

# Working together to optimise logistics to reduce carbon emissions

## Case Study





**SCOPE**  
reducing carbon emissions  
throughout the logistics  
chain

At Watts, we engage in business practices that reflect our values and advance our efforts to promote an economically, socially, and environmentally sustainable future. We are committed to minimising the impact of our operations and supply chain on the environment, protecting the communities where we operate, and innovative products and services that support our customers in doing the same.



## Streamlined logistics that reduce carbon emissions

As part of this commitment to more sustainable working, we collaborated closely with one of our key customers in the Nordic region on a joint project to identify specific opportunities to reduce carbon emissions throughout the logistics chain. Our customer recognises the urgency of addressing climate change and is actively engaged in the Race to Zero campaign, which sets ambitious targets for achieving net-zero emissions.

To begin the project, we conducted a comprehensive analysis of the customer's supply chain journey with us, examining each stage to identify areas where emissions could be minimised, and efficiency improved. We discovered that by decreasing the number of journeys needed, we reduced the distance travelled and enhanced overall transport efficiency, resulting in substantial emission reductions and cost savings.

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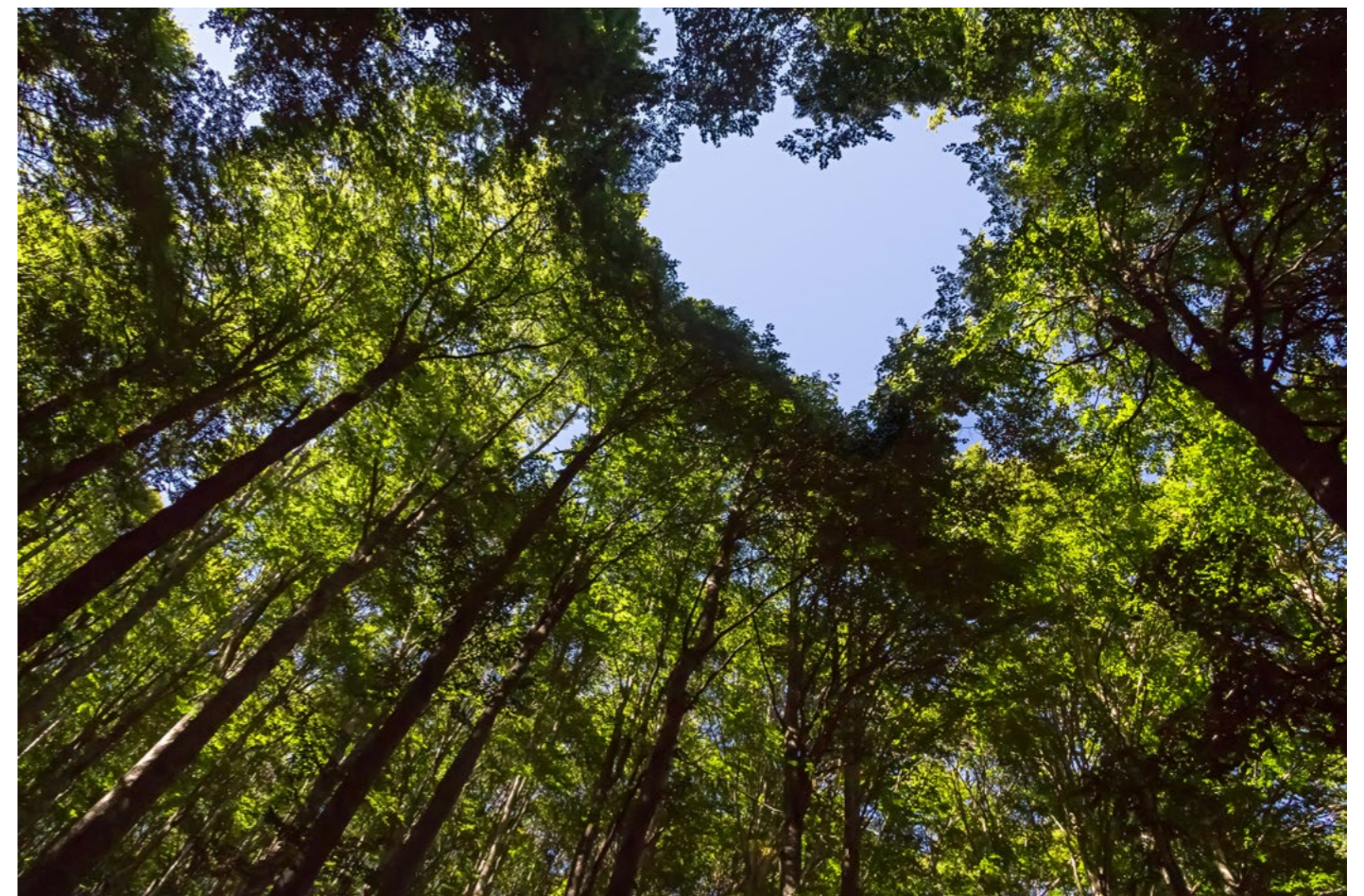
- **WHAT**  
analysis for efficiency improvement
- **HOW**  
Optimised transportation routes
- **WHERE**  
Nordics
- **WHEN**  
2023

Our Account Manager, Petri Liikanen, explains the importance of this 8-month project and the collaborative working required to make it such a success: "This project wouldn't have been possible without the exceptional support and world class know how provided by my fantastic colleagues across the European Watts organisations involved."

Together we managed to make the changes and improvements in line with the customer's expectation of success going into the project.

The project served as a model for sustainable logistics practices, inspiring other partners within the industry to pursue similar initiatives. The project has expanded to involve several Watts entities across Europe and our customer's subsidiaries worldwide. Through such collaborative efforts, we can make substantial progress towards building a greener future and mitigating the impacts of climate change."

Find out more about Watts commitment to sustainability on our website: <https://wattswater.nu/sustainability/>





## Watts

At Watts we have one of the widest product ranges in the industry and our products improve comfort, safety and the quality of life for people around the world.

Our range encompasses several well-known brands that form a key part of our product offer. Our experienced team can supply everything you need for your project whether it's plumbing or flow control solutions, water quality and conditioning or HVAC you'll find a Watts product that meets your needs with full support available across the entire product range.

Watts Industries Nordic offers a wide range of high-quality products, accompanied by secure deliveries, and supplies Original Equipment Makers and wholesalers mainly in Scandinavia and Europe.

For more information about SOCLA butterfly or check valves please call +45 8652 0032. Or send an email to: [wattsnordic@wattswater.com](mailto:wattsnordic@wattswater.com)

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**Watts Industries Nordic AB**  
WattsNordic | Godthåbsvej 83/1, DK-8660 Skanderborg | Denmark  
Tel: + 45 86520032 • Fax: + 45 86520034  
Email: [wattsnordic@wattswater.com](mailto:wattsnordic@wattswater.com) • Web: [wattswater.nu](http://wattswater.nu)