

# Out-of-the-box innovation

UPS SOLUTIONS HELP CUSTOMERS DO MORE WHILE USING LESS.

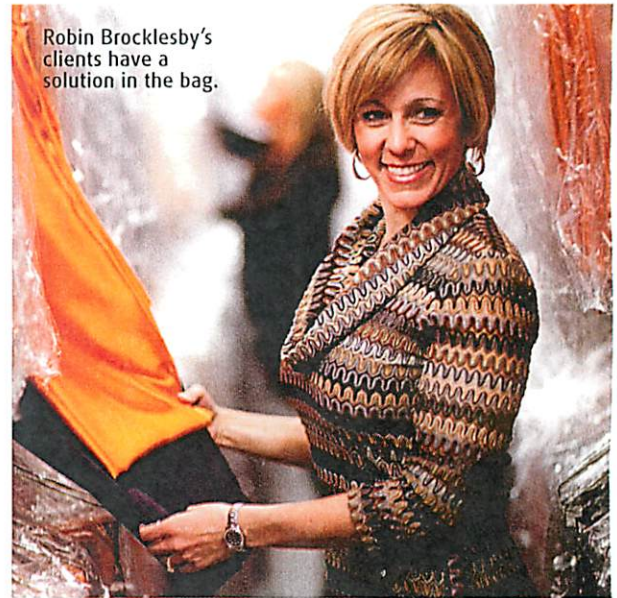
Today, it's not enough to ship faster. You have to ship smarter. Whether you're a mom-and-pop shop or a global conglomerate, a new eco-friendly playbook applies. Do more. Use less.

UPS has invested billions of dollars to develop a carbon neutral shipping option, Eco Responsible Packaging and UPS Paperless® Invoice. UPS even avoids going the extra mile – when it comes to vehicle routing, that is. Routes minimize everything from vehicle miles to time spent idling in left-turn lanes.

And these days, since being green is nearly as important as being in the black, the new logistics uses UPS's legendary approach to efficiency to streamline your supply chain while promoting sustainability.

One example of UPS bringing sustainable solutions to the table involves Creative Coverings, a specialty linen company in Reno, Nev., that rents tablecloths, napkins and chair covers to event planners and caterers across the country. After the party was over, customers were having difficulty fitting used linens back into the original boxes.

When Creative Coverings contacted UPS about this problem, a unique solution evolved: Return the linens in specially designed bags rather than larger boxes. After trials and testing, the result was a super-durable nylon



Robin Brocklesby's clients have a solution in the bag.

duffle bag with oversized zippers and small, strategically placed straps, designed to avoid any possibility of getting snagged. The bags have an estimated life span of 300 uses.

Now, Creative Coverings and its clients aren't left holding the bag.

"This is a win for everyone," says Robin Brocklesby, president of Creative Coverings. "Our customers are bound to love the ease and convenience, UPS is happy with the design, and we're thrilled that we'll be reducing our impact on the environment."

And that will leave its competitors, well, green with envy. ◀



Brown® can help your business go green. To find out how UPS can make your supply chain more eco-friendly, visit [ups.com/carbonneutral](http://ups.com/carbonneutral) or [ups.com/ecoresponsible](http://ups.com/ecoresponsible)



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