

Small, Smart, & Sustainable:

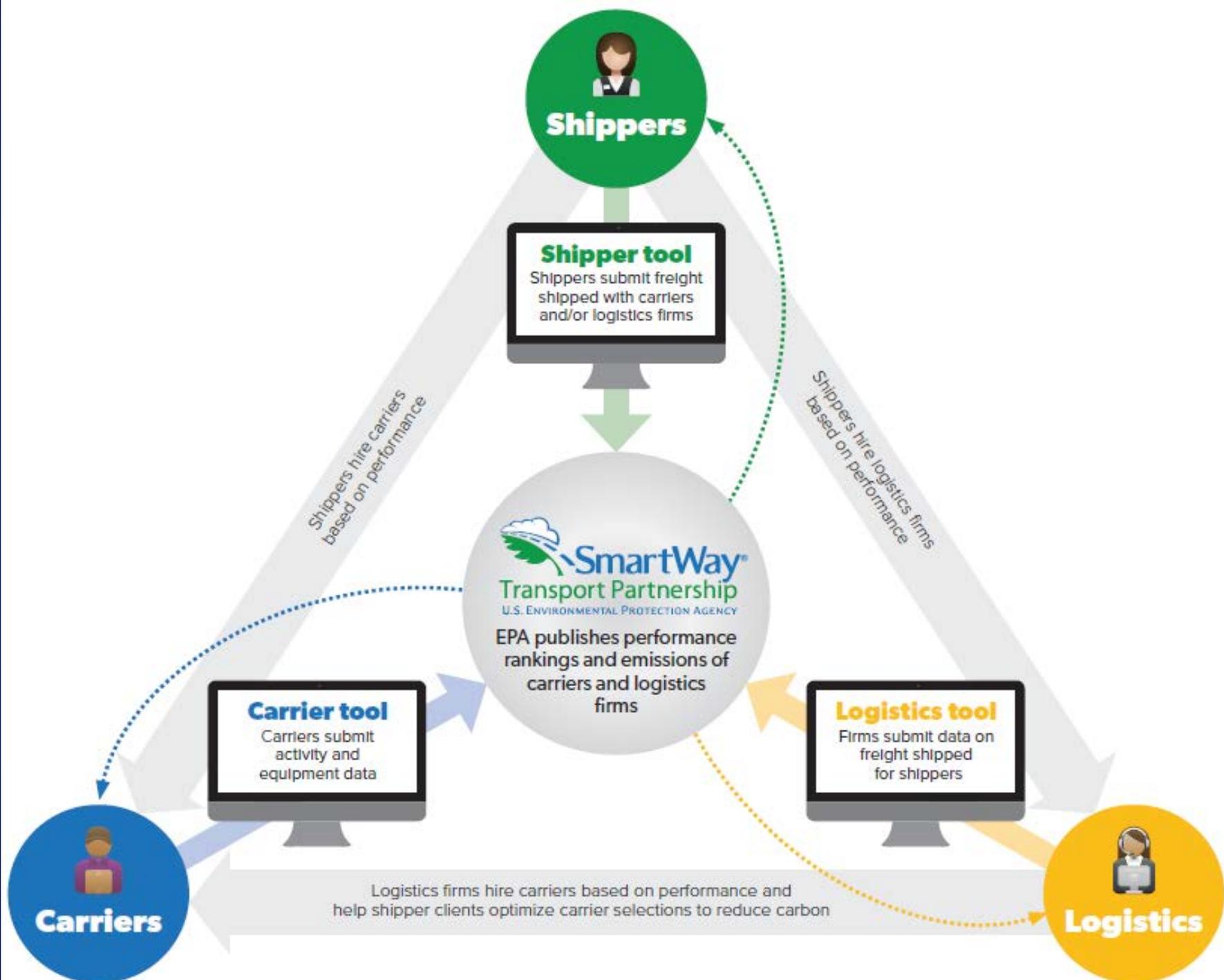
*How Businesses are Winning Big
with Smart and Sustainable Freight
Practices*

October 4, 2017





HOST:
TRACIE JACKSON-HALL
USEPA SMARTWAY



Today's Panelists



- Jon Adkins
- Director of Market Research & Analytics, ISSA



- Lisa Hardin Berghaus
- Manager of Marketing Communications, Monadnock Paper Mills, Inc.



- Joshua Hernandez
- Director, Mustang Express



JON ADKINS

DIRECTOR OF MARKET RESEARCH & ANALYTICS, ISSA



Advancing Clean.
Driving Innovation.



Introduction to ISSA

ISSA[®]

Advancing Clean.
Driving Innovation.

