



# Procter & Gamble



Procter & Gamble (P&G) is a global company that manufactures a wide range of consumer goods for 180 countries in the areas of pharmaceuticals, cleaning supplies, personal care and pet supplies.

As part of the company's sustainability statement, P&G has a policy of shifting towards intermodal solutions in order to optimise its transportation process. By shifting away from trucks and aeroplanes to ships and trains, it plans to save fuel and reduce CO<sup>2</sup> emissions. P&G has a target of increasing rail transportation from 10 per cent to 30 per cent by 2015.

## Requirements

- More reliable service for Greek trade lane
- Innovative intermodal solutions
- Optimisation of transportation efficiency
- No trade-offs in terms of customer service, transit times or cost
- Reduction in waste through end-to-end sustainable supply chain
- Close collaboration across entire supply chain

## Solution

- Comprehensive supply chain review for Greek trade lane
- Dedicated direct rail service and solution for P&G
- Guaranteed service using private rail operator between Muizen (Belgium) and Brindisi (southern Italy) with onward shipping to Greece
- Door-to-door service
- Guaranteed ships' capacity at all times of the year

## Benefits

- Improved reliability using private rail operator (no strikes, guaranteed service)
- Guaranteed levels of service with all year round capability, including busy summer season
- Environmentally friendlier transportation option helping to achieve P&G corporate targets.

## Facts

- Contract began in June 2009
- Substantial modal shift has been materialised since the start of the contract, matching the customer's sustainability targets.

## Services

- Innovative intermodal solution using dedicated direct rail service
- Guaranteed reliability and service
- Door-to-door services and end-to-end approach
- Collaborative partnership

