

Lakeside exceeds SmartWay goals

June 2009 - Lakeside Logistics is proud to announce the achievement of the next level in scoring in the EPA SmartWay program – a new score of 1.0.

The new score is a direct result of a year-long carrier program specifically designed to educate carriers about SmartWay with a strong emphasis on joining the program. A SmartWay carrier not only reduces fuel usage and carbon emissions but cut costs in the process. At the outset, 10% of the miles for Lakeside customers were hauled by SmartWay certified carriers. At that time, the future goal was set to achieve 30% by the end of 2010. By exceeding the goal early, with 33% of miles now hauled by Smartway carriers, the EPA has increased our SmartWay membership score from 0.75 to 1.0. Lakeside has set a new target for the end of 2010 – 50% SmartWay miles.

“Our SmartWay partnership is an integral part of our Vision Green program to help our carriers and customers reduce their carbon footprint,” says Susan Moore, Director of Sustainability at Lakeside Logistics.

About Lakeside Logistics

Lakeside Logistics is a 3PL providing custom supply chain and transportation management services across North America. Headquartered in Oakville, ON, the company has operations in California, Wisconsin, Tennessee, Alberta and British Columbia. Client services are supported by real time web-based systems such as the Executive Dashboard, track and trace, KPIs, virtual warehousing and e-commerce. Clients include Xerox, Johnson & Johnson, West Fraser Mills, Ocean Spray, CIBA Specialty Chemicals, Oakrun Farm Bakery, Pepsi QTG and Campbell Soup.

About Vision Green

Vision Green is a program developed by Lakeside Logistics to reduce the impact of the transportation and logistics sector on our planet. Maintaining a carbon neutral status through continuous changes within their business, the program is now includes carriers and customers, providing them with education, processes and technology to support their quest to reduce their environmental footprint.

About SmartWay

SmartWay Transport is a voluntary, innovative partnership between various freight industry sectors and the EPA that establishes incentives for fuel efficiency improvements and greenhouse gas emission reductions. By 2012, this initiative aims to reduce between 33 – 66 million metric tons of carbon dioxide emissions and up to 200,000 tons of nitrogen oxide emissions per year. At the same time, the initiative will result in fuel savings of up to 150 million barrels of oil annually.

There are three primary components of the program: creating partnerships, reducing all unnecessary engine idling and increasing the efficiency and use of rail and intermodal operations.

Organizations and companies commit to measure and improve the efficiency of their freight operations, using EPA-developed tools that quantify the benefits of a number of fuel saving strategies.