

A major breakthrough in Sustainable logistics from Orion Web Technologies Ltd a leading developer of logistics IT solutions. They announce the launch of the Orion StarC product as an addition to their existing suite of leading edge solutions.

Orion helps companies identify unnecessary processes within their logistics and then provides solutions that deliver real improvements and cost savings. These Solutions are designed to achieve efficiency gains through the adoption of intelligent and dynamic processes that are scalable and can swiftly respond to change. The deployment of these solutions invariably results in greater productivity, lower energy usage and reduced Carbon emissions.

There is increasing awareness concerning Carbon emissions and the impact on the environment and this concern is now driving purchasing decisions. Sustainability is now a live concept that is gaining momentum and the pressures will continue. Therefore those businesses that take this concern into account and “Green” their logistics will demonstrate that they are pursuing a managed energy and emissions reduction policy and they will prosper at the expense of others.

Talking about the new product, John Whitehorn commented: Simply incorporate the Orion StarC

calculator within your existing systems and the Carbon footprint is automatically calculated and reported. By using existing relevant commercial and operational data from within your system very little setup and maintenance is needed.

By shirking environmental responsibilities and ignoring the impact of their Carbon footprint companies are letting down their shareholders, staff and customers. There are significant commercial benefits to be gained in reducing your carbon footprint and perhaps two of the most tangible are firstly, costs are simultaneously reduced and secondly it also delights customers. Orion StarC gives you maximum competitive advantage by enabling you to be transparent about your environmental targets and your progress based on accurate and current data.

Lower CO2 delivers lower costs, delighted customers and a better environment!