

Bolloré Logistics addresses environmental challenges in TR & DF



With the support of CLEVERreverse, Bolloré Logistics is helping clients embrace eco-friendly solutions and sustainable practices to reduce their environmental impact

The COVID-19 pandemic has pushed companies to re-assess their supply chain operations and strategies at a time when change driven by technology, digitalization and the need to develop a sustainable supply chain was already accelerating.

Before the sudden halt of travel, demand within the duty free and travel channel had increased considerably. Now, in addition to already known challenges such as product customization and regulation management, new challenges are rising in line with the change in times.

Industry leaders have needed to adapt their business model and implement fresh promotional strategies and sales methods - e-travel retail, Shop & Collect and Collect on Return. Companies in the duty free and travel retail sector are eager to plan the execution of sustainable practices and environmental solutions.

Point-of-sale materials (POSM) waste is a top issue that needs to be addressed by brands and retailers on all levels. On average, retailers change promotional signage once per month and replace corrugated displays every few weeks. Unfortunately, this waste is often considered a cost of doing business.

POSM waste needs to rely on future CSR regulations regarding plastic and disposable products. The time and cost of production enhance this challenge, as the POSM supply chain is not usually managed with the same tool as finished goods. As a result, many brands seek more support and visibility throughout the whole POSM lifecycle.

A major international supply chain operator, Bolloré Logistics, is helping clients embrace sustainability by reducing, re-using, or recycling their POSM via CLEVERreverse. An end-to-end worldwide lifecycle management of POSM, CLEVERreverse promises low environmental impact.

With this service, Bolloré Logistics manages POSM logistics via a circular economy approach. Supporting its clients with B2B order management from POS, follow up of POSM lifecycle and reverse logistics management, visibility and set-up are facilitated thanks to a unique platform, Shopper.

In line with its CSR program, Powering Sustainable Logistics, Bolloré Logistics aims to build a clean, reliable and sustainable supply chain. These advanced approaches are integrated into the “sustainable supply chain” field innovation domain of B.Lab, the company’s innovation booster.

Since the opening of two B.Lab innovation centers at its head offices in Puteaux, France, and Singapore, Bolloré Logistics has partnered with its clients to organize workshops based on a design thinking approach with a particular focus on transport and sustainable logistics.