

# SmartWay Charter Partner Canon and Its Transportation Providers Collaborate to Achieve CO<sub>2</sub> Reduction Goals

## Company Profile

Canon U.S.A., Inc. is located in Melville, N.Y., which serves as the Americas Headquarters for U.S., Canada, Latin America and Mexico. Canon U.S.A., Inc. is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. We have an extensive product list at [www.usa.canon.com](http://www.usa.canon.com), including our successful camera, printer and healthcare solutions.

## Canon

### Why Canon Supports SmartWay

"As a sales organization, we realize that shipment transportation is one of the largest areas of opportunity where we can make a positive impact on carbon emissions reduction. As a SmartWay Charter Partner, we have seen our internal CO<sub>2</sub> reduction goals being further supported by our transportation partners seeking similar improvements. We are proud of our longstanding involvement in this partnership."

*Atsuo Sudo, Vice President, Logistics, Canon U.S.A.*

### Significant Environmental Accomplishments

In the last 10 years, Canon U.S.A. Logistics has placed an increased emphasis on mode shifting, load efficiency and optimized transportation distances.

**Encourage SmartWay Program Participation:** Canon reaches out to all preferred carriers to indicate Canon's continued commitment to SmartWay and encourages carriers to join or become more active in the program.

**Load Efficiency:** Taking advantage of smaller box sizes to increase the use of a single trailer and decreasing the need for additional trailers. This has eliminated unnecessary CO<sub>2</sub> tons from our supply chain.

**Mode Shifting:** Shifting to modes of transportation with less environmental impact, notably, implementing largely ocean shipments in place of air shipments for international inbound transportation. Domestically, emphasizing truck over air when possible and rail over truck in select lanes has made a positive impact on emissions reduction.

**Optimized Transportation Routes:** Reducing miles travelled by consolidating shipments from nearby regions avoids unnecessary shipment miles.

For more information on Canon's Focus on Green Cycles Distribution:  
[www.canon.com/v-square/movie.html?id=e015](http://www.canon.com/v-square/movie.html?id=e015)