

**Intermodal Shipping**

**Company Profile**

**Headquarters Location**  
Mahwah, New Jersey

**Contact:**  
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Chain Planning  
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**Number of Employees:**  
2,500

**Strategy Category:**  
Intermodal Shipping



## Sharp Electronics Corporation

From televisions to solar panels, Sharp Electronics Corporation is shipping greener everyday with SmartWay Carriers and utilizing other environmentally friendly strategies. In 2005, Sharp Electronics shipped 160,000 trailer loads, containing a total of four billion pounds of product, approximately 652 million miles throughout Canada, United States, Central America, and South America.

When Sharp Electronics joined SmartWay Transport Partnership in October 2004, the company knew it could make the 50% SmartWay carrier requirement after three years. Sharp Electronics require that its logistics companies only use SmartWay carriers to ship Sharp Electronics products. In addition to the SmartWay carrier requirement, Sharp utilizes many other emission reduction strategies. Sharp Electronics does not allow any truck idling at its facilities. In addition, Sharp utilizes intermodal shipping—approximately 15-18% of their shipments are by rail. Sharp uses electric forklifts in its distribution centers and makes sure they receive preventative maintenance once a month, thus decreasing the battery charging time. Sharp also keeps terminals open during the night to decrease traffic-related idling. Motion-sensored lights are also present in their buildings and warehouses. Since there is a shortage of trucks, the strategy is less expensive, and emissions are reduced. Sharp Electronics feels that intermodal shipping is the most effective strategy implemented by Sharp Electronics.

Mark Servidio, Vice President of Logistics and Supply Chain Planning, first heard of SmartWay while researching on the Internet. Mark states that “one of SmartWay’s strong points is that shippers and carriers have to be codependent—that one has to rely on the other within the program.” Servidio also commented on SmartWay tools, including the FLEET Model and SmartWay website, stating that “SmartWay tools are easy to use and get you the desired results.”

Sharp has gone to great lengths to recruit additional SmartWay partners. Since joining SmartWay, the company has recruited approximately 20 carriers. Due to their involvement in SmartWay, the company has been featured in the global newsletter and has been recognized by environmental business acquaintances in Japan.

