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LOGISTICS

Nordic Logistics Barometer 2013

The Logistics Barometer in two minutes

Special role for Finnish logistics buyers
Finnish logistics buyers differ markedly from their colleagues in Sweden, Denmark and Norway. The Finnish companies place greater emphasis on close contacts with their logistics supplier, they make the most use of them in terms of guidance and they achieve a more efficient logistics chain. As many as 90 percent of Finnish logistics buyers use their logistics contacts to identify areas in which they can improve efficiency in their logistics operations. This gives the Finnish business community an advantage, a fact that is apparent from the Nordic Logistics Barometer 2013.

Partnerships crucial to competitiveness
Close contacts are a key factor in developing efficient logistics solutions. While 75 percent of logistics buyers consider that developing a partnership is crucial to becoming more competitive going forward, only 35 percent of them see their main logistics supplier as a partner. Finland is the only country in the region where the majority of logistics buyers view their relationship with their most important logistics contact as a partnership. In the other three countries, only around 30 percent of companies have a partnership with their logistics supplier.

Collaboration generates efficiency
A requirement for being able to consider a logistics supplier as a partner is that the logistics buyer sees the logistics supplier as having expertise. Only five out of ten Nordic logistics buyers think that their key logistics supplier has sufficient expertise to provide effective guidance. Three out of ten use their logistics supplier as a resource for identifying areas of their business that can be made more efficient, while four out of ten do this to a somewhat lesser extent. In addition, six out of ten logistics buyers have been offered contact with the logistics supplier's customers so that they can share experiences and benefit from each other's expertise.

Better overview of delivery quality
Last year, half of the Nordic logistics buyers stated that they did not measure delivery quality. This year, this proportion has fallen to a third. Three out of ten not measuring delivery quality must be seen as a high proportion, in view of the fact that delivery quality is considered to be the decisive factor when companies choose a logistics supplier.

Businesses with higher-educated employees perform better
In Nordic companies in which the individual responsible for logistics has a Master's qualification, 84 percent have an overview of the logistics costs, compared to the average of 67 percent. The same applies to measuring delivery quality. Seventy-three percent of logistics coordinators with a Master's qualification provide higher delivery quality compared to the average of 56 percent. When we look at the correlation between the educational qualification and the level of efficiency in the company's supply chain, those with a Bachelor's or Master's degree perform up to 11 index points better than those with a lower qualification or no qualification. It thus seems to be the case among Nordic logistics buyers that a higher level of formal education in logistics gives better results.

The results, however, indicate a tendency for the number of logistics coordinators with a higher level of formal education to be falling among Nordic logistics buyers, which must be detrimental to the competitiveness of the particular company. Only 35 percent of logistics coordinators have a Master's qualification. Compared to last year's survey, a clear decline is evident. The reason may be that this year we have made slight changes in the range of companies selected, but even so, the level must be regarded as low.

Supply chain transparency gives competitive edge
Transparency in the supply chain is becoming increasingly important. Eight out of ten Nordic logistics buyers believe that cooperation across the supply chain is crucial to becoming more competitive in the future, and nine out of ten consider that transparency and information sharing paves the way for a competitive edge. Today, four out of ten logistics buyers have been given access to demand-data from end-customers. Four out of ten logistics suppliers receive the same information.

Closer focus on eco-friendly solutions
In 2013 the index for eco-friendly logistics has risen from 35 points out of 100 last year to 45 this year. This considerable rise indicates that eco-friendly solutions are gaining ground, even if delivery quality and price are at the top of the list when logistics buyers are choosing a logistics supplier.

The environmental requirements placed on logistics suppliers have remained virtually unchanged since last year. ISO certification is still the most common requirement (five out of ten), ahead of offering an environmental calculator (three out of ten), eco-efficient fuel (three out of ten) and a specific Euro standard for vehicles (three out of ten). The requirement to use rail and sea transportation has risen somewhat compared to last year.

Danish and Swedish logistics buyers differ in a positive way from the others when it comes to willingness to pay for eco-friendly solutions. In Denmark and Sweden 16 percent and 13 percent respectively, are willing to change to more eco-friendly transportation solutions if the price increases by no more than 10 percent. Four out of ten Nordic logistics buyers can envisage changing their shipment structure or time for goods collection if it makes transportation more eco-friendly. In many cases, eco-friendly solutions can be selected without any price increases.

Swedish logistics suppliers the most attractive
The Nordic logistics buyers think that Swedish logistics suppliers are the most attractive. When it comes to future-ready logistics solutions, efficiency, consideration for the environment and logistics expertise, Swedish logistics suppliers come out on top. Norwegian logistics suppliers end up in second place in terms of future-readiness and consideration for the environment, while Danish suppliers take the number two slot as regards efficiency and logistics expertise.

Foreword

The business communities in the Nordic countries are growing more rapidly than those in the rest of Europe, which demands a great deal in terms of efficient logistics solutions. Well-functioning logistics are a requirement if companies in the Nordic region, with their comparatively high cost levels and long distances to the key export markets, are to be able to compete with companies in the rest of the world.

At PostNord Logistics, we are focused on becoming a leading Nordic logistics supplier by being a partner to our customers. We are striving to develop close relationships with our customers and to offer logistics solutions adapted to the specific needs of the customer as they stand today. We wish to contribute our expertise in a mutual process of development for the benefit of all parties. For this reason, this year's Logistics Barometer focuses on the interplay between logistics buyers and logistics suppliers.

Several Nordic logistics buyers already see their logistics supplier as a partner. In Finland in particular, it is common to have a close and productive partnership with a single logistics contact. This gives the Finnish business community an advantage over the rest of the Nordic region. Partnerships are based on trust. This means, for example, that the parties share essential information, that they set aside time and resources, and that they work together towards improving and developing new solutions.

