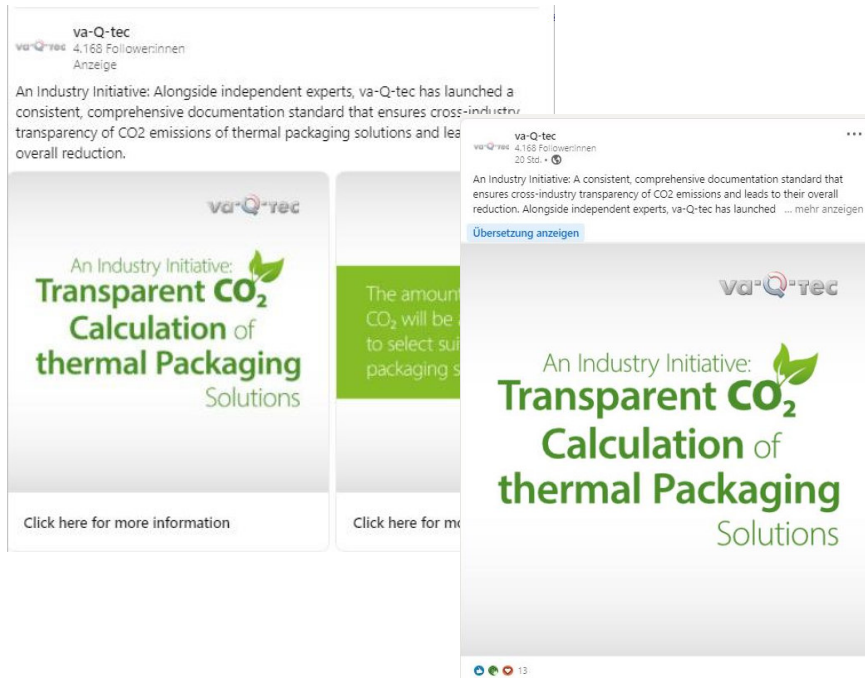


Whitepaper Launch



2021



An Industry Initiative: Transparent CO₂ Calculation of thermal Packaging Solutions

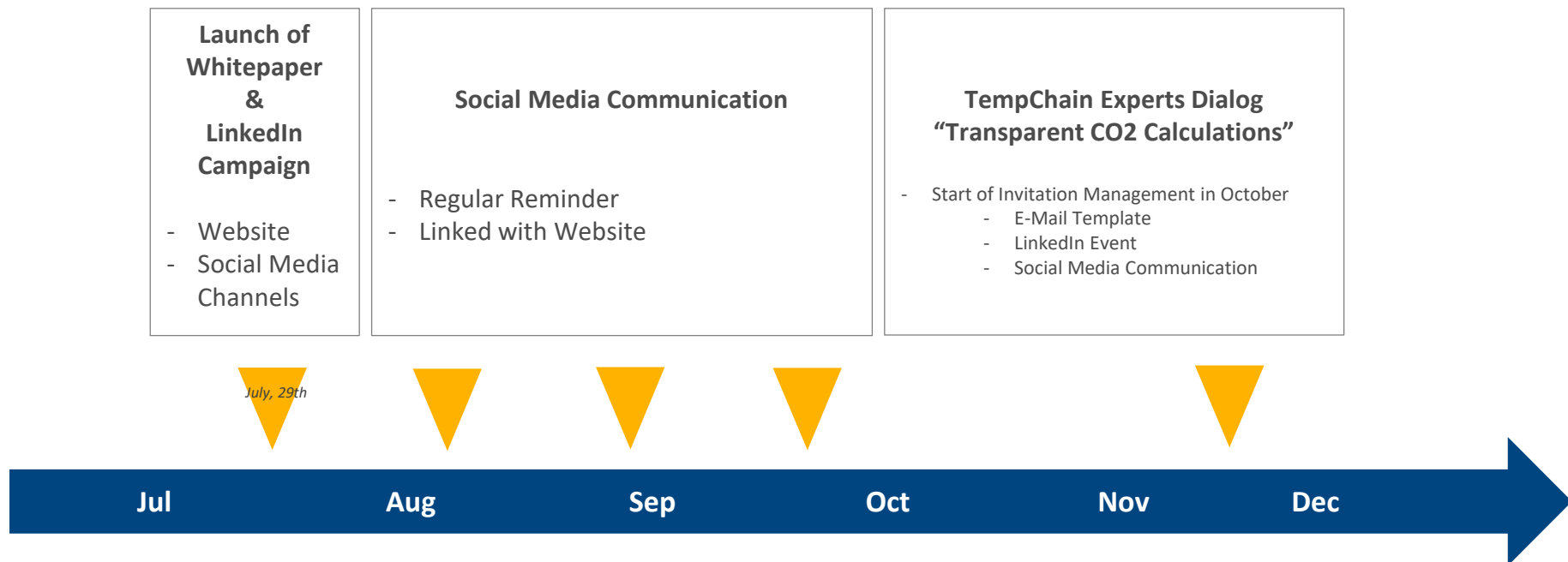
Comparison of temperature-controlled reusable Air Freight Containers

Due to an increased public awareness of climate change, the topic of CO₂ emissions has been gaining importance. The associated challenges also come into focus in the sector of temperature-controlled logistics for stakeholders such as pharmaceutical shippers, airlines and forwarders. When selecting suitable temperature-controlled packaging, the quantity of CO₂ (carbon dioxide) emitted during use, production and disposal will become a vital decision-making criterion in the future.

[Read more](#)

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Communication



Your Tasks



1. Read the Whitepaper
 2. Share the Whitepaper with your Contacts
 - a. E-Mail: Please use the website link va-Q-tec.com/en/technology/publications
 - b. Social Media: Please share the official va-Q-tec post and add some call-to-actions
 3. Use the Whitepaper for Tenders
 4. Bring it into consideration for Roundtables or Industry Panel Discussions
 5. Provide the Checklist to your Clients to improve their product safety
 6. Link the Leads and Opportunities to the Campaign in CRM („H&L Whitepaper 07/2021: Transparent CO₂ Calculation of thermal Packaging Solutions“)
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Reminder: How to Link Leads to Campaigns

1. **Create** the lead in CRM or **link a lead** to an existing account or contact
2. **Link** the lead to the campaign
 - Select *'Trade Show'* as **Lead Source**.
 - Add the respective trade show as **Source Campaign**.
3. **Note:** The number of leads for each trade show is tracked in CRM since the beginning of 2020. The campaigns are created by Marketing Team in advance of the event.

The image displays two screenshots of the CRM 'New Lead' form, illustrating the steps to link a lead to a campaign.

Top Screenshot: Shows the 'Identify (Active)' section. The 'Lead Source' dropdown is highlighted with a red box, showing options: 'Source Campaign', 'External Referral', 'Partner', 'Public Relations', 'Seminar', 'Trade Show', and 'Web'. The 'Existing Account?' and 'Existing Contact?' fields are also visible.

Bottom Screenshot: Shows the 'Identify (Active)' section with the 'Lead Source' dropdown set to 'Source Campaign'. The 'Source Campaign' dropdown is highlighted with a red box, showing a list of trade shows: 'Agility Inaugural Life Science & Logisti...', 'Air Cargo India 2020', 'ADX Hamburg, 2020', 'Clinical Trial Supply and Temperature...', 'CPH worldwide 2019 Frankfurt', 'ISPO Munich', 'LogiPharma Nice, 2020', and 'Modulbau München, 2020'. The 'Look Up More Records' link and '8 results' are also visible.