THE PROBLEM

DISTRIBUTORS ARE FACING STIFF
FINANCIAL PRESSURE & ARE

WASTING
10% TO 30%

ON FACILITY & FLEET OPERATING COSTS.

THE SOLUTION

ISSA LAUNCHED THE DEAL PROGRAM
TO HELP DISTRIBUTORS

REDUCE
OPERATING COSTS

& BE MORE PROFITABLE.

The ISSA DEAL Program

- Helps cleaning-industry organizations become more efficient in their facility and transportation operations
- **Cost savings:** participants saved \$20,000 on average in 2016 pilot
- Environmental leadership and marketing opportunities



DEAL: The Core Components



ISSA & SmartWay Relationship

- **SmartWay Affiliate**

- 2016 Affiliate Challenge Honoree

- **SmartWay Trucking Tool**

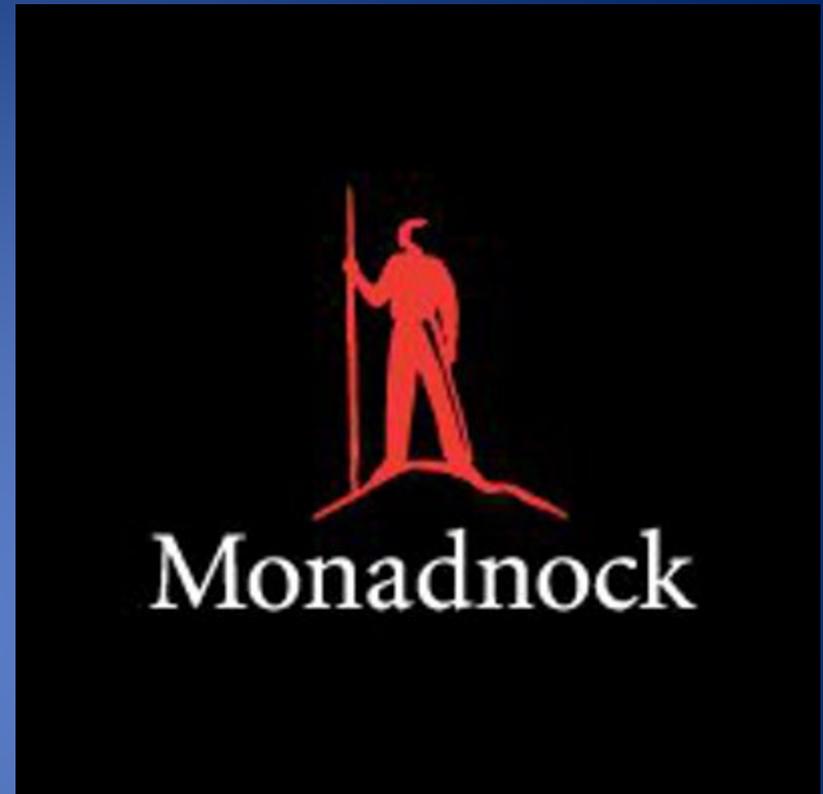
- Integrated benchmarking in the DEAL Data Portal

- **DEAL Learning Session Presentations**

- Introduction to Transportation
- Driver Training – save up to 20% on fuel costs!



ISSA TAKEAWAYS



LISA HARDIN BERGHAUS
MANAGER OF MARKETING COMMUNICATIONS,
MONADNOCK PAPER MILLS, INC.

