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OVERLAND PARK, Kan., April 4 /PRNewswire/ -- Yellow Freight System has a long tradition of introducing new and innovative ways to continuously improve the safe handling and transportation of chemical products. Yellow Freight System, the largest operating subsidiary of Yellow Corporation (Nasdaq: YELL), is continuing that tradition with its recent ISO 9001:2000 certification.

One of the original Partner Carriers in the American Chemistry Council's Responsible Care[®] program, Yellow is taking its message of continuous improvement to Orlando, Florida on April 22-25 as an exhibitor at the Council's 2001 Responsible Care[®] Conference.

"Responsible Care and ISO are programs that require the development of good business processes and then require that you continually improve them," said Yellow Freight System President James Welch. "We were proud to be the first motor carrier in our industry to be certified under the new ISO 9001:2000 standards and believe that one key reason was our longtime, active involvement in Responsible Care."

In January 2001, Yellow earned system-wide ISO 9001 certification for five years under new rules that were revised and put into effect at year-end 2000. ISO is an acronym for the International Organization for Standardization, a Geneva, Switzerland-based international accreditation body, made up of national standards institutes in 130 countries. The new certification rules are much more rigorous than prior standards because they require companies to demonstrate "continuous improvement" in all processes, even after the initial certification is granted.

The ISO 9001 certification is added assurance that all shipments are handled and transported in a safe manner and that training and paperwork processes meet standards established by the U.S. Department of Transportation, according to Rob Maberry, Manager Chemical Transportation Safety for Yellow. The rigorous ISO process requires the company to verify and document service quality processes through an audit review program that must be completed every two years in order to maintain certification.

"In chemical transportation, consistency of handling and loading processes and consistent accuracy in documentation processes are the foundations of service quality and safety," Maberry said. "Responsible Care and ISO both provide assurance for the chemical shipper that their transportation provider is going to get the job done for them."

Maberry was recently elected to represent LTL transportation services companies on the American Chemistry Council Steering Committee for the Responsible Care partners group. The American Chemistry Council is the voice of the U.S. Chemical Industry, representing the chemical industry on public policy issues, coordinating the industry's research and testing programs, and administering the industry's environmental, health, and safety performance improvement initiative, known as Responsible Care.

Yellow has recently automated its online bill of lading to allow shippers to streamline required paperwork over the company's My Yellow web site. Chemical shippers can simply type in the UN number and shipment weight and will then see automatic prompts that help them fill in the descriptions and Proper Shipping Names of the chemical materials to be transported.

"Accurate paperwork may not sound like a big deal but it is an extremely important part of the overall distribution chain," Maberry said. "We view accurate paperwork as part of our Responsible Care commitment. That's why we have invested millions in developing state-of-the art web-based technology that streamlines the process of chemical shipping."

Yellow also utilizes technology to track incidents and perform root cause analysis that is reported to chemical customers during quarterly performance review meetings. "We will often be able to detect packaging issues based on incident trends and relay that to the customer," Maberry said. "Preventing problems by identifying root causes is important because it identifies a problem before it gets to the stage that may require an emergency response."

Yellow Freight System is a national, regional and international carrier based in Overland Park, KS offering the widest range of services for transportation of industrial, commercial and retail goods and materials. Services include: Standard Ground, featuring the most competitive service and broadest coverage in North America; Definite Delivery, a guaranteed on-time service with 24-by-7 monitoring; Exact Express, a time-definite, expedited, guaranteed air and ground delivery service and Yellow Global, an international ocean and air forwarding service. Based in Overland Park, KS, Yellow Freight System is a subsidiary of Yellow Corporation (Nasdaq: YELL) and employs 25,000. SOURCE Yellow Corporation

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