



Making business flow

PRESS RELEASE

CEVA partners with Goodpack to deliver unique solutions for tire customers

SINGAPORE: June 15, 2017. CEVA Logistics, one of the world's leading supply chain companies, has signed an MOU with Goodpack, which operates the world's largest fleet of Intermediate Bulk Containers (IBCs) to develop a new game-changing concept for transportation within the tire industry.

The aim is to deliver a complete and robust supply chain solution for the tire industry in a sustainable and environmentally friendly way that will benefit the whole industry and set new standards in lowering its carbon footprint.

CEVA's market-leading tire network will begin using Goodpack's steel containers for both transportation and storage of tires across Asia, North America and Australia, whereby Goodpack will be the sole supplier to CEVA.

Under the terms of the MOU both companies will work collaboratively with their customers to maximise usage of the IBCs not only in the transport of finished goods but all other elements of the supply chain.

"Many tire customers are under pressure from Governments and the environmental lobby to come up with solutions for improving their footprint when it comes to the impact which tires can have. This new initiative will enable us to be more efficient, reduce the number of empty IBC movements globally and greatly reduce the customer's carbon footprint," states CEVA's Executive Vice President automotive sector, Antonio Fondevilla.

Tire shipments around the world are often complicated movements, characterized by short order-to-delivery cycles. These cycles can now be extended, thereby saving costs through extending their reach into these new areas.

Moving forward CEVA's long-established specialist tire teams around the world will further develop the company's IT systems to extend their capabilities into this new business area to provide a fully visible, reliable data source to customers. This will also be further enhanced with Goodpack's IBCs that are equipped with RFID technology.

Adds Michael Liew, Deputy CEO of Goodpack: "Over the past years Goodpack has become the leader in global natural and synthetic rubber packaging market with our Intermediate Bulk Container solutions. We are excited to partner CEVA to expand our global footprint developing opportunities in the tire logistics arena. Both Goodpack and CEVA are dedicated to delivering our shared vision of a comprehensive solution that creates value and increases efficiencies. This collaboration establishes our commitment

to continue nurturing world class partnerships with our customers and suppliers".