



For immediate release: 13 January 2011

Contact: Robbie Adler, [robbie\[at\]brighterplanet\[dot\]com](mailto:robbie[at]brighterplanet[dot]com), 802-458-0441

Brighter Planet Releases Parcel Shipment Carbon Model

New tool will help businesses manage package delivery sustainability

Brighter Planet has released version 1.0 of a new [parcel carbon model](#). The new package shipment module will give businesses and software developers the tools to automatically calculate parcel delivery carbon footprints, from directly inside their existing data systems. With this service, users will be able to add emissions analysis alongside the other parcel-level metrics (like package attributes, route tracking information, shipment contents, or billing information) that they're already managing.

Example analyses powered by the new tool could include carbon-optimizing shipping choices, computing emissions for package tracking systems, offsetting parcel carbon, or Scope 3 corporate carbon reporting. With this tool, clients in the retail, shipping, and IT industries can add carbon calculation to their B2B and B2C applications, helping them to support the sustainability awareness, management, and reporting that their customers are starting to expect.

The parcel shipping industry is a significant and growing source of greenhouse gas emissions. "The global package and express delivery industry is valued in the hundreds of billions of dollars, and in the US alone, tens of millions of packages are delivered every day by parcel carriers," said Patti Prairie, Brighter Planet's CEO. "Now, with Brighter Planet's new parcel shipment carbon model, shippers can not only manage their own carbon footprint, but also provide a tool for their customers, whether businesses or consumers, to make informed decisions as they ship parcels to and fro."

Like all the carbon models in Brighter Planet's industry-first CM1 service, this shipment plug-in delivers authoritative, transparent carbon intelligence through an API web service. The model processes package data fed from client systems and returns CO2 statistics in just a fraction of a second, for just a fraction of a cent per calculation.

The technology demo [Yaktrak](#) shows how the parcel carbon model can be used to integrate package carbon calculation capability into websites and other web-connected applications. It lets users type in any FedEx tracking number, and it calculates the shipment's carbon footprint in real time, displaying emissions figures for every leg of the package's journey.

Businesses can learn more about fitting this and Brighter Planet's other carbon models into their operations at the company's [CM1 services page](#), and techies can explore their tools at the [developer hub](#).

About Brighter Planet

Brighter Planet's science-as-a-service technology platform brings carbon to life, enabling businesses and software developers to embed real-time carbon intelligence into their systems. The company was recently named Small Business of the Year by TreeHugger for its innovative products and services used by more than 150,000 customers every day.