



## Press release

### **Valrhona joins Fly-Box for innovative, sustainable shipping logistics**

- Valrhona becomes first Fly-Box customer
- Fly-Box Compact aims to transport chocolate from the chocolate factory to the city center via river networks "without noise, emissions or waves"
- This first step marks the joint desire to start a long-term, more extensive collaboration

[Geneva (Switzerland), Tain l'Hermitage (France), January 11, 2024] - Valrhona, the chocolate maker committed to a fair and sustainable cocoa industry, and Fly-Box, which develops innovative and eco-responsible solutions for the transport of goods, are today joining forces to combine their logistical expertise to create a sustainable and high-performance end-to-end maritime service.

As part of its mission, Valrhona is committed to developing sustainable distribution in order to reduce its impact on the environment. In its search for greener modes of transportation to reduce its greenhouse gas (GHG) emissions, Valrhona sees Fly-Box as a carbon-free maritime solution capable of helping it achieve its goal of halving its GHG emissions by 2030.

#### **Toward a multilevel logistics partnership**

The first phase of this long-term collaboration will focus on local logistics, with Valrhona's "Fly-Box Compact" electric platforms delivering products to customers

in the city. These platforms, a prototype of which will be unveiled at VivaTech in late May, can transport loads of less than one ton by flying over water. They can then be combined with electric cargo bikes to deliver pastry chefs' and artisan chocolatiers' workshops to the heart of cities.

Later, Valrhona will be able to use the large Fly-Box platforms powered by green hydrogen to transport tens of tons of containers, for example between Marseille and Tain l'Hermitage.

In this way, the two companies are reviving the historical heritage of transporting cocoa beans by boat and river, and expressing their shared vision of sustainable logistics, synonymous with operational and environmental excellence.

This collaboration marks the beginning of a promising logistical relationship between Fly-Box and Valrhona, where innovation, sustainability and logistical efficiency come together to shape the future of distribution in the chocolate world.

**Thomas Maurisset, VP Supply Chain Operations at Valrhona, explains:**

*"We logistics professionals have a crucial role to play in protecting our environment. In order to create an innovative and sustainable distribution solution, we first need to create a legitimate and complete ecosystem, bringing together all the expertise, from technical design to customer delivery, through interconnected processes and a well-designed supply chain. Fly-Box is an ambitious project and I'm delighted to come on board and join the team to help develop a high performance supply chain that integrates the last mile and thus be part of this great adventure".*

**Alain Thébault, founder and CEO of Fly-Box, says:**

*"This partnership with Valrhona is an important step for Fly-Box, only six months after its creation. This alliance is very important for us because Valrhona will be our first customer, and it's a long-term one. This mark of confidence honors us all the more, as we share very strong values with this company, which is very committed to a sustainable future".*

**For more information, please contact:**

**For Fly-Box**

AGENCE PR & co  
press@pr-and-co.ch  
Natacha Alix Tél. +41 77 501 35 76

**For Valrhona**

AGENCE 14 SEPTEMBRE  
valrhona@14septembre.com  
Alexandra Grange Tél. +33 6 03 94 62 47  
Mathilde Tabone Tél. +33 7 72 77 40 20

**About Fly-Box**

Fly-Box is a company that develops innovative, eco-responsible solutions for transporting goods on water, with its flying platforms capable of moving anything from a few hundred kilograms to several tons of freight. The company's solutions aim to relieve the pressure on polluting road transport, which is responsible for almost two-thirds of emissions in the freight sector and emits 100 times more CO2 than ships over the same distances.

Fly-Box focuses on the last critical stage of transportation, the last few kilometers, with platforms that can connect major port hubs such as Rotterdam or San Francisco with smaller secondary ports along the coast. Its solutions can also operate on rivers, for example between Marseille, Arles and Lyon.

With six registered patents, Fly-Box represents a technological innovation focused on safety at every stage of the process: loading, transport and unloading. Thanks to its pivoting wings, retractable stabilizers and rotating electric motors, the battery and fuel cell powered platform guarantees maximum maneuverability. These wing platforms can reach speeds of 20/25 knots.

<https://fly-box.tech>

## **About Valrhona**

### **AT VALRHONA, TOGETHER, GOOD BECOMES BETTER**

A partner of taste artisans since 1922 and a pioneer and specialist in the world of chocolate, Valrhona defines itself today as a company whose mission statement “Together, good becomes better” conveys the strength of its commitment.

Together with its employees, chefs, and cocoa producers, Valrhona brings out the best in chocolate to shift the status quo towards a fairer, more sustainable cocoa industry and gastronomy that tastes great, looks great and does great things for the world.

Building long-term partnerships directly with cocoa producers, sharing know-how and looking for the next chocolate innovation are the challenges that drive us to do better every day. Working alongside chefs, Valrhona promotes craftsmanship and supports them in their quest for uniqueness by constantly pushing the limits of creativity.

Having been a certified B Corporation® since January 2020, Valrhona is proud to have secured this demanding certification for the second time in October 2023. B Corporation rewards the world’s most committed companies that put equal emphasis on economic, societal, and environmental performance. This distinction serves as recognition of Live Long, our sustainable development strategy shaped by our determination to co-create a model which has a positive impact on producers, employees, makers and everyone who loves chocolate.

Choosing Valrhona means committing to responsible chocolate. All the cocoa beans that we use can be traced back to the producer which provides the assurance of knowing where the cocoa came from, who harvested it, and that it was produced in good conditions. Choosing Valrhona means committing to a chocolate that respects both people and the planet.

[www.valrhona.com](http://www.valrhona.com)