

# **SENKO won the modal shift award for the first time**

## **The grand prize of the modal shift best employer award sponsored by JALoT**

SENKO Co., Ltd. was selected to receive the modal shift best employer award (Grand Prize) in the “publication and award system for modal shift good employers” sponsored by Japan Association for Logistics and Transport (JALoT) from 10 applicants (19 activities) in FY2014, and awarded on March 25.

This time, our company was awarded the prize for three modal shift initiatives using railroads. This award recognized our achievements in these initiatives in significantly increasing the transportation efficiency and reducing the environmental load, by making a proposal for modal shift in the business activity process of winning new shippers.

JALoT has announced the names of good employers working on modal shift since 2003, and newly established the “publication and award system for modal shift good employers” in FY2014. SENKO is the first winner of the modal shift best employer award (Grand Prize).

On this occasion, our company’s President, Yasuhisa Fukuda said, “I’m very honored to receive the first grand prize in the new award system. Our company is aggressively promoting modal shift using rail and ship by reducing the environmental load, solving a labor shortage and reducing costs by improved transportation efficiency through optimized transportation modes, and I’m pleased to hear that our three modal shift initiatives are highly evaluated as an advanced challenge”.

### **<Picture of the Awards Ceremony>**

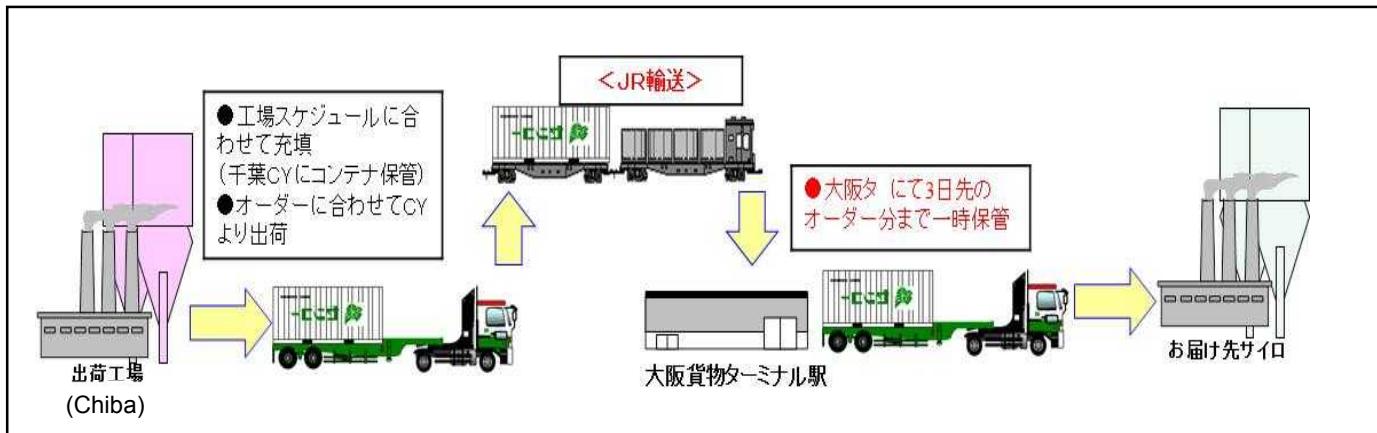


President Yasuhisa Fukuda (on the right of the picture) awarded by Chairman of JALoT Masanori Kawai (on the left of the picture)

