

CargoTime

Networks

Concepts for
transport
and logistics



How Cargoline's new
Managing Director
sees the cooperation's
future [▶ page 16](#)

Differentiation strategy



How top quality
wines get to the
customer safely and
economically [▶ page 10](#)

Here's to you



How paints and
lubricants reach
their destination
in one go [▶ page 9](#)

Revving up

Aktiv Assekuranz Makler GmbH

Partner der  **CargoLine** in allen Versicherungsfragen
LogisticsNetwork

Die Aktiv Assekuranz Makler GmbH ist ein internationaler Versicherungsmakler mit ausgeprägter Kernkompetenz in der Ausarbeitung und Betreuung moderner Versicherungskonzepte speziell für das Transport- und Logistikgewerbe.

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Vertrauen Sie wie die **CargoLine**-Partner in Versicherungsfragen der Aktiv Assekuranz Makler GmbH!

**Honoured customers,
dear friends and members
of the CargoLine family,**



I have been managing our cooperation of medium-sized partners since the beginning of July. I am pleasantly surprised just how constructively all the partners work together and delighted to be allowed to lead such a strong network.

The idea of building networks in order to work and produce more effectively is as old as humanity itself. The only difference is that today it has become much more complex, compressed and concentrated.

Hence, in this second edition of our redesigned magazine CargoTime, I feel it is very important to give you an insight into the topic of transportation networks, highlight the challenges and opportunities and start discussing ideas for the future with you, the reader! Please let me know how you are preparing for new developments and also where you see potential risks and openings.

Logistics specialist Professor Müller-Steinfahrt, who was kind enough to give us a very interesting interview for this issue, described our network based on medium-sized companies as having "eye-to-eye expertise" with our customers. Perhaps this is also, or in particular, the reason that an independent logistics network has a firm place in the European market.

The portraits of our Austrian partner Jöbstl, our Italian partner Brigl and practical examples from our partner companies Kunze and Wackler show just how successfully our partners are working both domestically and abroad.

I would like to recommend most warmly to you our "In Brief" section. Here you will find reports about the things that typify an independent alliance with a familial management style – whether that be the joint football match, the award from our customers for exceptional service or mutual exchange of apprentices.

I especially enjoyed the quote relating to this company philosophy from Professor Müller-Steinfahrt: "The chemistry has to be right and, in this regard, medium-sized companies are clearly a step ahead!"

I wish you a thoroughly enjoyable read with CargoTime,

Yours

Jörg Peter Struck
(Managing Director)

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FOCUS

The art of networked living ▶ 4
The logistics sector currently devotes a lot of attention to the topic of networking. CargoTime outlines the dimensions of this concept and talks about challenges and opportunities in the European market.

Developing eye-to-eye expertise ▶ 7
Logistics expert professor doctor Ulrich Müller-Steinfahrt explains about the demands that are placed on logistics networks in Europe and the advantages an independent cooperation has.

More than just a tracking & tracing tool ▶ 8
What CargoLine's proactive tracking & tracing system CEPRA II can do for customers.

IN PRACTICE

Revvng up ▶ 9
By order of Zeller+Gmelin, CargoLine partner Wackler delivers print colours and lubricants for the automobile and industrial sectors across Europe.

Here's to you. The Palatinate ▶ 10
German wine is currently enjoying a renaissance thanks to committed young winemakers. CargoLine partner Kunze has set up a special wine service for top quality vineyards in the Palatinate.

IN BRIEF

▶ New advertising campaign ▶ CargoLine football tournament ▶ Winthrop trusts in Balter ▶ "Red Horses" for Schwarz ▶ One step ahead ▶ New VSL executive board member ▶ Small system headquarters ▶ 50 years Spedition Jeschke ▶ Distinguished ▶ CargoLine at trade fairs

INTERNATIONAL

On the way to the top ▶ 14
Austrian CargoLine partner Jöbstl is responsible for the procurement logistics of lifts for ThyssenKrupp Austria. One of the company's focuses in this is on Eastern Europe.

