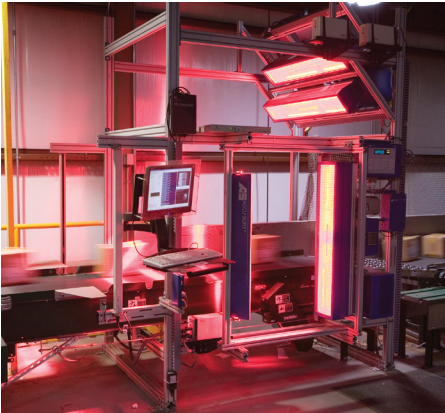




Leading logistics solutions provider uses Empty Miles Service to control costs and better serve clients.



CHALLENGE

National Retail Systems (NRS) works closely with clients to plan and optimize routes to reduce miles and the high cost of fuel and CO2 emissions.

SOLUTION

The company uses the Empty Miles Service to help it to be highly efficient when filling empty miles, which is good for its clients, good for its bottom line, and good for the environment.

BENEFITS

- **Improved sustainability.** For every weekly 500-mile lane match, NRS removes 41 tons of carbon dioxide from the environment and saves 20 barrels of crude oil each year.
- **Increased profit.** For every weekly 500-mile lane match, NRS can save 3,700 gallons of diesel fuel each year or \$15,000 based on today's prices.
- **Enhanced productivity.** NRS inputs its backhaul information into Empty Miles as an alternative to searching broker boards. It's fast and helps the company stay productive.
- **New customers.** With Empty Miles, NRS is able to identify and transport loads from retailers that are not yet its customers.
- **Loyal customers.** Using Empty Miles, NRS works closely with its clients to plan and optimize routes for speed-to-market results and reduced costs.

National Retail Systems Doing What's Good for Clients

National Retail Systems Inc. (NRS) has pioneered many of the retail logistics processes that are considered cutting edge today. The company operates an expansive network of transportation and distribution assets focused on one goal – delivering efficient and reliable logistics solutions to America's leading brands.

With just a couple of trucks serving the New York market in 1953, NRS has steadily expanded over the last 58 years to handle more than one billion pounds of freight a year, serving clients coast-to-coast and in China.

"My father-in-law started NRS as a garment trucker in Manhattan running between 36th Street and the boroughs," says Ray Wisniewski, president and chief operating officer. "Over the years, we have learned the retail market inside and out. The major challenge for our clients is getting the maximum amount of time on shelves to sell their products. We help them do just that."

Good for Clients

Within minutes of a discussion with Wisniewski, it's evident that the longevity of NRS is due to its client-centric approach.

Just one example is how NRS works closely with manufacturers and retailers to plan and optimize routes for speed-to-market results. NRS practices what the company calls "distribution center (DC) bypass." Wisniewski explains, "DC bypass is a process where we take the freight into consolidation and then transport it directly to the store. So we basically remove the distribution-center step, getting merchandise from the manufacturer to the retailer much quicker."

NRS works with clients to control costs throughout their supply chain. "We're always considering ways to reduce our cost of doing business which, in turn, means better rates for our clients," says Transportation Analyst Brad Gallin. "They [clients] are very open to changes in routes that help reduce miles and the high cost of fuel and carbon emissions."

"The Empty Miles Service helps us be more efficient which is good for our clients, good for us and good for the environment."

– Ray Wisniewski
President and Chief Operating Officer



“As we have grown in the Northeast market, NRS has brought all the necessary resources to our partnership to support our growth. They deliver high value at a competitive price.”

– Steve Wingo, Transportation Manager, Micro-Center

Steve Wingo, transportation manager with Micro-Center, comments on being an NRS client. “As we have grown in the Northeast market, NRS has brought all the necessary resources to our partnership to support our growth. They deliver high value at a competitive price.”

For NRS, environmental strategies are cost-cutters. “We have a number of strategies for environmental-related savings: idle management, speed management, tire technologies, aerodynamic features on some of our trailers, and bio-diesel,” says Wisniewski. “Another strategy is our use of the Empty Miles Service. It helps us be highly efficient when filling empty miles, which is good for our clients, good for us and good for the environment.”

Gallin adds, “For every 500-mile lane we match each week, we remove 41 tons of carbon dioxide from the environment and saves 20 barrels of crude oil each year.”

Good Investment

The Empty Miles Service was developed by the Voluntary Interindustry Commerce Solutions (VICS) Association, GS1 Canada and GS1 US™. The service enables members like NRS to match their empty trailers with other pre-qualified shippers or carriers that can use the space for shipments.

Good for the Environment



By matching just one 500-mile empty lane per week, NRS can eliminate over 41 tons of CO₂ per year.

The Empty Miles Service is also an affiliate member of the EPA/SmartWay Transport program and is aligned with the goals of the sustainable goods movement. This strong relationship allows members to link to EPA/SmartWay from the Empty Miles home page.

Getting started is straightforward and simple. To help members get on-board, VICS provides training via online seminars, demonstrating how to fully use the service to achieve specific business objectives.

VICS members subscribing to the Empty Miles Service pay only \$1,600 per year and non-members pay \$1,850. To enhance and add more functionality, all subscription fees have been re-invested back into the Empty Miles Service.

“When I consider how we use it for our clients and our company, it’s a great investment for the value it delivers,” says Gallin. “When we use Empty Miles to identify backhaul opportunities, we save

significant time. Instead of making calls to 30 different people for a few loads which could take hours, we input our backhaul information into Empty Miles as an alternative to searching broker boards. It’s fast and helps us stay productive.”