EPA SmartWay
Transport Partner

Monadnock 
Respected Papermaking Since 1819

Historical Perspective

1819

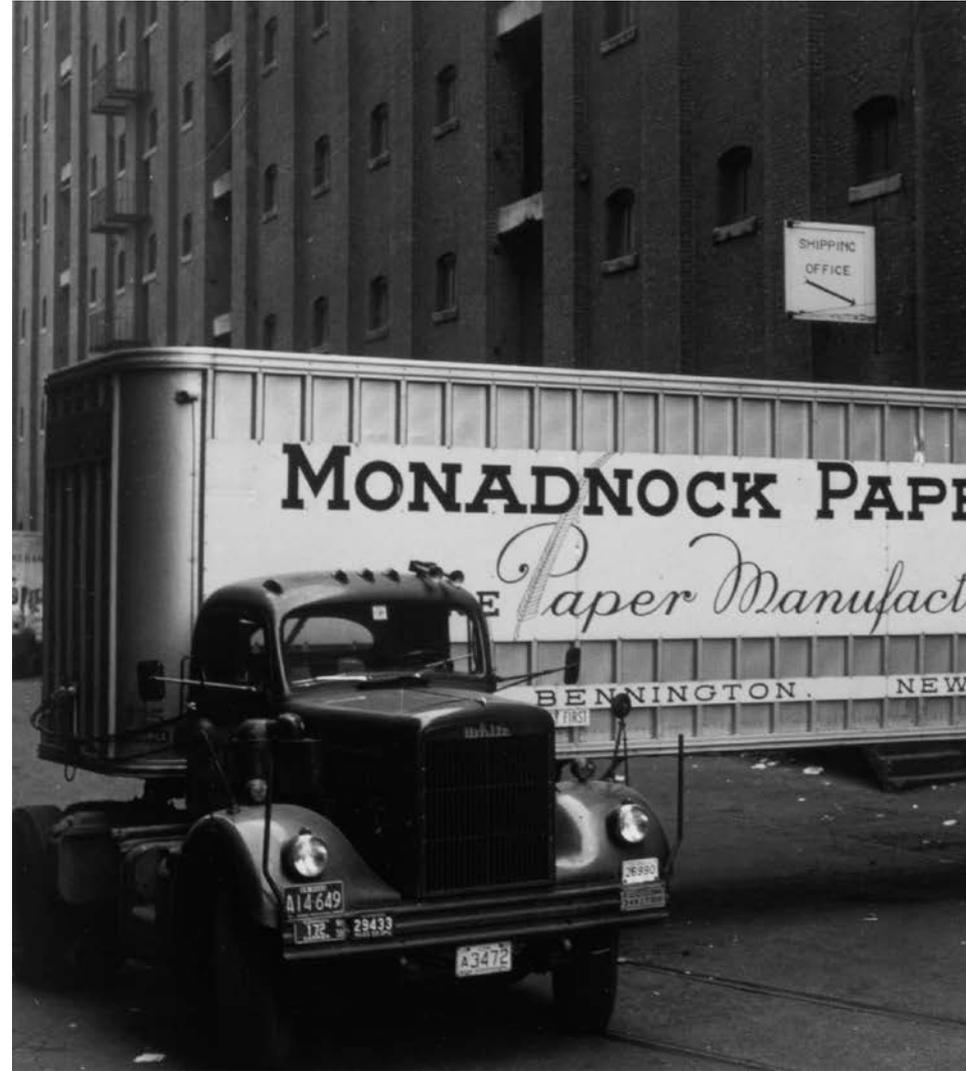
Paper making since the beginning.

Monadnock is a family-owned and -operated business with nearly 200 years of experience in papermaking.

2017

Sustainability oriented innovation.

Socially and environmentally responsible investments in technology, processes and products deliver value to our customers and the surrounding community.



Our Commitment

Choosing Monadnock paper is a meaningful way to support sustainable manufacturing. Your purchasing decisions can have a positive impact on the global community and the environment. Monadnock's commitment to continuous improvement is formalized under a third-party certified ISO 14001 Environmental Management System.

Monadnock counts on the voluntary programs offered by the EPA to quantify environmental impacts.



Sustainability Oriented Innovation



Your voice matters.



Through rich conversations, needs are defined and the work begins.



Paper is going where it has never gone before.



- ✓ Consolidate data from our freight transportation activities
- ✓ Calculate and breakdown emission categories
- ✓ Choose like-minded, eco-conscious carriers
- ✓ Demonstrate our commitment to sustainability across our organization
- ✓ Think smarter about all our transportation
- ✓ Save money