Bears also want to go home... ▶ 15
Brigl AG was the first Italian partner in the CargoLine network, and specialises in unusual and fast transports.

STRATEGY

Strategy of differentiation ▶ 16
New CargoLine Managing Director Jörn Peter Struck talks about his first 100 days in office and the cooperation's prospects.

VOCATIONAL TRAINING

▶ Trainees: 16 percent increase ▶ Ministerial praise ▶ Joint training ▶ Cooperation without borders

Products and services ▶ 19

Partners ▶ 20

The art of networked living

Networks are as old as humanity itself. Yet they are more relevant than ever in our modern, globalised world. The logistics sector too has become aware of their significance: Inter-company partnerships and innovative logistics concepts are the name of the game.



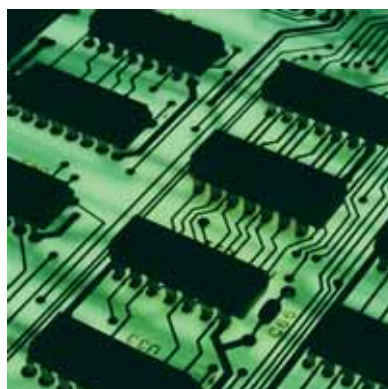
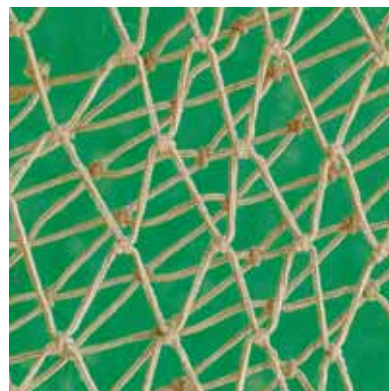
► One term, which in fact merely describes a web of lines and nodes, has progressed from humble beginnings to become the metaphor for modern business: The image of a network spanning the earth and the individuals who populate it.

If the past two centuries were dominated by an organisational philosophy which was bureaucratic, hierarchical and rigidly chained together with linear communication patterns, the model for the 21st century breaks the mould of hand-me-down structures. Networks abandon the concept of straight lines, work more effectively, are faster and are intended to enable new forms of cooperation to flourish – without undermining the self-determination of the individual partners. Decentralised organisations, flat hierarchies, modular, task-orientated coordination, high communication density and virtual partnerships are just some of the strained watchwords of this modern world.

The continuation of evolution

So, what are we to think of all these new-fangled ideas and innovations, and where does the journey take us in the world of transport and logistics? Before we start, we should remember one thing: people create networks because they are useful. From the fisherman in biblical times, to today's "networker" on the Internet – logistics and networks have been around ever since the first creative thinker came up with the idea. Since then, people have constantly been hatching new ideas about how to get themselves, their goods and their information from A to B more quickly and more simply.

Once two points have been linked in a network, they are clearly closer together than they would have been if they had remained unconnected. This idea applies to all sorts of networks that have been created over the past millennia: paths and roads,



From leaf to micro processor: the structure of networks imitates biological models.

canals and waterways, railway lines and airlines, electricity and telephone cables, pipelines for water, gas and crude oil, broadcasting networks for radio and television, e-mail and the internet. "Connection to the system is like a passport to the world of shorter distances," states Michael Gleich, the scientific publicist from Munich in his book "Web of Life. Die Kunst vernetzt zu leben" (Web of Life. The Art of Networked Living). Looking back, he sees that: "Globalisation is the history of networks, which have been thrown out over all the continents of the world and become ever more closely meshed. The global melting pot is the result of ten thousand years of network densification. Welcome to the Small World!"

Networks can have a remarkable momentum of their own. The Silk Road is an excellent example: As early as the second century B.C., caravans wended their way along

the trade routes from east to west. Initially these paths had just been local tracks. As they gradually joined up with each other, a system of routes totalling an incredible six thousand kilometres grew and extended from China to the Mediterranean.