Empty Miles gives NRS the capability to post watch lists and empty lanes for other subscribers to view in real-time. Gallin continues, “A watch list brings semi-autonomous units together to communicate opportunities to each other. By filling more and more empty miles for our clients, we can optimize our loads and contain costs – for us and them.”

“Empty Miles streamlines the process of filling out our capacity. When a subscriber has a load that needs transporting, based on our parameters, we get a ‘match.’ We call the company, make the deal and we’re on our way.”

– Brad Gallin
Transportation Analyst

Good for Business

Since every run is different, NRS sets individual objectives based on the percentage of empty miles. "If we average 20 percent empty miles on a particular run, we gauge our performance based on the targeted reduction. So we can work on that lane to bring it down to 10 percent, 9 percent or even 8 percent," explains Wisniewski. "The service also allows us to be more selective by searching within our own network on Empty Miles versus calling broker boards or other methods."

Filling empty miles mitigates the transportation costs incurred by NRS. Wisniewski elaborates on the benefits. "We are working to increase our miles per gallon by 36 percent. This will provide a huge savings for us. At the same time, we are working to increase the return on our transportation assets, and this is where Empty Miles comes in. When we fill those empty miles, that revenue goes directly to our company's bottom line. The diesel savings alone associated with just one 500-mile lane match per week can save us 3,700 gallons each year or \$15,000 based on today's diesel prices."

Productivity improvements are also evident. "Our planner can call vendors in the area to ask the shipping clerks or shipping managers if there is anything coming our way. Or, we can ask our salespeople to get on the phones to fill the empty miles. This approach takes a good portion of the day and uses a lot of our resources," says Gallin. "Empty Miles streamlines the process of filling out our capacity. When a subscriber has a load

"With the Empty Miles Service, if you are diligent and systematic in how you work, the right opportunities for your business will eventually develop."

– Ray Wisniewski
President and Chief Operating Officer

Good Business Benefits

Benefits	Results
Improved sustainability	The Empty Miles Service is one of many environmental strategies used by NRS to reduce CO ₂ emissions by taking unnecessary trailers off the road. "For every 500-mile lane we match each week, we remove 41 tons of carbon dioxide from the environment and saves 20 barrels of crude oil each year."
Increased profit	NRS targets empty mile reductions for each of its runs. This translates into consistently competitive pricing for clients and greater bottom-line returns on transportation costs. "When we fill those empty miles, that revenue goes directly to our company's bottom line. The diesel savings alone associated with just one 500-mile lane match per week can save us 3,700 gallons each year or \$15,000 based on today's diesel prices."
Enhanced productivity	Instead of making calls to many different contacts for a few loads which could take hours, NRS inputs its backhaul information into Empty Miles as an alternative to searching broker boards. "It's fast and helps us stay productive."
New customers	By using the Empty Miles Service, NRS is able to identify and transport loads from retailers that are not yet its customers. "If a company works with NRS one time, they are likely to try us again."
Loyal customers	NRS works closely with its clients to plan and optimize routes for speed-to-market results and reduced costs. "NRS makes my job easier. There really isn't anything they can't do," says Steve Wingo, transportation manager with Micro-Center, an NRS client.

The Empty Miles Service delivers benefits for both NRS and its clients.

that needs transporting, based on our parameters, we get a 'match.' We call the company, make the deal and we're on our way."

The Empty Miles Service also provides NRS with a new avenue for business development. By using the service, NRS is able to identify and transport loads from retailers that are not yet its customers.

"If a company works with NRS one time, they are likely to try us again," says Gallin. "It happens frequently; containers are re-routed to the Northeast from California and companies need someone to pick them up and transload them." Wisniewski continues, "Companies call us because we are willing to go the extra mile for them. Whatever goal they put in front of us, we will always attain it, and Empty Miles helps us in that mission."

Wingo agrees, "NRS makes my job easier. There really isn't anything they can't do."

Good Opportunity

For companies new to the Empty Miles Service, Wisniewski suggests to "stick with it," as results will build over time.

"The opportunity is definitely there," Wisniewski says. "You really need to put in some 'sweat equity' to realize the benefits. With the Empty Miles Service, if you are diligent and systematic in how you work, the right opportunities for your business will eventually develop."

As expected Wisniewski concludes, "You can then turn those opportunities into benefits for your clients."



CASE STUDY: National Retail Systems



CONTACT US

Learn how your company can take advantage of this innovative solution. Contact us at +1 800.567.7084, option 3, or visit www.emptymiles.org.

ABOUT NATIONAL RETAIL SYSTEMS

National Retail Systems Inc. is a leading provider of global logistics services to high-value product manufacturers, pharmaceutical companies and U.S. retailers, including many of the leading department store, chain store and specialty store brands worldwide. www.nrsonline.com

ABOUT GS1 US™

GS1 US is a not-for-profit organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through GS1 US solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org



ABOUT VICS

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as "standards," VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS' members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. www.vics.org



ABOUT GS1 CANADA

GS1 Canada is a not-for-profit, industry-led organization that develops, promotes and maintains global standards for the identification of goods, services, locations and related e-commerce communication. As a member organization of GS1, GS1 Canada represents the interests of Canada in the continuing development of the global language of business. www.gs1ca.org



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