



Paris, April 5<sup>th</sup>, 2019

## JEROME GABALDE BECOMES THE VICE-PRESIDENT OF INTERNATIONAL DEVELOPMENT TO EXPAND THE GLOBAL MARKET OF TK'BLUE



TK'Blue, the Freight Transport Rating and Labelling Agency, announces Jérôme Gabalde as its Vice President of International Development to accelerate the implementation of the TK'Blue solution throughout Europe in 2019 and in the USA in 2020.

With 20 years of experience in the world of Supply Chain, Jérôme Gabalde brings to TK'Blue a unique know-how and an ideal customer aptitude to successfully manage important projects.

He has worked for a dozen years with three logistics service providers: Heppner in the operational field, Mory Group as Market Manager and DHL Supply Chain as Customer Relationship Manager and Business Development Manager.

In 2009, he joined the German group Transporeon as Director to create its French subsidiary. Finally, in 2017, he became Sales Director of Acteos to develop the group's customer portfolio.

*"I am delighted to join TK'Blue and support Philippe Mangeard in this great environmental and social initiative. Public authorities and private companies in France, Europe and the world are aware that transport requires a more socially responsible strategy. Our methodological and analytical approach covering both greenhouse gases and societal transport pollution is designed to provide effective, virtuous and responsible support for both "shipper" users and transport companies, which is supported by economic gains."*  
Jérôme Gabalde.

### **About TK'Blue Agency**

TK'Blue is a transportation labelling and rating agency organized as a service platform. It measures, scores and evaluates the eco-responsible performance of each of the players - transport operators and instructing parties - in compliance with legislative and regulatory requirements relating to CO<sub>2</sub> emissions and CSR, at national and European level (Bureau Veritas certified).

Its European governance, made up of more than seventy representatives of all the logistics chain stakeholders, allows it to ensure its legitimacy, credibility, evolution and independence in the long term.

The platform is accessible in SaaS mode in the Cloud, which is free for all freight carriers across all modes.

Large groups like Carrefour, Michelin and Saint-Gobain have already adopted the TK'Blue approach. By combining the eco-responsibility and economic performance of logistics choices, TK'Blue meets the demands of each transport operator: control of transport flows, alert in the event of a downturn

in quality, mitigation of the consequences of poor transport purchases, commitment to a CSR policy, and the response to CO<sub>2</sub>/GHG and CSR regulations and legislation.

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