

polaroid



➤ CASE STUDY

Developing Greener Air Freight Shipping Routes for Polaroid

RHEGREEN adds sustainability to speedy, reliable and cost-effective logistics solutions.



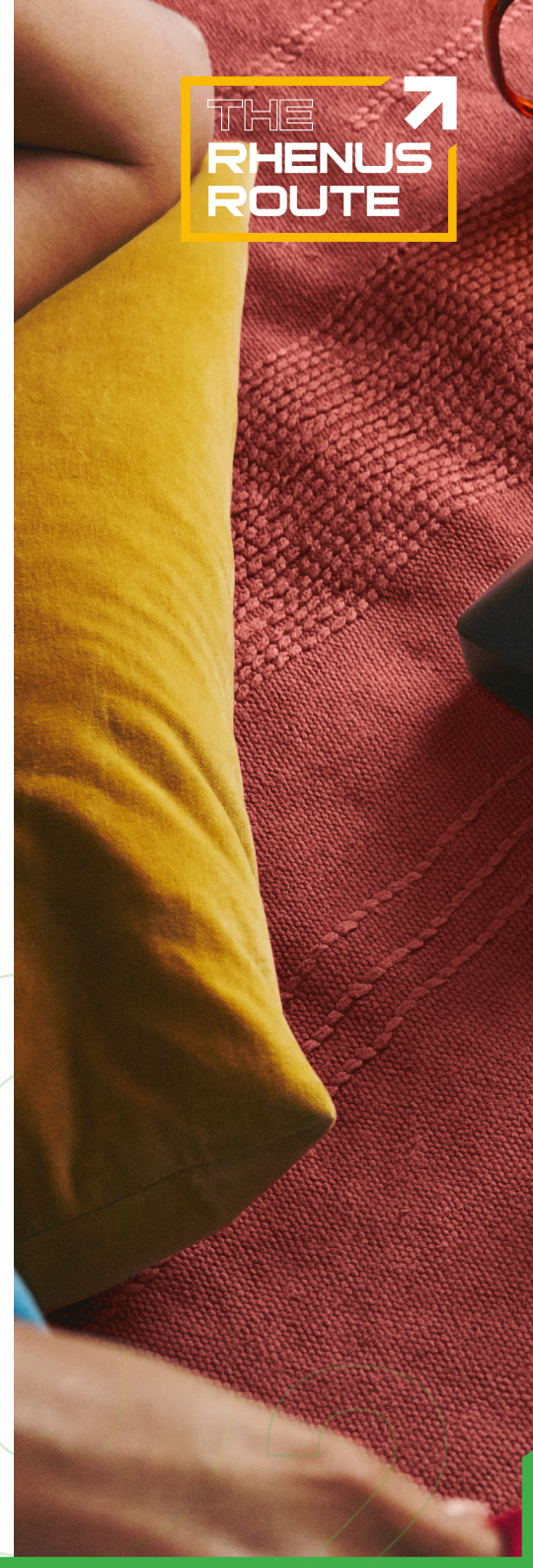
➤ The Situation

Polaroid was founded by Edwin Land in 1937. The company originally produced ski goggles and 3D glasses for the US Army and Navy. It wasn't until 1943 – when Land's daughter asked why she couldn't see a photograph of herself immediately – that the idea for the instant camera was born.

Today, Polaroid is a global brand, loved across the world. It continues to create products that bring people together in meaningful ways.

But as the world races to tackle the climate crisis, forward thinking businesses like Polaroid are looking for ways to balance purpose and profit, operational efficiency and sustainability. Polaroid had been **measuring energy consumption at its production locations in a bid to offset its carbon footprint and keep emissions to a minimum.**

With environmental concerns mounting, the company also wanted more from its logistics solutions – to ensure that its transportation methods were as sustainable as possible.



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➤ The Challenges

Rhenus has a long-standing relationship with Polaroid, organising shipping routes for cameras and accessories from the Shanghai and Shenzhen regions, to Hong Kong, Europe and the US.

Rhenus provides Polaroid with a fully managed service, overseeing the brand's entire logistics operation – from packing to distribution across sea, air and road.

- Reduce air freight shipment emissions for greener global logistics
- Balance efficiency and sustainability



➤ The Solution

Rhenus has developed the world's first carbon dioxide equivalent (CO₂e) reduction programme for the air freight industry. CO₂e is a combination of greenhouse gases that impact climate change. Called the RHEGREEN scheme, the solution is a free-of-charge calculation process. Based on aircraft type, fuel efficiency and distance travelled it recommends the least emissions-intensive route possible and

UP TO
40%

emissions on every shipment
can be saved

Where possible, Polaroid transports products via sea freight but if urgent shipments are required, between Amsterdam and Hong Kong, for example, the company's policy is to opt for the greenest air freight option using RHEGREEN.



The RHEGREEN service has had a significant impact on the sustainability credentials of Polaroid, ensuring that its shipping routes remain as eco-friendly as possible, particularly during high pressure operational periods such as Black Friday in the US or throughout the Covid-19 pandemic, for example.

To further reduce the carbon footprint of Polaroid, the sister company of Rhenus, Remondis, is also on-hand to provide a quality and compliant film waste process at Polaroid's manufacturing plants.



➤ Why take the Rhenus Route?

The RHEGREEN service simply adds sustainability considerations to what is already a fast, reliable and cost-effective fully managed logistics offering.

- By selecting the RHEGREEN service, Polaroid does not have to compromise on the quality of its logistics solutions.
- The Rhenus commitment to quality and transparency remain and Polaroid is able to access real-time updates for the duration of every shipment.
- The flexibility of Rhenus is a key factor in the continued success of the partnership.

0.68

tonnes of CO₂ saved for every
tonne of goods shipped in 2022

27.2

tonnes of CO₂e saved by
Polaroid using RHEGREEN

The scheme is supporting Polaroid's ambition to become a more sustainable business, helping to maintain its reputation among both customers and stakeholders.

“

*The **RHEGREEN** scheme was developed to demonstrate to customers that, when they select a Rhenus solution, they have the power to influence the **CO₂e** emissions of their shipments.*

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FRANK SWART

Head of Sustainable Product Development Air at Rhenus



➤ Our Global Presence

The Rhenus Group is a leading logistics service provider with global business operations and an annual turnover of Eur 8.6 billion.

1,120

Locations Worldwide

39,000

Dedicated Employees

The Rhenus Group provides solutions for a wide variety of different sectors along the complete supply chain; they include multimodal transport operations, warehousing, customs clearance as well as innovative value-added services.



■ Rhenus Group

■ Partners and Agents

■ No Partners or Agents

polaroid



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