We at PostNord Logistics will be helping to build up close, positive partnerships.

The Nordic Logistics Barometer 2013 illustrates the trends seen over the past year using four different indices: the relationship between logistics buyers and logistics suppliers, the extent of the focus logistics buyers have on the entire supply chain, the extent to which logistics expertise is sufficient, and the extent to which environmental issues are important to logistics buyers.

When it comes to consideration for the environment, the tendency is clear. Over the past four years, suppliers of logistics services have been subject to increasingly strict environmental requirements. At the same time, there is greater willingness to pay for eco-friendly solutions. It is important for us to be aware of this. The ambition of PostNord Logistics is clearly to be in the forefront when it comes to offering customers profitable, eco-friendly solutions.

Happy reading!

› **Kristina Malmgren Johansson**
Head of Sales and Marketing
PostNord Logistics

About the survey

The Nordic Logistics Barometer 2013 was put together by PostNord Logistics and is based on a survey performed by Respons Analyse on behalf of PostNord Logistics. From May to June 2013, logistics or purchasing coordinators or managers in various companies responded to the survey.

All respondents have over EUR 6 million in sales and six out of ten have sales of over EUR 25 million. Seven out of ten have over EUR 12,000 in transportation costs. The respondents primarily come from the retail sector (including agents and wholesalers), grocery sector, and other industries or sectors. The report is based on responses from 817 logistics buyers in the Nordic region.

You can download and read the Nordic Logistics Barometer 2013 at:
www.postnordlogistics.com

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Relationship between logistics buyer and logistics supplier

The index for relationships is based on the relationship between logistics buyer and logistics supplier. It shows the parties' ability to cooperate and share information and whether the contact has developed from a pure supplier relationship into a partnership. Since last year's Logistics Barometer was compiled, Nordic logistics buyers have raised their relationship index somewhat – from 59 to 61 points. Finland raises the average with its 71 points, an increase of 15 points since last year, while Norway, Sweden and Denmark each stand at 58 points. The results show that there is still great potential for closer collaboration, as the relationships currently remain at a relatively traditional commercial level.

"Finland stands out due to its close, positive relationship between buyers and suppliers of logistics"

Relationship index

FACT:

How good are Nordic logistics buyers at cooperating, building relationships and sharing information with their logistics supplier?

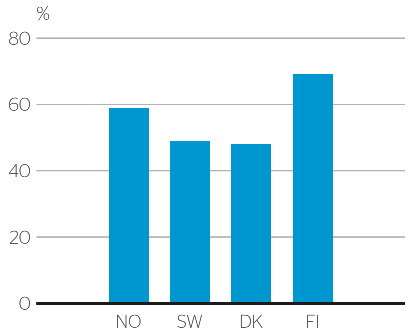
Average index rating: 61 out of 100

Choice of supplier

A good partnership requires time and resources, which is why having a single main supplier may be the most effective approach. In the Nordic region, 35 percent of companies use more than five different logistics suppliers, while 38 percent use three or less. The choice of a single main supplier may be crucial in terms of the potential to develop a close relationship. Fifty-six percent of Nordic logistics buyers have appointed a single main supplier of logistics services. Finland and Norway raise the average, with 69 percent and 59 percent, respectively. In this category, the number of percentage points has decreased by 18 percent compared to last year.

Various criteria determine the choice of logistics supplier. As many as 93 percent think that delivery quality is the most important criterion. The second and third most important criteria cited are price and expertise, with 91 percent and 86 percent, respectively. Factors less crucial to the decisions of logistics buyers are whether the supplier has nationwide coverage, is environmentally aware, offers a broad product portfolio or has good IT solutions.

Logistics buyers that have appointed a single main supplier of logistics services



Key criteria when choosing a supplier

%	Delivery quality	Price	Expertise	Nationwide coverage	IT solution	Product portfolio	Environment
Nordic region	93	91	86	71	69	66	64
Norway	96	93	92	68	77	73	66
Sweden	91	89	84	74	71	55	74
Denmark	91	90	82	63	64	66	60
Finland	94	91	84	80	63	70	55

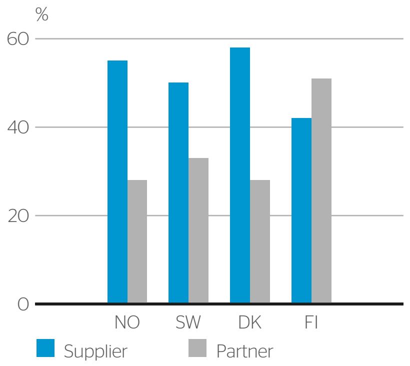
Supplier or partner

In certain cases, it is sufficient to have a supplier that performs the logistics task as agreed. Fifty-one percent see their main logistics contact as a supplier. Only 35 percent of Nordic logistics buyers see their most important logistics contact as a partner. In Finland, however, over half of respondents see their logistics contact as a partner and thus clearly stand out from the other countries. The Finns are also those who most clearly express the value of entering into partnerships.