The future has already begun

Gleich also has an answer to the question of why human beings attempt to organise in networks at all: "They can't do anything else, it is in their nature... At first glance, man-made networks may appear to be technical constructions. In reality they are natural structures in the sense that their nodes and strands imitate biological models. Railway networks, highways, the internet: All these are the continuation of biological evolution using other means."

The logistics sector is not ignoring all this apparently evolutionary dynamism. Scientists and management consultants have been



long-time proponents of this change in philosophy (see also the interview on page 7). And indeed much has changed already.

Joint system solutions

The time is long past that transport companies concentrated solely on optimising their acquisition and production planning. Today, logistics enjoys the status of strategic importance. Recent years have seen the development of new logistical concepts and services on a grand scale: Barcodes identify the logistical units such as containers, pallets, consignments and packages. Tracking & tracing tools create transparency while the goods are being transported and supply chain management optimises processes spanning the whole network of companies. Individual transport companies no longer shoulder the burden of these new challenges alone but enter into alliances with other independent partners. Joint system solutions such as guaranteed deadline delivery overnight, a tracking & tracing system (see description on page 8), uniform marketing, identical quality standards and comprehensive key account management are the most important meshes in the net. Logistics networks like these plan, co-ordinate, control and inspect the handling of the logistics value added processes. Ideally, these are based on the existing

service structures and strengths of the individual partners in national and international transport by land, water, rail and air.

The goals are to maximise the capacity utilisation of the transport resources and minimise transport times. For international shipments in particular, this usually means collecting the various consignments at fixed hubs, bundling them, transporting them together and then separating and distributing them when they reach their destination. This more or less eliminates deadheads and unproductive journeys.

So logistics is well on the way to thinking, planning and acting in a systematic context. Companies in the transport sector are moving closer together and efficiently linking the value added services they have created separately. And this is not just happening nationally but all over the world. The world has coalesced into a “global village” where it is possible to exchange real – not just virtual – physical goods between distant nodes in the network.

The goal: A global, multi-layer transport network

Optimised planning, design and implementation of multi-layer global transport

networks with the aim of reducing overall costs is the vision and goal of scientists and experts in the sector.

More recent studies show that this is happening locally and in a much more down-to-earth way than was commonly assumed. “Standardisation offers potential savings in many areas of logistics by simplifying processes and exploiting economies of scale... After all, weight, bulk, packing density and order volumes are the real cost drivers for freight costs and not the price per piece,” writes Prof. Dr. Florian Klug, head of the Centre for Logistics (Zentrum für Logistik (ZfL)) in Munich. “After the boom years of e-technologies, companies are again beginning to see the traditional core areas of logistics optimisation such as transport, storage and sorting, considered as part of a global logistics network, as an opportunity to reduce costs and raise performance.” However, this is no longer being applied to the processes in a single company alone, but to all the companies within an alliance and to the whole value added chain.

The trend is highly visible and unmistakable. Jörn Peter Struck, Managing Director of CargoLine since 1 July 2006, emphasised on entering his position: “The

subject of national and international networks is more relevant than ever, as the changes in virtually all cooperations have shown in the last few months”.

New markets in the East

New pan-European value added chains will be created in future as a result of the expansion of the European Union into the East. These will require the construction and optimisation of international logistics networks. Germany stands to profit most from this development. Political reforms in Eastern Europe have effectively shifted the country into a central geographical location. Germany is an ideal logistics hub both in the north-south and the east-west axes. More than 40 percent of the approx. 457 million EU citizens live in Germany or within a 500 km radius of Germany. The Fraunhofer Institute calculates that Germany receives approx. 25 percent of the total of € 585 billion that is spent annually in Western Europe on logistics services. In addition, the Institute claims that the location offers an “outstanding price-performance ratio”. “We should seize this opportunity,” advises Struck, an expert in the field.

The EU has grown together at a remarkable speed through air, road, rail transport systems and telephone and internet communications. The opening of its eastern borders and integration of further countries make Europe one of the pillars of the “global village”. This challenge can only be mastered through expanding and increasing the density of logistical networks still further. Momentum also has its effect. The benefits for the user grow along with the number of destinations. And – as the history of all successful networks shows: Where there is plenty, follow, to the disadvantage of those who remain outside. ◀

Developing eye-to-eye expertise

CargoTime asked logistics expert Prof. Dr. Ulrich Müller-Steinfahrt about the challenges facing transport networks, where the European future will take us and what the chances of survival are for a cooperation of independent companies.

