

PRESS RELEASE

In the green fast lane:

Eckes-Granini Deutschland honoured with the “Lean and Green” award for sustainable logistics

Nieder-Olm, 21. April 2015. “We bring people the best of fruit – that is Eckes-Granini’s claim. The journey from the tree to the supermarket shelf is a long one and emissions are unavoidable along the way. In an effort to reduce emissions, Eckes-Granini has developed a comprehensive package of measures in support of sustainable logistics. And it has brought success: GS1 Germany recently presented the Lean and Green Award to Eckes-Granini Deutschland.

A multi-phase concept

The goal of the logistics concept developed by Eckes-Granini Deutschland is to optimize the eco-efficiency of transport and warehousing processes. That applies to the company’s own fleet of vehicles and its warehousing procedures, but also to all strategic partners who provide transport services. The first phase involved an audit (“Green Check”) of all forwarding agents for the purpose of assessing current emission levels. In the second phase, experts from the Janz Logistics Academy briefed these firms on effective CO²-reduction measures. Logistics partner now submit regular semi-annual reports on the progress of implemented measures to Eckes-Granini Deutschland.

Moving toward a “greener” future at top speed

That is only the beginning, however. As a founding member of the “Lean and Green” initiative, Eckes-Granini Deutschland agreed in 2013 to reduce total greenhouse gas emissions in its logistics processes by 20 per cent within five years. “An ambitious goal – but this award shows that we are on the right track. From now on, we will be optimizing all transport routes along our value chain step by step”, explains Steffen Riedel, Director Logistics at Eckes-Granini Deutschland GmbH. And Dr Kay-Michael Fischer, CEO of Eckes-Granini Deutschland GmbH adds: “It is especially important to us as a family enterprise to act responsibly with respect to our resources and the environment. By developing more eco-efficient logistics, we are making an important contribution to climate protection.”



Reiner Pfuhl, Director Supply Chain, Eckes-Granini Deutschland; Florian Janz, Janz Logistics Academy und Steffen Riedel, Director Logistics, Eckes-Granini Deutschland (f.l.t.r..) at the presentation of the 2015 Lean and Green Award

Für weitere Informationen:

Engel & Zimmermann AG
Britta Fey und Silke Ponert
Am Schlosspark 15, 82131 Gauting
Telefon: 0 89 / 89 35 63-587, Telefax: 0 89 / 89 39 84 29
E-Mail: s.ponert@engel-zimmermann.de

Über das Unternehmen: Die Eckes-Granini Deutschland GmbH beschäftigt über 500 Mitarbeiter, die am Verwaltungssitz in Nieder-Olm (Rheinland-Pfalz) sowie an den Produktionsstandorten Bad Fallingbommel (Niedersachsen) und Bröl (Nordrhein-Westfalen) arbeiten. hohes C und granini stehen als die beiden bekanntesten Marken für über 90% des Umsatzes. Abgerundet wird das Sortiment durch die Kindermarke FruchtTiger sowie die Sirupmarke YO.