MONADNOCK TAKEAWAYS



JOSHUA HERNANDEZ
DIRECTOR, MUSTANG EXPRESS



Fuel Savings

- **Trailer Skirts**

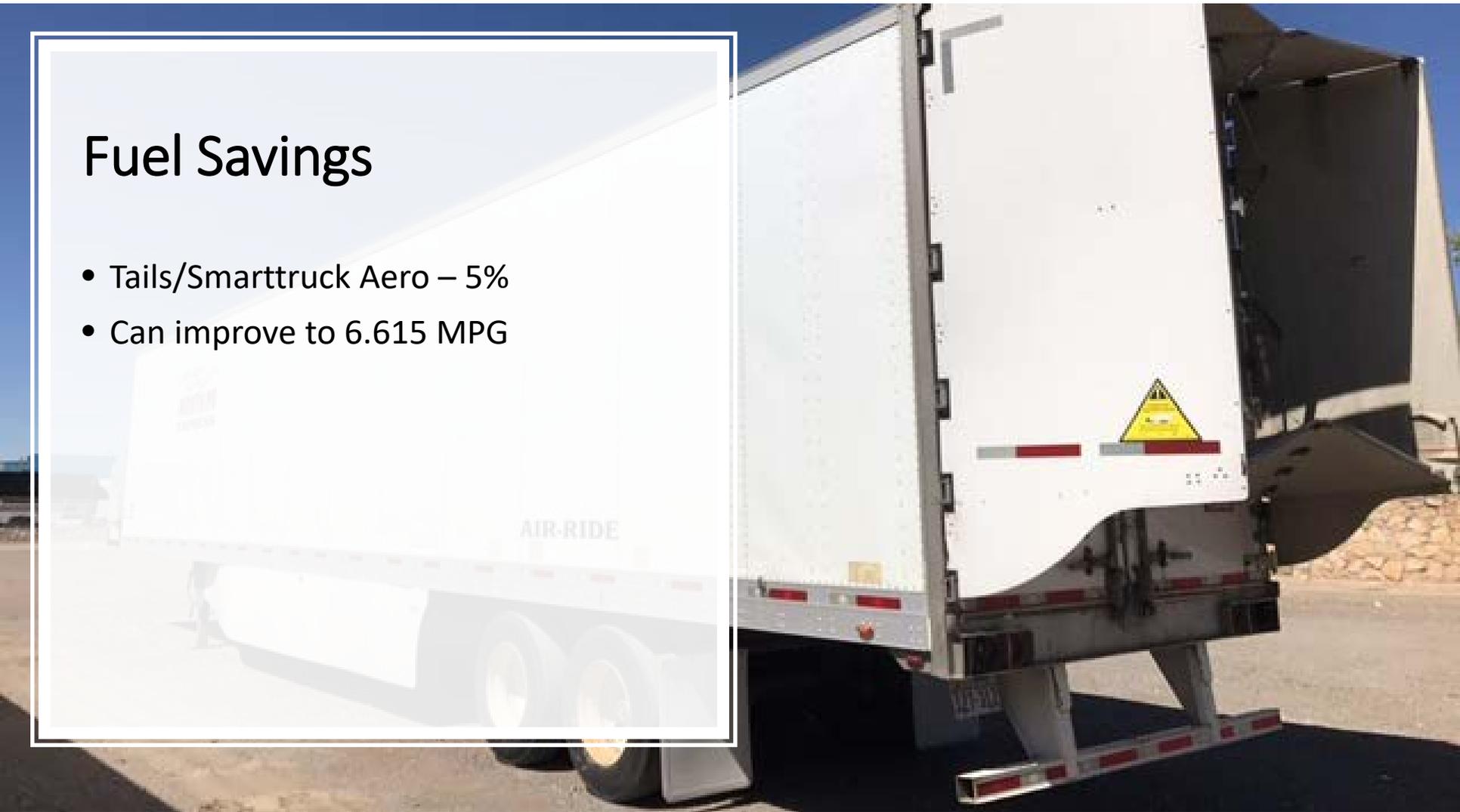
- Cost (including installation) - \$1,000
- Fuel Improvement – 5%
 - 100,000 miles/6 MPG = 16,667 gallons
 - 100,000 miles/6.3 MPG = 15873 gallons
 - Difference 794 gallons per year
 - Cost - \$2.788 Week of 9/25
 - Savings \$2213.67 per year
- **Return on Investment: 5 ½ months**

TEAMING UP FOR EXCELLENCE

AIR-RIDE

Fuel Savings

- Tails/Smarttruck Aero – 5%
- Can improve to 6.615 MPG



Results for Mustang Express

- 2012 (No Accessories)
 - 6.84 MPG
 - 4,607,868 miles
 - 672,888 Gallons
 - \$3.968 national average Diesel 2012 (DOE)
 - \$2,670,019 for 2012 (Average Cost)
- 2013 (Trailer tails/Skirts)
 - 7.6 MPG
 - 5,010,447 miles
 - 662,853 Gallons
 - \$3.922 national average Diesel 2013 (DOE)
 - \$2,599,709 for 2013 (average cost)



Mustang Express Cost Savings From Freight Efficiency Technologies

Total Miles Driven:

- 5,010,447 miles

Year-to-Year MPG Savings

- 2012: 6.84 MPG
- 2013: 7.55 MPG

Diesel Fuel Savings:

- 2012: 732,521 gallons
- 2013: 662,853 gallons of diesel consumed

2013 Net Fuel Savings:

- 69,668 gallons diesel

2013 Cost Savings:

- @ \$3.922 (2013 National Average for Diesel/Gallon)
- \$273,238 Savings!!

2016 MPG

- 7.9 MPG

MUSTANG TAKEAWAYS

QUESTIONS?



www.epa.gov/smartway

smartway_transport@epa.gov

SmartWay Helpline

734-214-4767