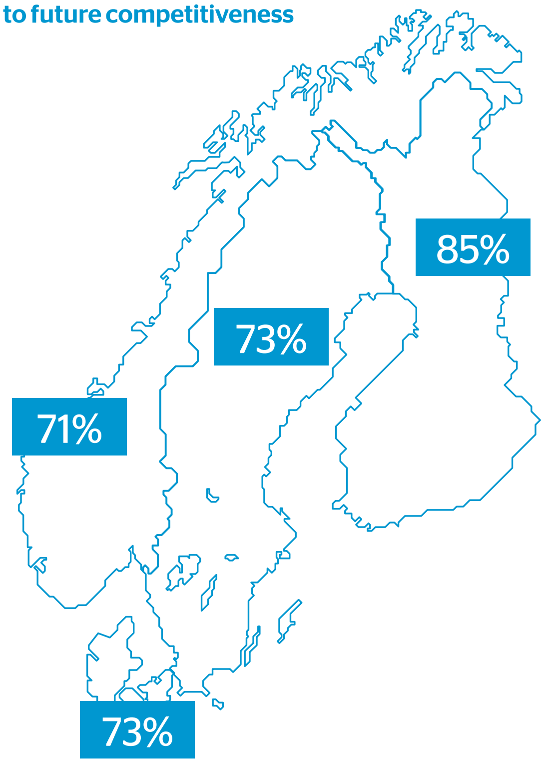
As many as 75 percent consider it necessary to build up a partnership with their logistics supplier in order to become more competitive. This is why there is a gap of 40 percentage points between the percentage of respondents that currently see their most important logistics supplier as a partner and the percentage that consider it important to develop a partnership. The potential for developing existing collaborations into partnerships is therefore great.

"Seventy-five percent consider it important to develop partnerships in order to become more competitive"

Percentage of respondents that consider their most important logistics supplier as a supplier or as a partner



The significance of the partnership to future competitiveness



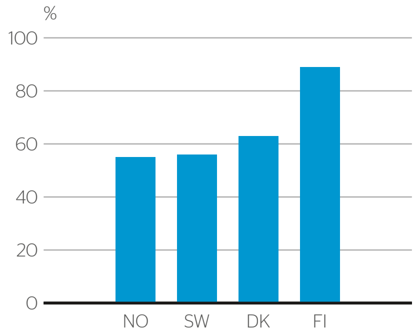
Collaboration and contact

Of Nordic logistics buyers, 47 percent have follow-up meetings once a quarter or more frequently, while 25 percent have follow-up meetings once a month or more frequently. During these meetings, daily challenges are addressed; expectations are discussed and solutions developed. Such meetings also contribute to creating close relationships. Seventy-four percent of Nordic logistics buyers consider that frequent contact with their logistics supplier is essential if their business is to become more competitive going forward.

Having the right expertise is crucial to the ability to develop efficient logistics solutions. Forty-nine percent of Nordic logistics buyers consider that their logistics supplier has sufficient expertise to provide effective guidance in fields related to logistics and transportation. An even greater proportion (65 percent) uses its logistics supplier either partially or to a great extent as a resource for identifying areas in the company's logistics that can be made more efficient. Here, a rise of six percentage points has been noted since last year's Logistics Barometer. In Finland in particular, many respondents (89 percent) said that they use their logistics contact to improve efficiency.

"Increasing numbers of respondents use their logistics contact to make operations more efficient"

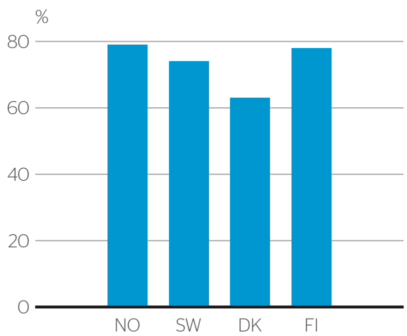
Percentage that uses its logistics supplier as a resource for identifying areas that could be made more efficient



Contact with customers of logistics supplier

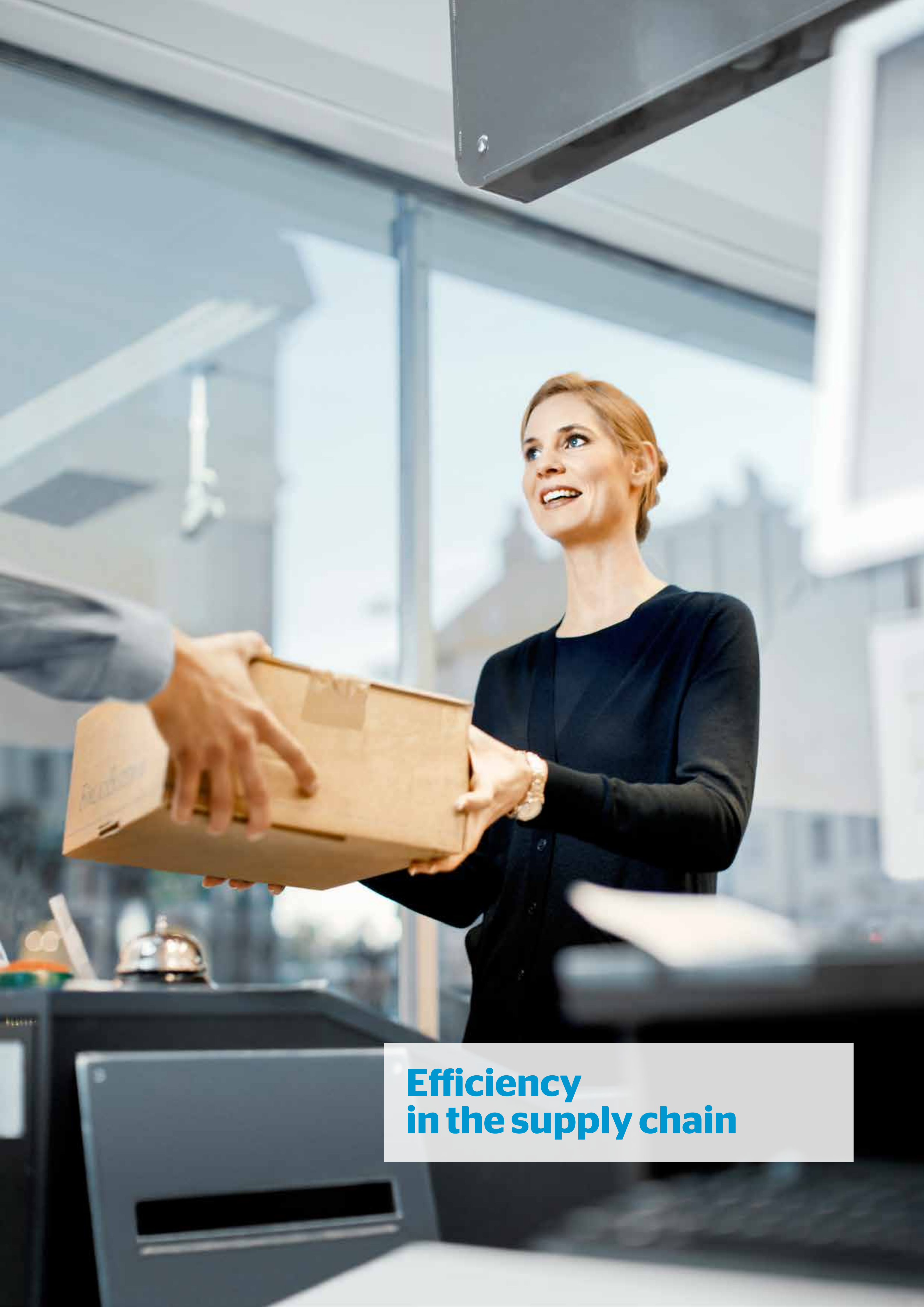
Collaboration between logistics buyers and logistics suppliers can prove profitable to both parties. If, in addition to this, contact can also be made with the logistics supplier's customers, this can provide even greater benefits. Fifty-eight percent of logistics buyers state that their logistics supplier has put them in touch with its (the logistics suppliers') customers for the purpose of sharing expertise, while as many as 63 percent have been able to improve existing solutions and identify new services or solutions through contact with other logistics buyers/customers. This may take the form of networks formed by the logistics supplier, or of conferences or own meetings. On such occasions, customers can share experiences, and both logistics suppliers and logistics buyers can identify new solutions that will benefit several parties.

