

**FOR IMMEDIATE RELEASE****Notable Organizations Acknowledge Transplace's Track Record of Supply Chain Sustainability with Proven Solutions, Efficient Strategies for Customers**

*Sources Recognize Leading Logistics Services Providers' Commitment to Helping its Customers and Their Suppliers Establish Sustainable Operations Practices*

**October 13, 2009 (Dallas, TX)** – Transplace, a leading provider of transportation management services and logistics technology solutions, is committed to improving operational efficiency, driving waste out of the supply chain, and enabling customers by helping them establish sustainable operations. The third-party logistics (3PL) provider is helping reduce the number of trucks on the road, utilizing optimization strategies such as efficient routing and consolidation of shipments into multi-stop truckloads. This leads not only to decreased fuel costs and a reduction of empty miles and emissions, but it also delivers efficiencies across the supply chain.

One such customer making waves for its sustainability efforts is Sunny Delight Beverages Company (SDBC). According to Ellen Iobst, chief sustainability officer and senior vice president, manufacturing and technology for SDBC: "Sunny Delight Beverages Co. is committed to reducing the carbon footprint of its transportation operations. Transplace has played a key role helping us meet our sustainability goals as well as becoming a SmartWay Transport Partner. In part, with the efforts of its new business unit, Transplace will assist our supplier base as we work together to further improve our sustainable operations and reduce our environmental impact."

The company has been active in sustainability practices for a while, and the industry has taken note in the past few years. In 2008, Transplace was selected as a winner of *Supply & Demand Chain Executive's* Green IT Awards for its commitment to pursuing sustainable supply chain operations and assisting its customers in meeting sustainability goals. Additionally, the world's leading provider of transportation and logistics information and services, eyefortransport, honored Transplace with its award for Top 3PL in the Sustainability category.

"The Award for Best 3PL for Sustainability represents a major achievement in the advancement of sustainability best practices in the logistics industry. The eyefortransport 3PL Awards are voted on by 3PL customers - the manufacturers and retailers who in large part depend on their 3PLs to help green their supply chains," said Katharine O'Reilly, vice president of research for eyefortransport. "This award represents excellence both in customer service and industry innovation. Transplace has proven their commitment to both, and has been recognized for it with this distinguished award."

A key component to Transplace's pursuit of sustainable supply chain operations is its participation in the U.S. Environmental Protection Agency's (EPA) SmartWay Transport Partnership. SmartWay recently honored Transplace with an Environmental Excellence Award for the second year in a row. This collaborative program developed by the EPA and the United States freight industry provides tools and information for companies to reduce greenhouse gases and air pollution, and promote cleaner, more efficient surface freight transportation systems.

"Transplace understands the importance of a sustainable supply chain and is working hard to be environmentally responsible within our own operations as well as promoting those practices to our customers," said Tom Sanderson, chairman and CEO of Transplace. "Partnering with SmartWay helps equip Transplace with the toolkit needed to assist our customers in making smart business decisions that will have a positive effect on both their company and the environment."

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Transplace was one of 37 companies and organizations selected from among SmartWay's more than 2,100 partners to receive this distinction. Since establishing the partnership in June 2006, Transplace has continued to add socially and environmentally conscious motor carriers to its freight network, and currently 80 percent of its alliance carriers are SmartWay Transport Partners. In addition, Transplace has assisted a number of shippers in receiving their SmartWay certification, including USG Corporation, which also received a SmartWay Environmental Excellence Award.

Transplace will be exhibiting at the upcoming eyefortransport 3<sup>rd</sup> Sustainable Supply Chain Summit in San Francisco, Oct. 15-16 in booth #16. During this event, Transplace is focusing on the launch of a new business unit, which will help small and midsize businesses establish environmentally conscious operations and more easily meet the sustainability mandates of their larger customers. This new business unit will build on the solutions and best practices that Transplace is known for and has been providing to its established customers for years.

To learn more about Transplace, please visit [www.transplace.com](http://www.transplace.com).

### **About Transplace**

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2009, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* "100 Great Supply Chain Partners" distinction for the sixth consecutive year and by *Supply & Demand Chain Executive* as a "Top 100" provider in supply chain transformation for the fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the seventh consecutive year. To learn more about Transplace and the people behind "I Am Transplace," please visit [www.transplace.com](http://www.transplace.com).

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