

Brown Trucking Company Breaks New Ground in Environmentally-Responsible Shipping

Allows Shippers to Offset Carbon Footprint

ATLANTA (June 1, 2011)— Brown Trucking Company announced today that it has become a Certified Carrier of the GREENWAY MILES program to provide customers with greater visibility and sustainability within their supply chain through a certified calculation of their per-mile carbon output and the option to offset that carbon.

“GREENWAY MILES members and their shippers now have the ability to know exactly what their carbon footprint is and the cost of offsetting each mile,” explained Eric Taub, Managing Partner of Verus Carbon Neutral and co-founder of GREENWAY MILES. “A shipper doing business with a GREENWAY MILES member will be provided the specific information and options they need to make sound sustainability choices.”

According to Joe White, CEO of CostDown Consulting and co-founder of GREENWAY MILES, “The Program builds on the accomplishments of SmartWay by adding in the facility carbon impact of terminal, office, warehouse operations and assigned service vehicles and company cars to provide not only a complete measure of carbon output but the option to offset that carbon. The per-mile rate premium calculations and pricing not only provide shippers the ability to offset carbon but carriers now have the option to bid on a carbon-neutral basis.”

GREENWAY MILES membership is a way for companies to achieve the transparency and option for sustainability that customers and public organizations are increasingly demanding, including motor carriers, railroads, logistics companies, warehouses, distribution centers, 3PLs and truck stops. Participating non-transport logistics companies have the ability to offset their facility carbon emissions through a similar audit process.

“Our decision to become a GREENWAY MILES member was primarily based on continuing our premium service which meets the carbon and environmental management priorities of our customers,” explained Brian Kinsey, President of Brown Trucking. “Becoming a GreenWay Miles Certified Carrier has also provided Brown Trucking the comprehensive carbon footprint measurement we need to baseline and improve our internal sustainability performance.”

THE GREENWAY MILES program provides carriers with 3rd-party certified fleet audits with Scope 1 and Scope 2 certified facility audits to provide per-mile calculations of grams of carbon and carbon offset costs. “Our customers care about the environment,” said Brian Kinsey, President of Brown Trucking. “We’re excited to offer them a more sustainable way to deliver their products.”

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Lithonia, GA-based Brown Trucking Company (Brown Trucking) is a leading southeast regional dedicated truckload carrier, and has been in business for more than 40 years. Brown Trucking is focused on the middle of the supply chain of their customer base, where time-sensitive delivery and information services are critical to customers. They specialize in service to the paper and packaging, major appliances, consumer packaged goods and building materials industries. The company operates 16 terminals in the Southeast and Mid-South region with 810 trucks and more than 3,500 trailers. For more information, visit www.BrownTrucking.com



GreenWay Miles is a joint venture by CostDown Consulting and Verus Carbon Neutral to provide sustainability solutions to the Logistics Industry. Services include carbon audits, carbon neutral rate calculations and carbon offsets. Learn more at: www.GreenWayMiles.com

Verus Carbon Neutral is a team of engineers, scientists, financial analysts and communications professionals who specialize in the measurement and reduction of energy use and environmental impact. Their purpose is to create affordable ways to enable businesses to understand and control their life-cycle energy use and resulting greenhouse gas generated from product manufacturing and services. Learn more at www.Verus-co2.com

CostDown Consulting works with trucking company owners and CEOs to reduce operating costs through analysis, productivity initiatives, cost controls and training. Services include operations audits, performance management KPIs, driver retention programs, driver manager training, network improvements and management of client SmartWay Partnership accounts. Learn more at: www.CostDownConsulting.com