The role that frequent contact with the supplier plays in terms of future competitiveness



Percentage of cases in which the logistics supplier puts logistics buyers in touch with its own customers

%	Norway	Sweden	Denmark	Finland
Sharing expertise	43	51	63	77
Improving existing solutions	51	59	65	80
Identifying new services/solutions	52	58	65	80

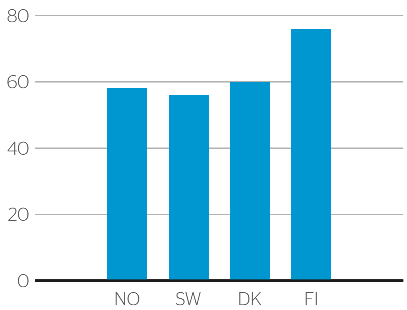


Efficiency in the supply chain

The products of logistics buyers must be shipped from producer to end-customer in the optimum way, taking various time requirements and volumes into account. It is therefore important to consider the entire supply chain, and not only optimize your own operation. The index for efficiency in the supply chain is based on the level of information sharing between players in the supply chain, along with the role of the logistics coordinator in the company and that individual's level of influence, and the extent to which the expertise of the different parties is utilized to make the chain more efficient.

The index for efficiency in the supply chain averages 62 out of 100 points. This is a minor decrease compared to last year's Logistics Barometer, when the index averaged 64 points. With 76 points Finland reports the highest rating, an increase of 18 points, while the figures for Norway and Sweden are down ten and nine points, respectively. The level of efficiency in the supply chain remains stable in Denmark.

Index of efficiency in the supply chain



FACT:

How good are Nordic logistics buyers at developing efficient logistics solutions and guaranteeing efficiency in the supply chain?

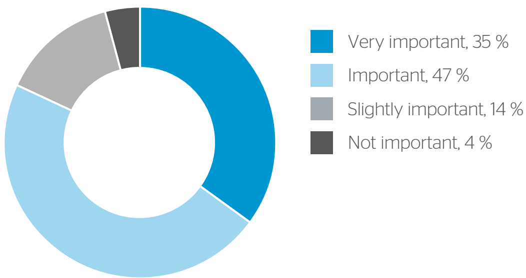
Average index rating: 62 out of 100

Collaboration in the supply chain

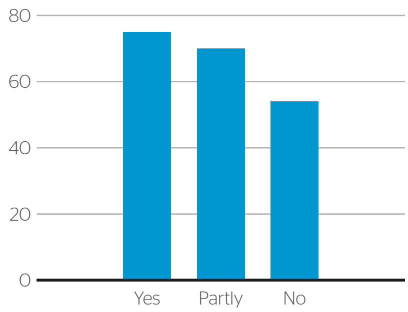
Eighty-one percent of companies think that closer collaboration in the supply chain can make them more competitive in the future. Of these respondents, 46 percent say that collaboration is important, while 35 percent think it is extremely important.

Those companies that use their logistics supplier as a resource for identifying areas in which to improve efficiency in their business perform better in the index for efficiency in the supply chain than those that do not. Those that do not use their logistics supplier as a resource achieve 54 points, 8 points below the average for the index for efficiency in the supply chain, while those that ask their logistics supplier for guidance rise to as many as 75 points. The difference between those using their logistics supplier to provide guidance and those not doing so can be up to 21 index points.