▶ The logistics sector talks a great deal about networks. What do you think of that?

Ulrich Müller-Steinfahrt: That is the trend.

Not that long ago people were talking about supply chain management, by which they meant the management of a chain of participants in the process. Today people talk about networks because they are no longer dealing with linear chains but with complex, work-sharing partnerships between companies.

Surely a network itself is complex?

It depends what kind of network we are talking about. Let's take the example of automobile production: a network like that is complex because it now involves a large number of participants spread out through

different countries, including the production facilities, suppliers and purchasing sources. The participants in the process now share their work in a completely different way.

▶▶ Customers now expect a more varied range of products and services and expect them to be available throughout the network ◀◀

What does that mean for a transport network?

The demands being placed on transport networks are also becoming more complex. Customers now

expect a more varied range of products and services and expect them to be available throughout the network: forget the standard service, the trend is towards more so-called “value-added services”.

Can you describe these in more detail?

In the past it was enough to organise national transports from A to B. But a sim-



PROF. DR. ULRICH MÜLLER-STEINFART



Prof. Dr. Ulrich Müller-Steinfahrt (43) has been Professor of Logistics at the University of Applied Sciences Würzburg-Schweinfurt since 2005. Alongside his teaching duties at various universities he has also worked as a trainer and consultant in the area of process management and logistics for over ten years. As a former head of department at the Fraunhofer Working Group for Technologies in the Logistics Service Industry (Arbeitsgruppe für Technologien der Logistik-Dienstleistungswirtschaft (ATL)) in Nuremberg, he

was responsible for numerous research and consultancy projects in the field of transport logistics and logistics service management.

ple pick up and delivery service is no longer enough. Customers also demand information: They want to know where their goods are at any time and be informed proactively, i.e. automatically, about any delays. However, value-added services also mean more than that, for example they include pre-assembly, packaging and price marking. That is the future of contract logistics services. The services are specially tailored to the customer's needs.

What demands does a network like this place on its staff and management?

They have to be able to operate the IT systems and to interpret the information they supply. Staff and management must have a firm grasp of the processes and must not make any mistakes. The network must be fail-safe.

What does this demand from a medium-sized transport company?

The company must have competent employees who are capable of answering customers' questions and who know and understand the new technical possibilities. It is important that they can see eye-to-eye with customers. Individual owners of medium-sized companies operating their traditional businesses often struggle to negoti-

ate with larger consignors. The situation is different for medium-sized companies with direct contacts: Their great advantages are their local connections with the region and proximity to their customers. Those are the unique selling points of medium-sized companies and cooperations. Customer loyalty and customer care begin with human interaction. The chemistry has to be right and, in this regard, medium-sized companies are clearly a step ahead. But expanding cooperation out into Europe is also essential.

Why is branching out into Europe so important?

If you are not in the net, you will not be able to sell your standard services any more. There is a forecast that in just a few years time there will only be four or five large general cargo networks in Europe. If you are not involved in them you can only specialise in niche markets or become a subcontractor to one of the large logistics companies.

Do you think independent networks have a chance of surviving?

They will have to fight hard to survive. The market will polarise between the medium-sized operators and the giants. But there will not be much competition. Many of

the old independent partners have already been bought up, look at IDS and Kühne+Nagel's current shopping trip. That increases the uncertainty in medium-sized companies and among quite a few customers as well. But there are a lot of customers, especially medium-sized customers, who know they get better care with CargoLine than with one of the big companies. If you succeed in concentrating the unique selling points of a medium-sized alliance – proximity to and understanding for the needs of the regional customers – then you have a European future as well.

What significance do you attach to the CargoLine group?

