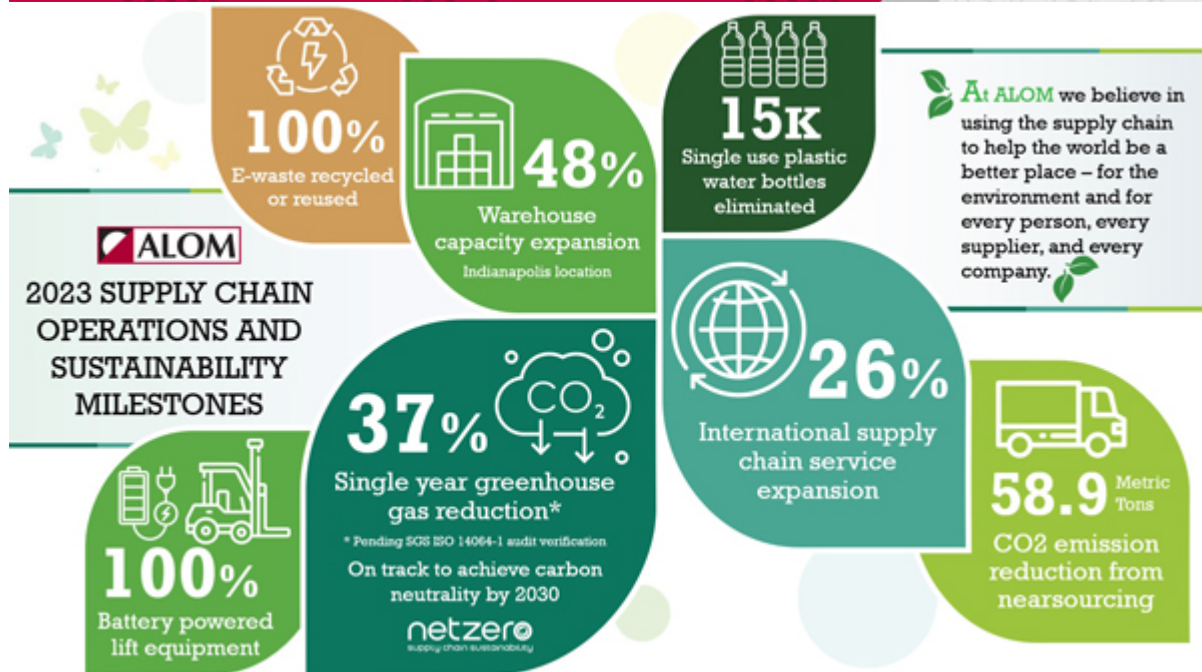




# First Article

COMPANY NEWS AND SUPPLY CHAIN INSIGHT

Q4  
2023



## Worldwide Authority SBTi Validates ALOM GHG Reduction Targets

SCIENCE-BASED GLOBAL BODY VERIFIES ALOM ROADMAP TO ACHIEVE NET ZERO CARBON FOOTPRINT

Sr. Director of Quality and Sustainability, Kaveh Moraghebi, announced that ALOM's net zero targets have been assessed and validated by the Science Based Targets initiative (SBTi) to achieve 80% carbon neutrality by 2030 and 100% neutrality by 2033.

SBTi, a collaboration between the United Nations Global Compact, among others, is a roadmap for companies to transition to a zero-carbon economy. ALOM joins over 1000 SBTi validated corporations committed to limiting global temperature rise to 1.5°C above pre-industrial levels.

[READ THE SBTi PRESS RELEASE »](#)



## SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

**BUSINESS  
AMBITION FOR 1.5°C**

"ALOM has implemented measurable greenhouse gas emission-reducing initiatives that are rooted in climate science and apply to every aspect of our business."



**Kaveh Moraghebi**  
Senior Director of Quality  
and Sustainability

# HAPPY HOLIDAYS

Relax. I know what time it is. You can thank ALOM for this cocoa break. Their supply chain folks came through for us once again! Now tell me all about your little fawns.