Significance of closer links along the entire supply chain



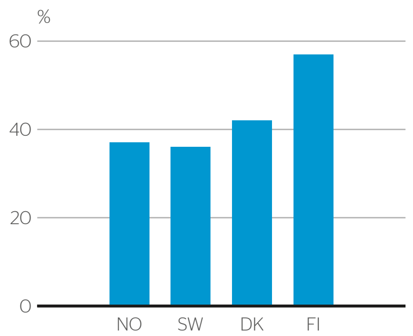
Percentage using their logistics supplier as a resource, correlated to the index for efficiency in the supply chain



Sharing information

As many as 85 percent think that sharing information is important (46 percent) or very important (39 percent) in order for the company to be more competitive in the future. Transparency makes it possible for each link in the chain to control its logistics. Forty-three percent of logistics buyers in the survey have access to demand-data from end-customers. In cases where logistics buyers receive demand-data from end-customers, other links in the supply chain also receive the same information in 52 percent of cases. Today, 35 percent of the logistics suppliers receive demand-data that they use to coordinate their anticipated goods volumes.

Percentage of logistics buyers receiving demand-data from end-customers



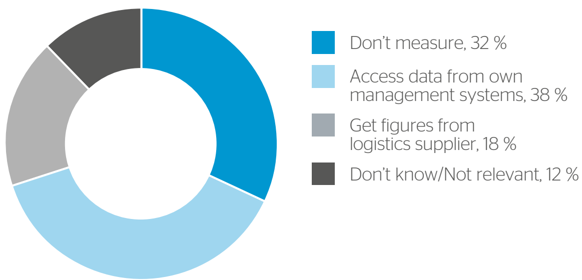
Measurement equals control

Companies that measure various service and cost targets can monitor changes in the logistics of their business. Delivery quality is the most important criterion when Nordic logistics buyers choose a supplier. Thirty-three percent do not measure this factor, either because they are unable to separate out the target figures (17 percent) or because quite simply this is not done (15 percent). In total, 56 percent of logistics buyers measure delivery quality. Since last year's Logistics Barometer, a rise of 14 percentage points has taken place in those accessing the data from their own systems, while the ratio of those who measure delivery quality to those who do not remains unchanged.

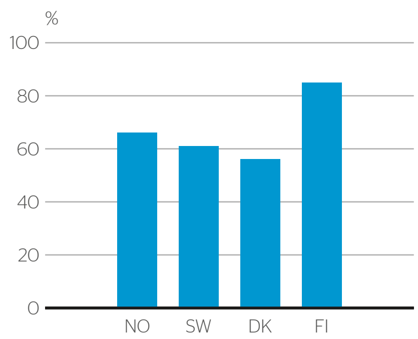
Sixty-seven percent of Nordic companies have a precise overview of their logistics costs. This is an increase of 13 percentage points from last year. In Finland, 85 percent responded that they had control over their logistics costs, while only 56 percent of respondents in Denmark said that they had an overview of such costs. These are startlingly low figures, particularly in view of the fact that price is the second most important factor for businesses when choosing a logistics supplier.

"Thirty-two percent do not have an overview of their logistics costs"

Measurement of delivery quality



Percentage with a precise overview of their logistics costs

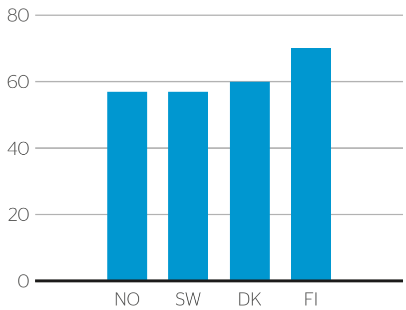


Logistics expertise

Logistics expertise is one decisive factor in being able to manage a supply chain efficiently. Knowledge of how logistics work, both internally and externally, is crucial to the choice of shipment structure and logistics solution.

The expertise index is based on how able companies are to solve complex logistics issues on the basis of their level of expertise; how big a role logistics plays in the operation; how expertise is built up internally; how outside expertise is used in the supply chain; and which measurements are made when it comes to logistics. At Nordic level, the expertise index averages 61 out of 100 points, and there is thus still major potential for raising the level of expertise internally.

Expertise index



FACT:

To what extent do Nordic companies have sufficiently good logistics expertise to be able to manage their relationships and supply chain efficiently?

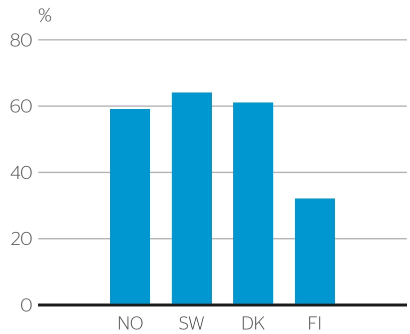
Index target: 61 out of 100

Internal expertise important

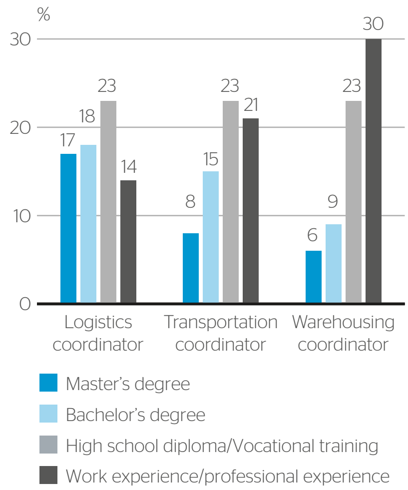
An average of 54 percent of Nordic logistics buyers think that expertise development through education/training is essential if the company is to be more competitive in future, and in this case, no change has taken place since last year's Barometer. Finnish businesses average 32 percent, bringing down the overall figure.

Even if more than half of the Nordic companies think that formal logistics expertise is important, this is not reflected in the current situation. The level of expertise is relatively low among Nordic logistics buyers. Thirty-five percent of logistics coordinators have a Bachelor's or Master's degree. When it comes to transportation and warehousing coordinators, 23 percent and 15 percent, respectively, have a Bachelor's or Master's degree. In all three posts – logistics, transportation and warehousing coordinator – 23 percent have only completed a high school education. There are no major differences between the countries, but Finnish companies bring up the average to some degree.

