

Partner Case Study



INNOVATIONS FOR LIVING™

Idling Reduction

Company Profile

Headquarters Location
Toledo, Ohio

Contact:
Gregg Focht
(419) 248-7469

gregg.focht@owenscorning.com

Number of Employees:
20,000

Strategy Category:
Idling reduction

Owens Corning

When Owens Corning joined SmartWay Transport Partnership in September 2005, the company knew that to succeed as a SmartWay Partner they would need to engage and involve their carrier base. To that end, on January 10, 2006, Owens Corning sent a letter to their large carriers to stimulate their interest and understanding of what Owens Corning expected and why they should get involved in the SmartWay Transport Partnership. This letter has become a model for other shippers interested in recruiting their carriers into the SmartWay Transport Partnership. To date Owens Corning has recruited over 20 of its largest carriers to become SmartWay Partners through this letter-writing campaign.

In the past, Owens Corning has recognized their carrier fleet with an advertisement in Transport Topics that highlights the characteristics that make those carriers valuable to Owens Corning and their customers. In 2006, Owens Corning included the SmartWay Transport Partner logo in their advertisement, further distinguishing their carriers as industry leaders working towards greater fuel efficiency.

In 2005, Owens Corning recognized that their ability to track the amount of time a driver was waiting at their plants needed definition and quantification. Drivers were invited to sign in electronically when they came into proximity of the plant and regardless of the time it took before loading began and ended. This dwell time study has allowed Owens Corning to effectively and accurately capture information on each and every shipment and can report that data by plant and carrier. Based on this extensive dwell time study Owens Corning has begun work to establish guidelines that will reduce idling at their plants while balancing driver safety and security.

John Gentle, Global Leader Transportation Affairs (retired), had this to say about Owens Corning's involvement with the SmartWay Transport Partnership: "Owens Corning is all about conservation, safety and waste elimination. We redefine what is possible and consistently elevate our performance and the results of the team to employ creative processes to engage our carriers in support of the corporate initiatives. We believe that our strategies are innovative and that we have been active with the SmartWay Partnership and will continue to take every opportunity to raise the internal and external consciousness of this important program."