## <Overview of the modal shift initiatives awarded>

### 1. Transportation of chemical products by using bulk containers

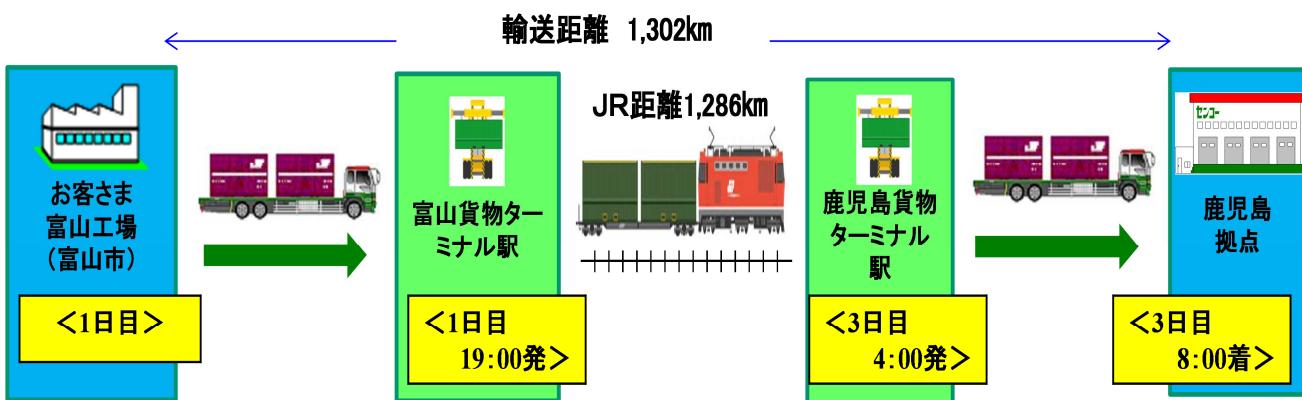
"Transportation of chemical products (powder) from Chiba to the Kansai area" that had been carried out by semi-trailers was changed to rail transportation by using newly-developed bulk containers, which can contribute to reduced environmental load and transportation costs. In comparison with the conventional modes, freight of 1,600 10-ton trucks is shifted to rail by increasing the load capacity and reducing the number of deliveries.



### 2. Transportation of housing materials by rail

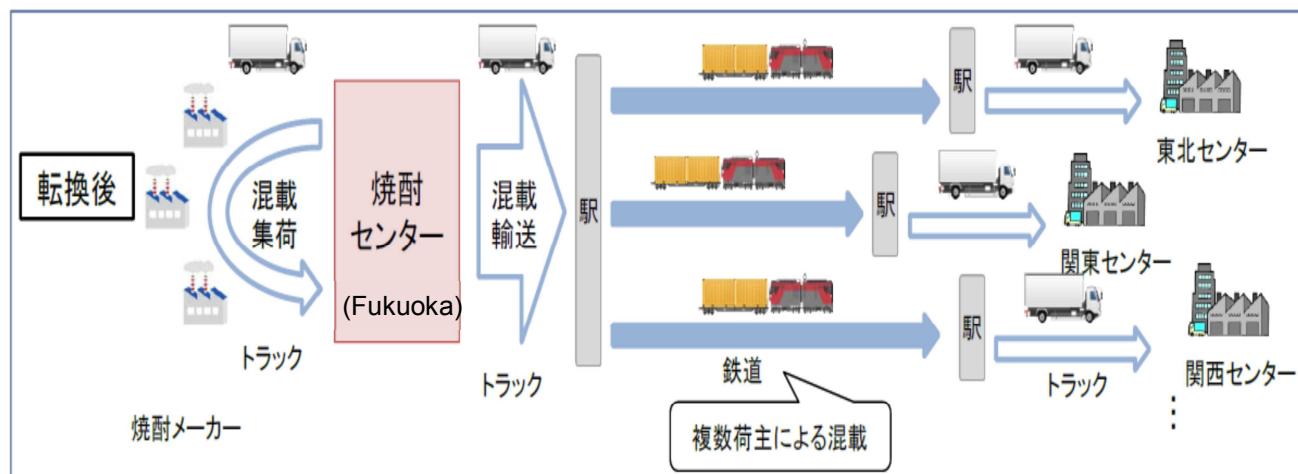
Truck transportation of housing materials from Toyama to Kagoshima was changed to rail transportation by using 12-feet containers to improve the transportation efficiency.

Conventionally, materials had been transported from Toyama to Fukuoka first by truck for line haul, and then transshipped in Fukuoka, however using rail containers enables direct delivery from Toyama to Kagoshima.



### 3. Efficient product supply from multiple sake brewers in Kyushu to nation-wide hubs

Products transported from plant to logistics center on each sake brewer's own are collected for mixed loading from each brewer. Transportation between hubs using 12-feet containers can improve the transportation efficiency.



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