking Association