Percentage considering that a higher level of formal logistics expertise internally is important if the company is to be competitive in the future



Nordic level of education



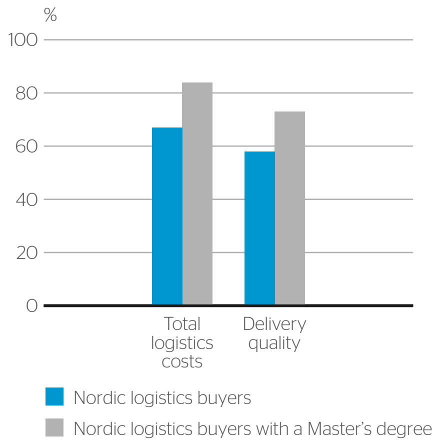
Expertise is profitable

In companies where the logistics coordinator has a Master's degree, it is considered more important to check and perform measurements than would be the case with average Nordic logistics buyers. Eighty-four percent of Nordic logistics buyers where the logistics coordinator has a Master's degree have control over the size of the company's logistics costs, compared to the average of 67 percent. A corresponding ratio applies to measuring delivery quality, whereby 73 percent of those with a Master's degree follow up on delivery quality, as against the average of 56 percent. The conclusion is that greater expertise means greater knowledge and understanding of the supply chain, which makes it easier to see which improvement measures the company requires.

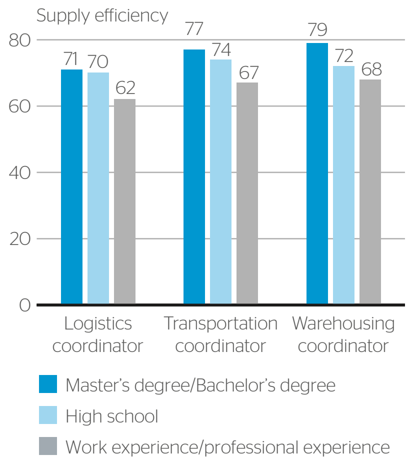
A similar outcome is evident when it comes to efficiency in the supply chain. The link between the level of expertise and the efficiency achieved in the supply chain differs by up to 11 index points if you compare the results that those without any logistics expertise achieve with the results achieved by those with a Bachelor's degree or Master's degree. Companies with employees with a higher level of education thus perform better than those with employees with a lower level of qualification or no qualification. The results concur with those reported in the Logistics Barometer 2012.

"Greater logistics expertise leads to better-performing businesses"

Measurement of costs and quality at companies that have a logistics coordinator with a Master's degree, and at all companies



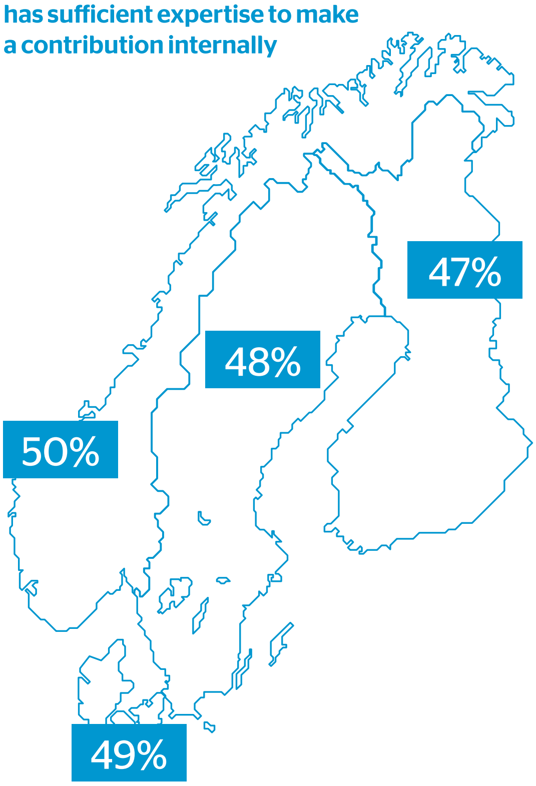
The link between the level of expertise and the performance data for efficiency



Expertise at logistics suppliers important

When Nordic companies need to select a logistics supplier, 86 percent of them consider that the supplier's expertise is important. Here, Norwegian companies raise the average, with 92 percent. The percentage of respondents who actually think that their logistics supplier has sufficient expertise to provide effective guidance is 49 percent.

Percentage of respondents who think that the most important logistics supplier has sufficient expertise to make a contribution internally

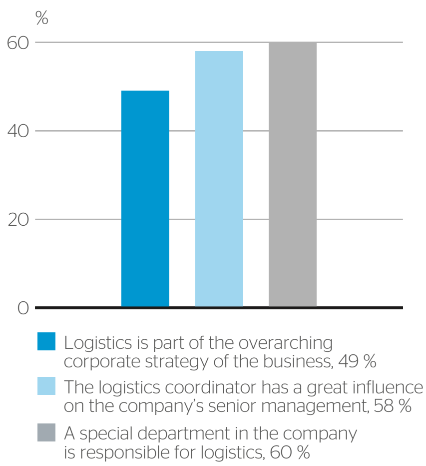


Expertise makes it easier to have an influence

At 60 percent of Nordic companies, responsibility for logistics is placed with a specific department. If a company puts strong emphasis internally on logistics, this may lead to a closer focus on improving efficiency and fostering development. At 58 percent of Nordic companies, the logistics coordinator has a great influence on the senior executives of the business. Eighty-one percent of Finnish logistics buyers state that they exercise great influence over the company's senior management, compared to only 41 percent in Sweden.

At 49 percent of Nordic businesses, logistics is part of the overarching corporate strategy. This is a significant fall from last year's barometer in which 68 percent had logistics as part of their overarching corporate strategy.

