



# GREENWAY LOGISTICS

BRANCH COLLABORATION IN **LOGISTICS**

**COST SAVINGS & GREENER LOGISTICS**

for the worldwide fashion-, sports-, textile- and lifestyle industry





# ABOUT GREENWAY LOGISTICS

Greenway Logistics cooperates with industry associations around the world in fashion, sports, textile and lifestyle industries. These branch associations have outsourced their logistics exclusively to Greenway Logistics in order to offer logistics advice, solutions, innovations & collective benefit arrangements to their members. By offering cooperation in this way, Greenway Logistics can realize economies of scale in the field of logistics.

Greenway Logistics has collective contracts with logistics service providers all over the world for various transport modes and is seen as the control tower that coordinates the supply chain of suppliers. The concept started with the aim of reducing logistics costs for members of the branch association and now they are going a step further and implementing sustainability in logistics with the CO<sub>2</sub> Improve concept.

## WHY GREENWAY LOGISTICS



Cost savings



Innovation



Sustainability

## WHERE WE OPERATE



The Netherlands



Belgium



Denmark



Sweden



China



# OUR SERVICES

Greenway Logistics saves costs and makes logistics more sustainable for fashion-, sports-, textile- & lifestyle companies.

The company offers logistical advice and supports from its own expertise and network in the field of:



## Carrier contracts

Collective deals  
with logistics  
service providers



## Greener Logistics

Reducing CO<sub>2</sub>  
emissions through  
logistics



## Export markets

Full-service  
solution



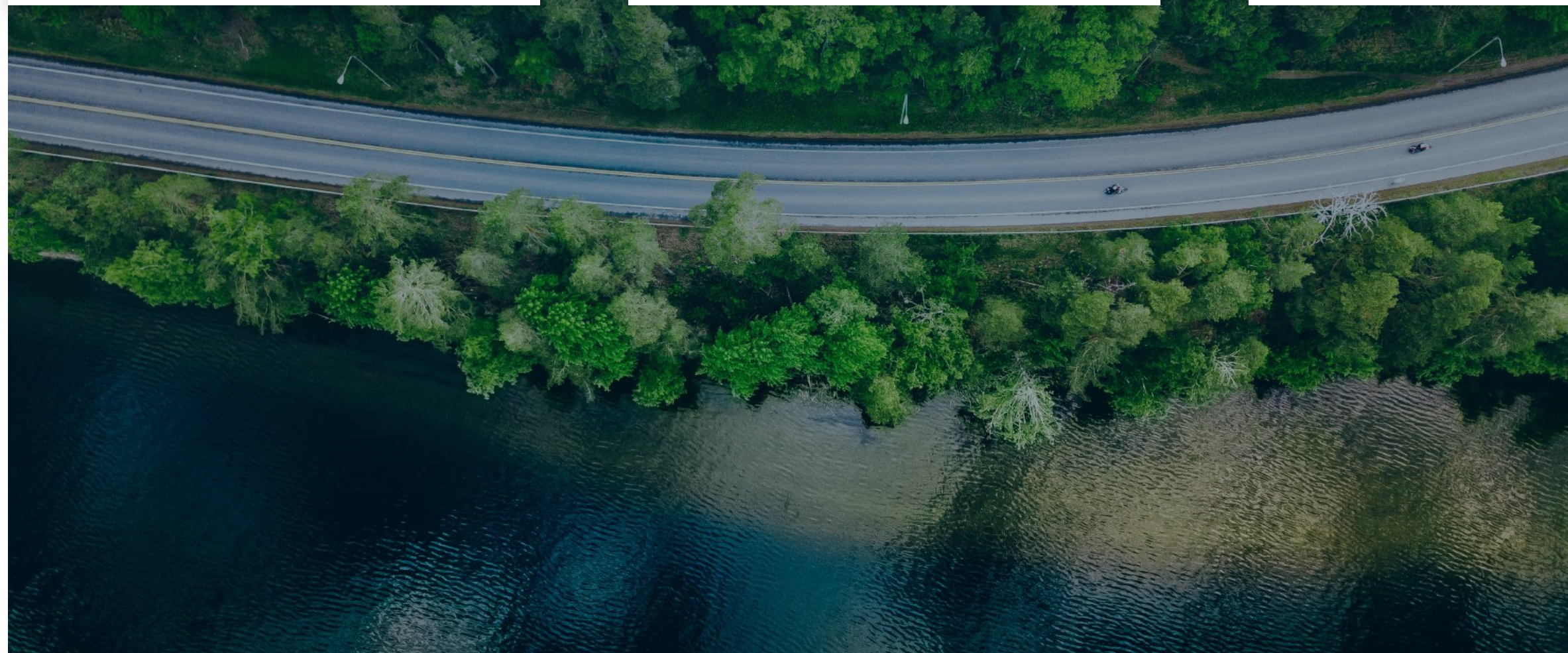
## Warehousing & Fulfilment

Outsourcing  
logistics



## Innovation

New services  
developed from the  
industries wish list





# INDUSTRY ORGANISATIONS

## INTERNATIONAL



Modint Logistiek



FGHS Logistiek



INRETAIL  
LOGISTIEK

INretail



Creamoda Logistics



CBM Logistiek



DM&T



Sportsbranchen.dk  
logistik

Sportbranchen Logistik

teko logistik

Tekologistik

JEWELLERY  
of DENMARK

Jewellery of Denmark

ukft<sup>®</sup>

UKFT



FSPA



Australian Fashion  
Council



canadian apparel federation  
fédération canadienne du vêtement

Canadian Apparel  
Federation





# PROJECTS & INNOVATIONS

- CO<sub>2</sub> Improve
- Export Solutions
- Bundle at Source Location
- Sample Consolidation
- Concept Consol Box



# CO<sub>2</sub> IMPROVE PROGRAM

In the field of logistics, Greenway Logistics has developed a concept together with the IAF: CO<sub>2</sub> improve. The ultimate goal is to improve the global fashion, sports and lifestyle industry when it comes to CO<sub>2</sub> emissions through logistics.

CO<sub>2</sub> Improve helps companies to gain insight into their CO<sub>2</sub> footprint and supports in reducing CO<sub>2</sub> emissions of its logistics operations by innovating and cooperating. It's about improving instead of compensating.



## SDG'S

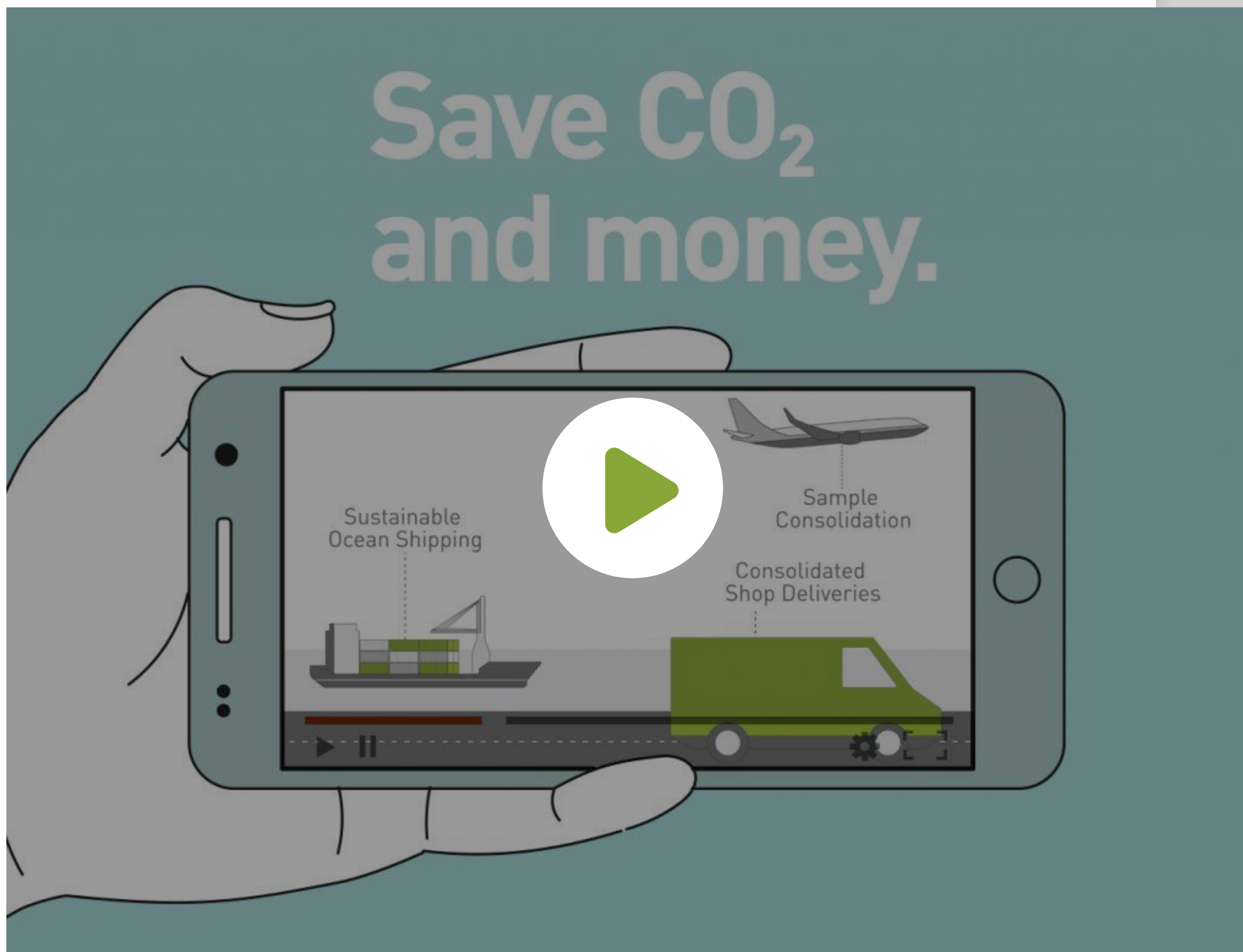
Greenway Logistics contributes to the following Sustainable Development Goals on which its activities have an indirect impact:

