



Isover, the world leader in insulation, has chosen Generix Group to reduce its carbon footprint while optimizing logistics activities

Paris, March 14, 2016 – **To optimize the company's transport activity and meet environmental commitments, Isover, the world leader in insulating solutions, has chosen the transport management solution by Generix Group, a publisher of collaborative softwares.**

For a number of years, Isover, the world leader in thermal and acoustic insulation and fire protection, has aimed at a two-part goal: optimize the cost of road transport and reduce the ecological impact of company trucks. This dual strategy represented a real challenge because each year over 60,000 group trucks take to the highways to deliver products to retailers, industrial companies and businesses!

"To reach this ambitious goal while meeting our economic objectives and environmental commitments, we were looking for a veritable multi-purpose solution. We wanted to update our aging transport management system, be operational at Isover production and storage sites, propose quick processing and an optimization of routes, and support the evolution of our transport purchasing policy," states **Philippe Cosseron**, Supply chain Director at **Saint Gobain** (Isover, Placo, Weber).

Isover chose the transport management solution by Generix Group. And why exactly?

Because, according to Isover, the Generix Group transport management system is an efficient tool with a very short learning curve.

"After looking at all the solutions on the market, we opted for the Generix Group transport management solution because it met our specifications in terms of adaptability, rapidity of execution and optimization. In addition to enabling us to meet our delivery commitments for all customers, this transport management tool was easy to learn," says **Philippe Cosseron**.

The solution was deployed in two steps in order to include complementary modules adapted to the specificities of Isover logistics activities.

"Not surprisingly, we reached our dual goal. We were able to optimize rates as expected with a proportional reduction in our carbon footprint. Every day, our teams were able to appreciate the intuitive nature of the solution and the responsiveness of the Generix Group hotline," adds **Philippe Cosseron**.

"We're very proud to have been chosen by the world leader in insulation to help optimize the company's transport activity." This is additional proof of our ability to meet logistics challenges for our customers as concerns both economics and the environment," concludes **Isabelle Badoc**, **Supply Chain Offer Manager at Generix Group**.

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About Generix Group

Publisher of collaborative softwares, Generix Group helps its customers meet the challenges currently facing digital enterprises: facilitate buying journeys, build a digital supply chain, dematerialize all flows. By building differentiating services, we optimize the overall performance of the company and its ecosystem enabling it to meet new customer expectations.

Over 5,000 international players have helped establish Generix Group as a European leader with close to €54 million in turnover.

To find out more, visit: generixgroup.com

