

– DHL IS UP TO SPEED ON ENVIRONMENTAL AND SUSTAINABILITY ISSUES, A GOOD ASSURANCE FOR US AS A COMPANY LOOKING TO TAKE GREATER ENVIRONMENTAL RESPONSIBILITY.

Lennart Olsson | Kung Markatta

## CASE STUDY - KUNG MARKATTA

# DHL GOGREEN, THE NATURAL CHOICE FOR KUNG MARKATTA

Lennart Olsson founded Kung Markatta in 1983 with the aim of introducing healthy eating to Sweden. A few years earlier, Lennart had been studying macrobiotics in London when he realised how far behind Sweden was with regard to healthy eating. On returning, he began importing organic produce, the first in Sweden. There was a great demand and the rest, as they say, is history. A history that DHL is only too happy to have been part of.

With sales approaching SEK 400 million and a workforce of 40+, Kung Markatta's sustainability approach is as relevant today as it was at start-up. With the help of DHL, over the years a host of measures have been taken to further optimise sustainability.

– Together with DHL we have streamlined and optimised our entire logistics chain, creating a win-win situation for our operation and the environment. In the beginning we delivered the goods ourselves in a Volkswagen bus, but as demand increased we hired ASG, a carrier that was later acquired by DHL. We've stuck by DHL ever since," says Lennart Olsson.

Lennart says that long-term collaboration is about continuously improving and streamlining logistics by following up emission reports with various measures. Above all, it is about streamlining and optimising flows. Marie Hallin, Key Account Manager at DHL, is in complete agreement:

–Our relationship with Kung Markatta is a fine example of excellent collaboration characterised by proximity and transparency. ↓



Customer: Kung Markatta AB.

Industry: Food, including health food.

Challenge: Daily nationwide deliveries.

Solution: Planning, optimisation and coordination of deliveries together with DHL using their value-added option, DHL GoGreen, offering complete environmental responsibility.



We have a close dialogue, the sign of a good customer relationship and a win-win situation for both parties. From an environmental point of view, we are continually looking for new measures, both large and small: from how Kung Markatta can best pack a pallet to how DHL can coordinate deliveries more efficiently from warehouse to customer.

#### FULL RESPONSIBILITY WITH DHL GOGREEN

Kung Markatta currently send all their parcels with the value-added option DHL GoGreen. This helps them to reduce further their carbon dioxide emissions and to take even greater environmental responsibility.

Ylva Öhrnell, Environment and Quality Manager at DHL Freight in Sweden, says it is gratifying to see so many customers realising

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the contribution they make when their companies invest in DHL GoGreen.

– When our customers choose DHL GoGreen it enables us to invest in a vehicle fleet with the latest green technology. This reduces transport emissions while giving us at DHL the chance to improve on our GoGreen option. When customers choose DHL Freight's GoGreen value-added option they're helping to reduce the negative carbon emissions from transports. Basically, we decide whether goods transported using fossil fuels should go over to vehicles driven by renewable fuels."

Lennart Olsson at Kung Markatta is also very satisfied with the collaboration, stressing that GoGreen is very much in line with his company's values.

"DHL is up to speed on environmental and sustainability issues, a good assurance for us as a company looking to take greater environmental responsibility." Therefore, I am also proud that we at Kung Markatta now also use DHL's GoGreen for all our package shipments to our customers."



#### REDUCE YOUR ENVIRONMENTAL IMPACT TODAY.

DHL Freight will provide you with immediate help to streamline, optimise and reduce the environmental impact of your deliveries. This is our route to becoming the world's best global logistics company. Contact our Environmental and

Quality Department to find out more about the environment and sustainability: [sefreightmiljo@dhl.com](mailto:sefreightmiljo@dhl.com)

New customer enquiries, DHL Customer Service: +46 (0)771-345 345

