Bestseller in eco-focused logistics deal

By Sandra Halliday - 28 January 2022

Bestseller is boosting its eco credentials having signed a deal with transport and logistics company Freja. The two Danish companies have an agreement that will see biodiesel trucks transport Bestseller clothing to the Nordic countries and other parts of Europe.

The agreement will significantly reduce CO2 emissions for the owner of Jack & Jones and Vero Moda.

The company is expecting a reduction of more than 500 tonnes of CO2 per year by using the fuel that’s manufactured from waste products such as used cooking oil.

When customers shop via its various brands’ websites, biodiesel trucks running on Hydrotreated Vegetable Oil (HVO) will account for a large part of the total fuel used. Biodiesel is “better for the climate than conventional diesel fuel and it represents one of several steps Bestseller has taken towards more climate-friendly transport”, it said.

Anders Frost Nygård, who’s responsible for the firm’s online deliveries, said the move may not take the biggest chunk of emissions out of the system, but this is an area “where we can invest and improve relatively quickly” and is “another step in the right direction”.

Last year, the company also entered into an agreement with Maersk, which ensures that its overseas transport becomes climate neutral. This has already meant a total reduction of 7,684 tonnes of CO2 and will in future mean a total annual reduction of approximately 11,500 tonnes.

And it said that more initiatives are on the way as it works towards its goal of being climate positive. It said it’s “looking at all the areas where we can choose better solutions and adopting them as quickly as possible. But we still have a long way to go.”