

Press release

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LEVALLOIS-PERRET

GEODIS to work with the NAOS Group in decarbonizing its supply chain

GEODIS, a world leader in transport and logistics, has announced an innovative multimodal rail-road link for NAOS Group, specialist in skincare products. The partnership demonstrates a shared commitment to a more responsible, high-performing and secure supply chain.

Since January 2026, GEODIS has been operating a multimodal logistics flow for NAOS, combining rail and road options. Goods are collected in Neuville-en-Ferrain (north of France), then transported by truck to the multimodal platform in Dourges (France). From there, they travel by train to Avignon (France), before final delivery by truck to the NAOS logistics warehouse located in Port Saint Louis, in the south of France.

Representing nearly 300 full truckloads per year, the shipments, previously handled exclusively by road, now benefit from the decarbonizing effects of a multimodal solution. As such, this innovative logistics model enhances positive environmental performance while maintaining a high level of service quality, reliability and security.

A decarbonized, secure, and high-performing solution

The shift to rail on the Dourges–Avignon route significantly reduces the transport's carbon footprint. A full truck carrying 15 tons of cargo generates around one ton of CO₂ compared to just a few dozen kilograms in a combined rail-road scheme. This new multimodal solution enables NAOS to reduce its CO₂ emissions by around 400 tons per year—the equivalent of more than that generated by a car circumnavigating the earth 46 times*— if road transport was exclusively used.

To ensure continuity and reliability of service, GEODIS utilizes secured containers for the full duration of the move; assigning dedicated drivers for both pickup and delivery operations. This approach ensures a high level of confidentiality and operational control, suited to the demands of the cosmetics sector.

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A strategic partnership for a sustainable supply chain

Since 2022, GEODIS has been supporting NAOS in transforming and decarbonizing its total supply chain for distribution to market through a comprehensive and integrated offering, including:

- centralized maritime transport for all group brands (Bioderma, Institut Esthederm, Etat Pur),
- international warehouse management,
- deployment of innovative, low-carbon land transport solutions,
- expertise in customs issues.

"The collaboration with NAOS is part of a long-term commitment and marks a major step forward in our strategic partnership initiated in 2022, which is built on trust, innovation, and operational excellence. GEODIS' ambition is to support the transformation of NAOS' logistics master plan, both in Europe and around the globe. Together, we are developing innovative and responsible solutions, especially for new distribution projects, to build a supply chain that is ever more efficient and environmentally friendly," said Marc Vollet, Managing Director of European Road Network at GEODIS Group.

"The partnership between NAOS and GEODIS is built on strong trust and close cooperation between our teams. Together, we are establishing a sustainable collaboration based on listening, reliability, and continuous innovation to optimize logistics performance and support the growth and strategic ambitions of NAOS," said Stéphanie de La Fournière, Global Transport Manager at NAOS Group.

GEODIS – www.geodis.com

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. The Group operates a global network spanning nearly 170 countries and 50,000 employees. In 2024, GEODIS generated €11.3 billion in revenue. GEODIS is a company owned by SNCF group.

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