Organization of logistics at Nordic companies



Environmental logistics

The logistics solutions that companies choose have great significance to the environment. Requirements for faster, more frequent deliveries with smaller floats may imply that the means of transportation are not used as efficiently and result in negative environmental impact. The same applies to the choice of more rapid solutions, such as motor vehicles rather than trains or ships. But on many occasions, eco-friendly solutions may result in lower costs and better logistics. Using the train instead of the car, shipping less frequently and making better use of space helps lower costs and reduce impact on the environment.

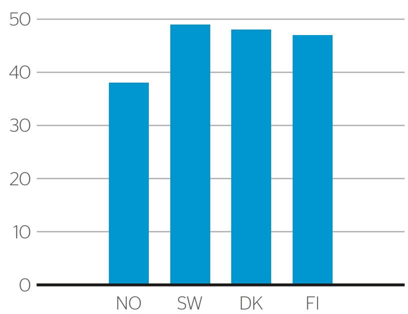
The index for the environment is based on the extent to which companies set environmentally related requirements for the logistics supplier, the willingness to pay and the desire to adapt the shipment structure and change the time of collection in order to achieve solutions that are more eco-friendly. The index for eco-friendly logistics has risen from 35 points last year to 45 points this year. The environmental focus has thus risen by 10 index points. Companies are expressing a greater willingness to pay for eco-friendly solutions, they are more willing to use rail and sea, and they are showing a somewhat greater desire to adapt transportation to make it more eco-friendly.

FACT:

How much are Nordic companies investing in eco-friendly logistics?

Index target: 45 out of 100

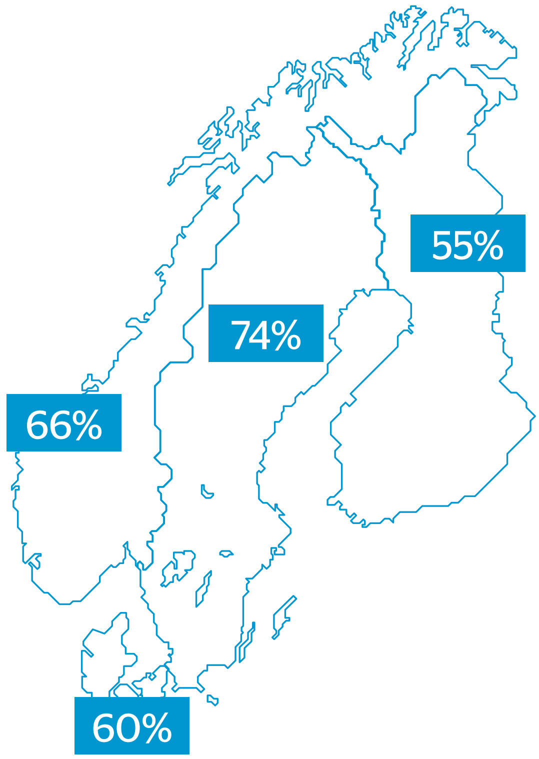
Environmental index



The significance of environmental issues

The environmental demands made of the logistics supplier are often determined by other factors. If delivery quality is high, environmental measures may be appropriate. This means, for example, that when a company can rely on the goods arriving on time, it may be willing to make adjustments in order to transport the goods by rail or sea. Sixty-four percent of Nordic companies think that the issue of the environment is important when choosing a supplier. Seventy-four percent of Swedish companies think that it is important to focus on the environment, while Finnish companies think that this is less significant (55 percent).

Significance of the issue of the environment when choosing a supplier



Environmental requirements, relatively unchanged

Nordic companies make various requirements of their logistics suppliers when it comes to the environment. The most common requirement is that of ISO certification (45 percent). Euro classification of vehicles is a requirement that is less common (27 percent), as is eco-friendly fuel (29 percent).

Thirty percent of Nordic companies say that they require an environmental calculator. The proportion of companies that actually follow up on environmental emissions as a key indicator and perform environmental measurements is 33 percent.

Demands for rail transportation to be used wherever possible are much more frequent. In last year's Logistics Barometer, the proportion was 15 percent for this requirement but this year the figure has risen to 24 percent. In Norway, rail transportation has faced major challenges in recent times so, for obvious reasons, this requirement has fallen from 32 percent to 20 percent due to poor reliability.

The desire to use sea transportation wherever possible has increased this past year from 19 percent to 25 percent. Thirty-six percent of Finnish companies demand sea transportation, while this requirement is at 17 percent for Norway.

Environmental requirements made of logistics suppliers

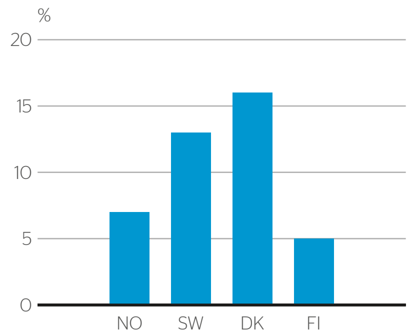
%	Norway	Sweden	Denmark	Finland
ISO certification	35	52	49	46
Euro classification	22	31	33	25
Eco-friendly fuel	16	38	35	29
Environmental documentation	23	36	35	27
Rail	20	27	18	30
Sea	17	25	25	36

Greater willingness to pay for eco-friendly solutions

Ten percent of companies are willing to shift to more eco-friendly transportation solutions, for example, more eco-friendly fuels, even if this means a price increase of 10 percent. In Sweden and Denmark, the willingness to pay for eco-friendly solutions is relatively high; as much as 13 percent and 16 percent, respectively, are willing to pay more. In Denmark there has been a rise of 12 percentage points.