## ALOM Elves 'Power Up' Cyber Monday

SANTA'S SUPPLY CHAIN TEAM EXPRESS GRATITUDE AND BREATHE HUGE SIGH OF RELIEF

When you are an "ALOM perfectionist", nothing less than 100% is the goal. With great planning and dedication, 100% on-time shipping was exactly what the ALOM team achieved on the busiest day of the year: Cyber Monday 2023. Not a single order was left behind as the teams in each location met the challenge of setting several records for both orders and packages shipped. Even Santa was impressed, as the reindeer – or more accurately the carriers – pulled away with their loads of up to 3,000 packages per hour at our Indianapolis facility.

Driven primarily by e-commerce orders, Cyber Monday 2023 notched a 74% increase in volume from the previous Monday, which also was a busy day with many ALOM customers launching holiday promotions. Going back two previous Monday's shows a whopping 400% increase in volume.



## Optimized Packaging Aims to Reduce Costs and Increase Sustainability

CUSTOMER REQUIREMENT ANALYSIS  
DETERMINES OPTIMAL PACKAGE SIZING

Our packaging optimization initiative is set to yield over \$380,000 in estimated annual material and shipping cost savings for a single e-commerce customer fulfillment program.

This ongoing 'continuous improvement' initiative analyzes product packaging requirements and demand data to determine optimal percent utilization – the amount of space filled by a product. Efficient packaging cuts down on both material and freight costs in addition to avoiding material wastage and increased shipping weight – while optimally protecting contents from damage.

## ALOM Joins International Trade Council

ACCESS TO GLOBAL TRADE RESOURCES  
SUPPORT CUSTOMER EXPANSION INTO  
INTERNATIONAL MARKETS

ALOM is a new member of the International Trade Council (ITC), a global network that spans 179 countries. The partnership underscores ALOM's commitment to navigating and leveraging global trade dynamics for its customers.

ALOM began supporting international supply chain customer programs in 2006 and boosted overseas program support significantly in 2023 – at a rate more than double the pre-pandemic year of 2019 with operations reaching markets in Australia, Asia, and Europe.

[READ THE ITC PRESS RELEASE »](#)



## Recognizing Industry Accomplishments and Leadership



2023  
WOMEN  
in SUPPLY CHAIN  
EXECUTIVE

WINNER



Shireen  
Garrison

## Shireen Garrison Recognized with Women in Supply Chain Award

SENIOR DIRECTOR OF STRATEGIC CLIENT  
SERVICES CELEBRATED FOR INDUSTRY  
CONTRIBUTIONS

Shireen Garrison, ALOM's Senior Director of Strategic Client Services, received the prestigious Women in Supply Chain Award from Supply & Demand Chain Executive and Food Logistics. This highly competitive award celebrates career contributions by exceptional female supply chain leaders and executives.

Garrison spearheads new customer onboarding and account success. She has been instrumental in enacting a framework that enables collaborative stakeholder engagement to optimize each customers' supply chain.

[READ THE PRESS RELEASE »](#)





## ALOM AI Expert Featured on “The Rebound” Podcast

### COO SHARES PERSPECTIVE ON USES AND BENEFITS OF AI IN SUPPLY CHAIN

ALOM COO Brandon Marugg joins “The Rebound” podcast to delve into the fascinating world of AI and its transformative role in the supply chain. During the podcast, which is sponsored by the Association of Supply Chain Management and Supply Chain Management Review, Marugg explains why ALOM is investing in AI and how the company is leveraging AI to elevate supply chain operations.

[LISTEN TO THE PODCAST »](#)

## Between the Links: The Last Human Written Supply Chain Blog

### IDENTIFYING AI'S SUPPLY CHAIN POTENTIAL

AI has the potential to transform more than just mundane office tasks, according to the most recent blog from ALOM CEO Hannah Kain. She envisions a future where internal and external systems seamlessly integrate, autonomously resolving issues and unlocking new opportunities for collaboration.

From Kain's perspective, AI's true short-term potential lies in harnessing unstructured data for visibility, agility, and real-time adjustments. The long-term potential includes predictive analysis and demand forecasting.

[READ THE BLOG »](#)



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*Supply Chain. Where, When,  
and How The World Needs It.*

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