

Maersk partners with consumer goods giant

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By Rebecca Jeffrey



Maersk is helping Unilever improve its operational efficiency. Photo: Maersk

Maersk has signed an international freight supply chain management partnership with Unilever that aims to boost the latter's operational visibility and efficiency.

Effective from 2022, the four-year agreement will see the development and management of Unilever's International Control Tower Solution – an operational management solution which will consolidate the execution of its global ocean and air transport, with the aim of enhancing visibility, increasing efficiency and driving reductions in emissions across its operations.

Maersk will be providing operational management of international ocean and air transport, underpinned by its digital supply chain platform NeoNav, which serves as a core part of the agreement.

NeoNav unifies the physical and digital logistics worlds to give end-to-end transparency, control, and improved decision-making based on data insights, following industry standards to ensure the confidentiality and neutrality required from operational management providers.

“We’re delighted to be working with Maersk to unify our global ocean and air logistics operations,” said Michelle Grose, VP global logistics and fulfilment at Unilever. “Not only does this end-to-end approach ensure better service for our customers and reduce business waste, the added visibility will also help us mitigate risk, increase agility, and help us achieve our company wide target of becoming carbon neutral by 2039.”

The value of the partnership has not been disclosed.