

Idling Reduction

Company Profile

Headquarters Location
Bannockburn, Illinois

Contact:
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Number of Employees:
100+

Strategy Category:
Idling Reduction

**Number of Networked
Carrier Companies:**
7,800

**Number of Networked
Shipper Companies:**
3,800



Partner Profile



AFN (Advantage Freight Network)

Advantage Freight Network (AFN) is a logistics company formed in 2003 with just eight employees. Currently AFN has grown to represent over 7,800 carriers and 3,800 shippers and now employs over 100 individuals. AFN prides itself on being a safe, responsible, and environmentally conscious company. AFN makes extra effort to find clean and safe trucks to haul shippers' product. "We do our best not to ship our client's products with dirty trucking companies," notes Jared Palmer of AFN.

AFN has encouraged carriers to practice **dropping** their trailers off at loading docks to prevent drivers from idling while freight is being loaded and unloaded. AFN also sends out newsletters to its carriers to promote the SmartWay program and to encourage carriers to implement environmentally friendly technologies and techniques.

AFN has devoted itself to **finding and utilizing** carrier clients who are members of the SmartWay program. Palmer notes, "We look at a company's profile, such as IKEA who are active SmartWay participants, in order to prospect future customers that are environmentally friendly." Palmer notes that there has been a shift towards environmental stewardship within the freight industry. By seeking out and supporting businesses that are environmental leaders within the freight industry, AFN is doing its part to promote an environmental sustainability into the future.

"Currently SmartWay is at the **forefront of involvement** and change in the transportation sector, and that is something that we desire to be a part of. To stay with the times you need to stay with the people who are leading the cause," comments Palmer on the SmartWay program. The ethics and quality that AFN strives for speaks for their success within the industry. AFN's effort in become a "green" company early-on demonstrates their leadership abilities within the freight industry.

