Green Logistics

Problem

Green logistics, also called eco-logistics, refers to the set of sustainable policies and practices targeted to reduce the environmental impact caused by the logistical activities of companies.

This concept influences the configuration of processes, structures, and systems or equipment in the transport, distribution, and storage of goods.

Challenges in Green Logistics

Today, the logistics industry is notorious for its low sustainability level. Businesses face substantial problems in applying eco-friendly policies in the field of logistics. This is because of several causes:

- **Dependence on Fossil Fuels**
  Effective, economically feasible solutions have yet to be found to reduce the sector's dependence on fossil fuels.

- **Impact of Last Mile Deliveries in Big Cities**
  Particularly, e-commerce deliveries have significantly increased the volume of delivery vehicles in big cities and many operate without carrying full loads when faced with mixed orders.

- **Lack of Infrastructure**
  Local establishments are in the process of regulating emission limits. However, a cross-sectoral agreement is required to build new facilities that meet the requirements of those involved in logistics activities.

- **Need for Investment**
  Whether logistics operations are carried out internally or subcontracted, the tight rates and margins involved often do not allow businesses to invest in infrastructure, process automation, or more efficient handling equipment.

- **The Invisibility of Logistics to Customers**
  For customers, logistics is usually invisible, which is why it is difficult to apply green policies when the consumer demands. For instance, 24-hour deliveries prevent consolidating your loads or making the most of transport flows.

  Also, logistical expenditures are often not listed in an invoice or are negligible. This reduces their relevance and, consequently, discourages a brand to invest in its environmental sustainability.

Our Solution: Eco-Friendly RFID and NFC Tags

Identiv's Eco-Friendly RFID and NFC Tags can solve the challenges in green logistics. Our non-etched, paper-based inlays decrease the customary use of polyethylene terephthalate (PET)-based substrates and etching byproducts.

Boasting the lowest carbon footprint available today, these tags are manufactured on renewable paper, without plastic layers and destructive chemicals.

As the antenna is patterned in an innovative laser-manufacturing process, all surplus aluminum is fully recycled, and the paper used is completely repulpable.

Benefits of Eco-Friendly Tags for Green Logistics

- Identiv's RFID and NFC inlays focus on a safer Internet of Things (IoT) market by serving the exclusive requirements of environmentally conscious businesses.

- Unlike other companies, we offer truly eco-friendly HF NFC — not merely green-washed NFC solutions.

- Our Eco-Friendly RFID and NFC Tags follow a high-speed, cost-efficient production model that allows for the highest volumes at the highest quality while remaining cost-neutral.

- Irrespective of the form factor (dry inlay, wet inlay, label, ticket, and more), our transponders are uniquely positioned to deliver RFID connectivity to any object in the IoT market.

- As the world's most customer-focused, innovative transponder designer and manufacturer, Identiv's latest inlay continues the company's legacy of flexibility and customization.

Want to learn more about Eco-Friendly RFID and NFC Tags? Contact us at +1 888.809.8888 or transponder sales@identiv.com.