**9:** Industry, innovation and infrastructure.  
Targets 9.1 – 9.5

**11:** Sustainable cities and communities.  
Targets 11a

**12:** Responsible consumption and production.  
Targets 12,6

**17:** Partnerships for the goals.  
Targets 17,6 – 17,7







# EXPORT SOLUTIONS

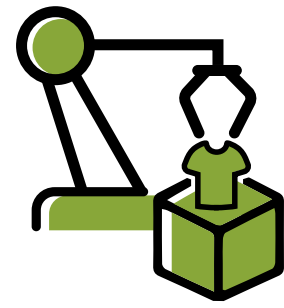
Greenway Logistics helps companies by entering external markets, international market development requires logistics infrastructure abroad.

The full-service export solution 'Gateway to Europe' is created to help both large and SME brands enter the European market. The core element of this concept is the broad and integrated support on the most relevant topics, including marketing and sales, logistics & fulfilment, customs and VAT, finance and credit management and compliance and regulations.

Through cooperation with Gateway O, Greenway Logistics gives Western companies the opportunity to sell products to Chinese consumers in an accessible way. China is the largest e-commerce market in the world. Thanks to this full-service solution, the chance of achieving success is a lot closer.







## BUNDLE AT SOURCE LOCATION

This initiative is aiming at moving the pick and pack of seasonal goods to a warehouse in the source country.

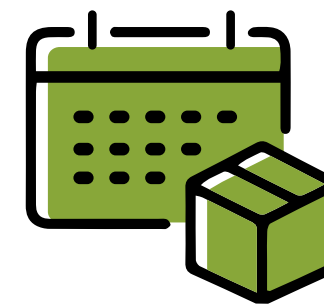
By making shop ready shipments, combining goods from multiple factories, the need for transport to your European warehouse is gone.

Shipments can move straight from arrival in the European harbour to the client's shop.

Additional advantages are better consolidation, faster lead times, lower costs and taking pressure away from the peak season in your own warehouse.

Bundling at the source has been operating for a couple of years now, with focus on source country China, and other countries in development.

[SEE OUR VIDEO](#)



## SAMPLE CONSOLIDATION

The shipping of samples from factories to Europe has been one of the most expensive and polluting parts of the supply chain.

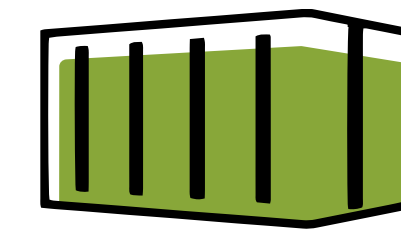
Both production and sales samples are usually shipped out with fast courier services.

A new process has been created in which part of the samples is being 'slowed down' and put on a consolidated weekly regular air shipment.

In this process, every sample is monitored and judged on its time critical aspects. If needed, it will continue with courier service, if not, it will move to the weekly airfreight. This process has been tested and made operational in 2019, with China as the main focus.

Apart from the better CO<sub>2</sub> performance, financial savings for the participating companies have been around 30%.

[SEE OUR VIDEO](#)



## CONCEPT CONSOL BOX

To optimize the flow of goods from Asia, particularly China, and reduce the number of transportation movements, Greenway Logistics aims to combine less container load (LCL) shipments from industry organisation members into full container loads (FCL).

The Consol Box has been successfully organized for years from ports in Bangladesh, China, and India.

The Consol Box offers guaranteed weekly departures and stable transit times to Europe.

Additionally, costs are transparently presented through the "Port-to-door" tariff.





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