



Fridging the Gap – revolutionising logistics for a greener, healthier planet



Written by **Marshall Fleet Solutions**

In a world that spins faster every day, where technology evolves at the speed of light, and trends come and go like the seasons, one thing remains constant: the urgent need for sustainability. As we navigate the complex web of climate change, pollution, and resources, it's crucial for us to understand that our choices today shape the world we'll inherit tomorrow.

Enter the idea of “Fridging the Gap,” a term coined by Marshall Fleet Solutions, a company on a mission to revolutionise the logistics industry. Marshall Fleet Solutions are currently working on a trial of 100% solar powered refrigerated trailers with several large national fleets as part of its long-term commitment to sustainability and reduced carbon footprint targets within its business operations.

What does it mean, and why should it matter to us?

“Fridging the Gap” encapsulates a powerful idea rooted in sustainability and environmental responsibility. At its core, it's a call to action for reducing our carbon footprint and realising the importance of connecting our daily choices to the larger goal of achieving net-zero carbon emissions.

Let's imagine for a moment the journey an apple might take from the orchard to your kitchen. It's picked, sorted, packed, and then begins its journey, often covering many miles before it reaches the fruit bowl. The journey is made possible by a complex network of vehicles, on land and across the sea, each potentially leaving a carbon footprint. This initiative points a finger at this issue, challenging us to rethink how goods and people move around. As the next generation of consumers and decision-makers, understanding the impact of transportation on our planet is crucial.

The good news is that technology is a key player in the solution. Enter the era of electric vehicles. Marshall Fleet Solutions is at the forefront of this green revolution, offering sustainable



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transportation solutions that are not only environmentally friendly but also technologically advanced.

Electric vehicles are a game-changer in the fight against climate change. By supporting companies that are pioneering sustainable transportation, we become part of the solution, contributing to a world where our journeys don't come at the expense of the planet and help it thrive.

It can be easy to underestimate the impact of our choices. However, we all shouldn't see ourselves as just consumers when we can be trendsetters. By making a commitment to implement eco-friendly alternatives and support sustainable brands, we send a clear message – we care about the planet, and we want our choices to reflect that.

So, the next time you're considering a purchase, you can think beyond the latest trends. Consider the environmental footprint of the products you buy and choose those that align with a sustainable lifestyle. It seems like a small step, but together it's a giant leap for the planet.

Knowledge is power, and in the age of information, we have a wealth of resources at our fingertips. Take the time to educate yourself about sustainability and climate change. Understanding the issues equips us to make informed decisions and empowers us to advocate for change. The more we learn, the more we can contribute to the ongoing dialogue on sustainability and inspire others to join the cause. "Bridging the Gap" is not just about cooling the planet; it's also about bridging the gap between generations. It's an acknowledgment that we have a role to

play in steering the world towards a sustainable future. As young upcoming leaders, engaging in conversations with parents, teachers, and your communities is essential.

Together, we can build a bridge that connects wisdom and teachings of the past with the innovation of the future. Sustainability is a collaborative effort that transcends age, and our generation has a unique opportunity to be a driving force in this movement.

The idea of achieving a net-zero carbon future might seem like a huge task now, but every journey begins with a single step. Small, everyday actions can lead to significant change when multiplied across millions of individuals. Start by reducing your use of single-use plastics, conserving energy, and supporting businesses committed to sustainable practices.

Consider the environmental impact of your daily activities, from your transportation choices to the food you consume. Can you walk or bike instead of taking the car? Can you choose locally sourced products with minimal packaging? These small decisions add up and contribute to a more sustainable lifestyle.



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The power to create a sustainable world is in our hands. Let's embark on this odyssey together, bridging the gap between the present and a net-zero future. Our choices today are the building blocks of a healthier, greener tomorrow. It's time to make sustainability a way of life, and the journey starts with each one of us.

Suggested further reading:

Find out more:

[Careers - Marshall Fleet Solutions](#)

Article: [Trailblazing transport refrigeration apprenticeship launched](#) (at Marshalls)

[Fridging the Gap to Net Zero - Marshall Fleet Solutions](#)

About the author

Marshall is an independent UK company with a diverse portfolio of businesses and a shared commitment to keeping our customers moving forward. Whether that's supporting global armed forces to deliver mission-critical activities, keeping the UK distribution industry on the road, creating new, sustainable communities where people can live and thrive, or developing the next generations of industry talent – we are incredibly proud to have been building extraordinary futures since 1909. Headquartered in Cambridge, we currently employ around 2000 people across locations in the UK, Northern Europe, North America, and the UAE.

