



SEAROUTES · CUSTOMER STORY

shypple

How to Bring CO₂ Transparency to Digital Freight Forwarding

Netherlands-based digital freight forwarder Shypple partners with Searoutes to embed precise carbon data into their platform, enabling clients to track Scope 3 emissions without additional costs whilst maintaining competitive advantage in sustainability-conscious logistics market.

WHY SEAROUTES

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It is a company who is kind of the same age, same level, company-wise—tech-savvy, same-culture...

Sabine van Vloten
Growth Marketing, Shypple

Challenges

Shypple required accurate, granular Scope 3 emissions data to differentiate their digital freight forwarding services. Generic carbon factors were insufficient for regulatory compliance, and they needed to deliver CO₂ visibility to customers without passing on added costs.

Solutions

Searoutes' carbon intelligence integrates seamlessly into Shypple's platform, providing vessel-specific emissions data through satellite inputs, carrier schedules, and fuel analysis. Clients access automated quarterly/monthly reports, real-time analytics, and detailed carbon insights at the push of a button.

Benefits

- ✓ **Enhanced Customer Value**
Embedded carbon reporting as core feature rather than premium add-on, providing competitive advantage in sustainability discussions.
- ✓ **Operational Efficiency**
Automated API access enables flexible reporting options from real-time analytics to quarterly PDFs, streamlining client workflows.
- ✓ **Regulatory Compliance**
Precise, vessel-specific emissions data exceeds generic factors, helping clients meet evolving regulatory demands with confidence.

SEAROUTES PRODUCTS USED

Geocoding

Search

CO₂ emissions