DHL AND IRIS OHYAMA COLLABORATION MAKES IT EASY FOR BUSINESSES TO BE ENVIRONMENTALLY FRIENDLY

With organizations growing more environmentally aware, and realizing that cost savings can be reaped by operating in an eco-friendly manner, more businesses are considering replacement of fluorescent lamps with large-scale installation of LED lighting to achieve reduced carbon emissions and energy consumption. IRIS OHYAMA is a wholesaling manufacturer of home, living and healthcare products and a leading supplier of LED lighting based in Japan. DHL and IRIS OHYAMA have jointly developed Japan’s first program to enable business owners to outsource the entire replacement process, which in turn manages the reduction of waste to the environment and promotes a more eco-friendly way of business.

CUSTOMER CHALLENGE
IRIS OHYAMA wanted to create a new, efficient ‘end to end’ supply chain service to support large-scale projects for replacement of existing fluorescent lighting with more efficient and environmentally friendly LED (light-emitting diode) light units. The outsourced service would include sale and installation of the LED lights, and the collection, disposal and recycling of the replaced fluorescent lamps.

The plans included targets to supply over 2 million LED light units to Japan in the first year of operations.

The service needed a ‘control tower’ to design optimal flows and manage both installation and return logistics, plus access to expertise on waste.

Customer Challenge
• New ‘end to end’ supply chain to support efficient outsourcing of lighting replacement programs
• Select environmentally compliant waste providers
• Quantify and manage reduction of waste to support ‘Zero to Landfill’ target

DHL Supply Chain Solution
• Design optimal flows for each LED installation program
• Control tower for end-to-end waste logistics, selection of specialist waste transport and installation management
• Recycling process monitored to ensure that glass, metal and hazardous mercury are all separated for re-use

Customer Benefits
• Zero to landfill target achieved early
• Significant additional value recovered from waste
• Simplified operations using single logistics provider enabling the business to achieve rapid growth

Deutsche Post DHL – The Mail & Logistics Group
DHL SUPPLY CHAIN SOLUTION

Under this partnership IRIS OHYAMA creates proposals and sells corporate LED lighting installation, while DHL Supply Chain provides the control tower that designs, manages and exercises the optimal recycle flow for each customer.

After each completed installation of LED lights, DHL Supply Chain collects used fluorescent lamps, transports those as industrial waste, monitors the recycling process, and is then able to transport the recycled raw materials to either IRIS OHYAMA or other manufacturers for use in new products.

After collection from facilities, used fluorescent lamps are separated into two groups – reusable parts such as end-caps, and non-reusable parts such as glass and fluorescent tubes. The reusable parts are recycled for use at the IRIS OHYAMA factory whilst rare metals, glass and mercury are sent to an intermediate treatment facility, then transported to specialist facility as industrial waste. There the waste is crushed, separated and calcinated, and sent for processing into raw materials such as aluminum, glass and mercury. The mercury is transferred to a research institute and reused, while aluminum and glass raw materials is used for other products. Ultimately, this means almost 100 percent of the products are recycled.

DHL Supply Chain provides the structured nation-wide transport network, and has extensive experience of providing both regular outbound logistics, and the technical knowledge and expertise for reverse logistics including collecting and recycling used products for final disposal.

DHL monitors the recycling process and waste providers to ensure compliance with environmental regulations.

CUSTOMER BENEFITS

IRIS OHYAMA is able to continue recommending ‘smart life’ – where resources are used wisely and changes to one’s lifestyle is made in a smart way – while leveraging manufacturing vendors’ platforms, and meeting the demands of the market in a timely manner, including the needs of the people and of a low carbon society. The company will continue to support business activities that impose fewer burdens to the environment by proposing both energy savings with LED plus the used fluorescent lamp collection and recycling model.

The new service provides support for increased levels of recycling by businesses in Japan, helping the transformation of society towards a community that recycles. IRIS OHYAMA and DHL provide environmental benefits to consumers and society, as well as their customers and business partners.

Recycled materials are made available for new product manufacture, addressing the need for ‘resource efficiency’ as finite earth resources become more costly in the face of rising population and global demand.

IRIS OHYAMA has top class credentials for selling LED lamps within the industry. The partnership with DHL means IRIS OHYAMA can focus on the manufacture and sale of market-competitive LED lamps for both households and businesses, while targeting further broad sales channels and the global market.

“The DHL Supply Chain Japan Solution Design and Envirosolutions teams used their waste recycling and supply chain expertise to design and implement an innovative solution for our 100% recycle concept, achieving our ‘Zero Waste to Landfill’ target ahead of schedule.”

Takashi Ishida, Corporate Executive Officer
IRIS OHYAMA, LED Lighting Business HQ

For further information
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