



Prestigious Award Reflects Arrow's Commitment to the Environment

A local transportation company is among a small number of North American freight companies recognized by the U.S. EPA for exceptional environmental performance.



SmartWay Award Winners at the American Trucking Associations Management Conference & Exhibition in Las Vegas

Arrow Transportation received a prestigious U.S. Environmental Protection Agency SmartWay Excellence Award at a recent ceremony in Las Vegas. The award recognizes companies that lower their carbon footprint and contribute to cleaner, healthier air as they move goods across North America.

Tim Bell, Arrow's VP, said Arrow's participation in the EPA's SmartWay program was an opportunity for the company to integrate its desire and corporate commitment to be environmentally responsible

into day-to-day operations.

"We went into this program because of the environmental perspective," said Bell. "We know how important it is that companies like ours take leadership roles in improving their environmental performance."

Bell said the company has undertaken several initiatives to improve efficiency, including:

- Purchasing 24 liquid natural gas fuelled trucks, which reduce greenhouse gas emissions by more than 25 per cent over diesel trucks
- Pioneering the use of larger nine-axle rigs to increase load capacity and reduce the number of trips required to move goods
- Committing to the use of retreaded tires, which has saved more than 25,000 tires from being landfilled in the last five years
- Developing a comprehensive in-truck software system that provides drivers with feedback about driving performance

These initiatives work hand-in-hand with the EPA's SmartWay program, which provides companies

with tools to measure and benchmark performance.

“SmartWay was instrumental in (helping) us understand our emissions and our impact on the environment. It made us realize we can take real action that makes a difference for air quality.”

Jackie Charles, Arrow’s VP of Corporate



Kevin Phillips and Colin Rafferty from Kal-Tire present an award to Tim Bell (center)

Development, said becoming a SmartWay partner fit easily with Arrow’s values.

“One of our core values is responsibility,” Charles said. “This rolls over to our commitment — our firm pledge — to minimize our carbon footprint and accept that environmental protection must be a fundamental element in our company’s long-term strategy.

“We’re thrilled to have been recognized by the US EPA in this way,” she said. “It’s something we care about. It’s gratifying for all of us to see that the work we do does not go unnoticed.”

Less than two per cent of truck carriers earn the SmartWay distinction. This year, 43 truck carriers were awarded an Excellence Award, including Arrow Transportation.

Since 2004, SmartWay partners have saved more than 170 million barrels of oil and lowered carbon emissions by more than 72 million metric tons.

The SmartWay award is not the only recognition

that Arrow has seen recently. Arrow was also handed a Thompson Rivers University Milestone Achievement Award for providing learning opportunities outside the classroom that impact the career success of students and alumni.

Lastly, Arrow was honoured by one of its key suppliers, Kal Tire, for the environmental leadership shown by the transportation company’s tire recycling initiatives.

“Particularly over the last several years, Arrow has been very active in creating awareness and accountability among their suppliers and employees to become better stewards of the environment,” said Kevin Phillips, one of Kal Tire’s commercial sales consultants.

“We worked with Arrow to measure and report on all our activities to ensure our products are responsibly sourced, re-used, recycled and ultimately diverted from landfills,” he added.

“The results of these combined efforts with Arrow have been amazing.”



Jackie Charles (right) accepts the SmartWay Award of Excellence from Cheryl L. Bynum, National Program Director, SmartWay Transport Partnership