"In Denmark and Sweden, the willingness to pay for eco-friendly solutions is 16 percent and 13 percent, respectively"

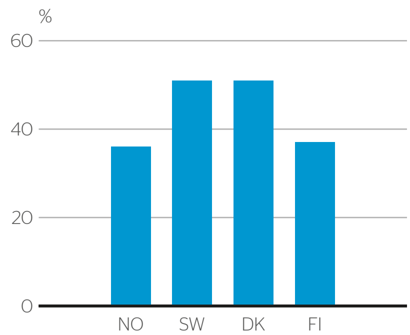
Willingness to pay for eco-friendly solutions with a price increase of 10 percent



Consideration for the environmental through changes in transportation

Making transportation more eco-friendly does not necessarily mean higher costs. It is often a question of increasing the use of space, cutting the frequency of deliveries or accepting other times for collection and delivery. Forty-three percent of Nordic companies are willing to change their times for goods collection or alter the shipment structure if this makes transportation more eco-friendly. In Sweden and Denmark, more than half of businesses are willing to change their transportation procedures to make them more eco-friendly.

Willingness to reschedule the time of goods collection/change the shipment structure in order to make transportation more eco-friendly



Expectations for the future

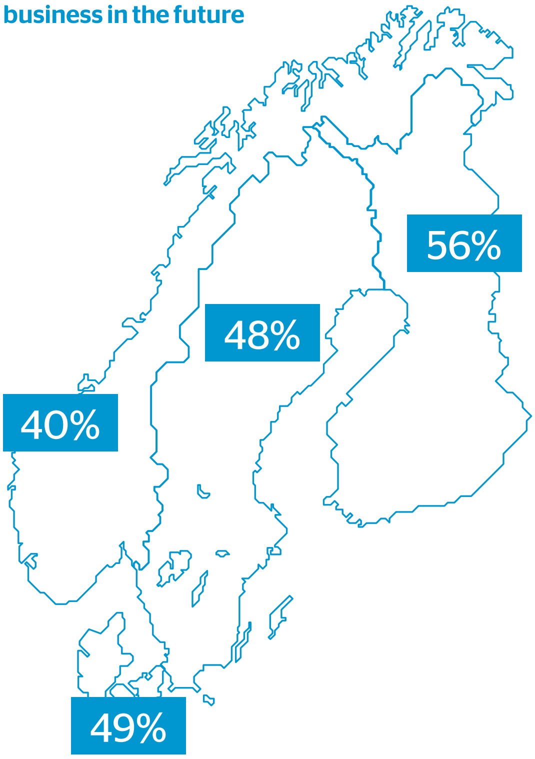
If you want to be a competitive player in the market, you have to continuously make logistics and the supply chain more efficient in order to be able to supply the right product to the end-customer at the right time. To companies, it is crucial to have skilled logistics suppliers who deliver when they are supposed to. It is also important to decide which market to focus on.

The Nordic region as a focal area

Several international players see the Nordic region as an area on which it is important to focus. Among Nordic companies, 48 percent expect the Nordic region to become an even more important market for their business in the future.

"48 percent expect the Nordic region to become an even more important market in the future"

Percentage of companies expecting the Nordic region to become an even more important market for their business in the future



The best logistics suppliers in the Nordic region

Many companies in the Nordic region have experience of logistics suppliers in different countries. Swedish logistics suppliers are ranked as the most attractive in the Nordic region in terms of future-ready logistics solutions, efficiency, consideration for the environment and logistics expertise. In the area of future-ready logistics solutions and consideration for the environment, Norwegian logistics suppliers hold second place, while Danish logistics suppliers take second place in terms of efficiency and logistics expertise.

Countries with the foremost logistics players in various areas

%	Future-ready logistics solutions	Efficiency	Environmental consideration	Logistics expertise
Norway	13	9	12	8
Sweden	21	22	23	19
Denmark	10	14	10	13
Finland	7	9	4	11

Evaluating different means of transportation

Rail is considered to be the most eco-friendly means of transportation (56 percent). Danish companies are the only ones that think that sea transportation is the most eco-friendly means of transportation. Road is considered the most efficient (53 percent), the most reliable (57 percent) and the most economical (36 percent) mode of transportation.

It is worth noting that there is a good spread among the various modes of transportation regarding which is the most economical/cheapest. Both sea and rail are able to compete with road, depending on the type of goods and the distance involved, provided that no technical problems arise during transportation. Air is only cheapest for special types of goods.

Mode of transportation regarded as most the eco-friendly, efficient, economical and reliable

%	Eco-friendly	Efficient	Cheap/ economical	Reliable
Sea	25	7	31	10
Road	12	53	36	57
Rail	56	9	24	13
Air	1	27	3	14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About PostNord Logistics

PostNord delivers first-class communications and logistics solutions to businesses and individuals in the Nordic region. When mail and parcels are to be sent to, from or within the Nordic region, PostNord is to be the eco-friendly company of choice.

PostNord AB was established in 2009 through the merger of Post Danmark A/S and Posten AB. The Group has sales of around EUR 4.5 billion and approximately 40,000 employees. The business is divided into the Posten, Post Danmark, PostNord Logistics and Strålfors business areas.

- PostNord has a unique infrastructure for communications and logistics services to, from and within the Nordic region.
- PostNord delivers around 11 million letters, 400,000 parcels and 11,000 pallets each day, with a top-class service.
- PostNord has around 4,900 parcel distribution centers with long opening hours in Sweden, Denmark, Finland and Norway.

About PostNord Logistics
PostNord Logistics is one of the Nordic region's leading logistics partners, with several hundred years' experience of transporting goods and information. Each day 500,000 parcels and 35,000 pallets are delivered to 60,000 companies – to, from and within the Nordic region. PostNord Logistics has 8,000 employees and 4,550 drivers. Annual sales are around EUR 1.6 billion.

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