The great advantage is the close relationship with the customer and in this respect CargoLine is way ahead of the competition. CargoLine has taken the right step in focusing on Europe. If you take a look around at which independent networks are currently the most successful and have the best prospects in Germany, then CargoLine would certainly be one of the first names you would mention. But independent networks only function properly if communication is open and honest. The system will not work if all the participants in it only think of their own company's immediate advantage. ◀

CEPRA II – MORE THAN JUST A TRACKING & TRACING TOOL

CargoLine has been using the proactive tracking & tracing system "CEPRA II" since 1999. From pickup to delivery, all CargoLine partners and their customers can locate every package immediately wherever it is within the cooperation by using the internet. The system registers the transfer of packages at defined reading points. Every time a lorry is loaded or unloaded a mobile scanner,



the customer wishes, the system can send him an automatic status report by fax or e-mail when a certain pre-defined event

not much larger than a mobile phone, reads in a barcode number and immediately sends the data to the CEPRA II system via GPRS. If

takes place, i.e. when a particular situation occurs during transportation. "Batch processing" is a more complex service: This allows CargoLine partners to conduct proactive monitoring of various transport orders for their customers in a pre-defined time frame and produce corresponding reports.



Revving up

► If you are a manufacturer of high performance lubricants for automobiles, you have to prove that they work in the real world. That is what Zeller+Gmelin were thinking when they launched their own motor sport series in 1990. Since then, the “Divinol Touring Cars Cup” has taken place several times each year on renowned racetracks in Germany and Europe. With the “Divinol” brand, Zeller+Gmelin offers a broad range of products for the automobile sector.

The company also supplies special print colours and innovations for label and package printing. It works closely together with machinery manufacturers, customers and partners to bring new product solutions onto the market, which meet the high standards demanded. Zeller+Gmelin is one of the world’s foremost producers of UV colours and paints. Just like all its other products, the UV colours are developed in its own research laboratories, which are constantly searching for further improvements.

ZELLER+GMELIN

Zeller+Gmelin is headquartered in Eisingen (Fils) and was founded in 1866. It has 750 employees world-wide, of which 450 are in Germany, working in the automobile lubricants, industrial lubricants, print colours and chemicals divisions. The products are developed in the company’s own research laboratories and are constantly being improved. Zeller+Gmelin has branches in the United Kingdom, France, Denmark, the Netherlands, Italy, the Czech Republic, Poland, China and the USA.
www.zeller-gmelin.de

Zeller+Gmelin – a medium-sized company from Eisingen (Fils) with domestic and international subsidiaries – is specialising in innovative products and services for the automobile and industrial lubricants sector, print colours and chemicals. Customers expect individual products delivered within 24 hours.

Just In Time Deliveries

Most of Zeller+Gmelin’s customers need individually tailored products in differing quantities, do not have their own storage facilities and expect deliveries to arrive very quickly. The majority of products are produced to order at short notice. This means that only products which are in regular demand are stored in the warehouse at Zeller+Gmelin. Logistics manager Rudolf Ingendorn sums up the expectations of his customers: “Nobody wants to keep large stocks any more. Our customers expect their order to be delivered within 24 hours.”

For many years, deliveries were handled with the help of a number of different companies, including the freight forwarder Wackler from Göppingen. Each was responsible for a specific region and local deliveries were dealt with by Zeller+Gmelin’s own vehicles. “By the end of the 1990s, at the latest, that system was no longer working perfectly. So we looked for a service company which could handle virtually all of the transports,” says Ingendorn describing the change in strategy. The high standard of service the company had enjoyed from Wackler, and the fact that the freight forwarder was close by, made them the first choice for mineral oil and chemical transports. From 2002 they also took over deliveries of print colours. Today, Wackler is responsible for all of Zeller + Gmelin’s domestic deliveries of general cargo and approximately 80 per cent of European consignments and container part loads.

High cargo volume

There are always two or three swap bodies on the Zeller+Gmelin factory site. All day long, these are loaded with consignments ranging from single containers of print colour to 1000 litre storage or transportation tanks for batches of different types of lubricants. In the first half of 2006, CargoLine’s pan-European network handled approx. 18,000 individual deliveries with a total weight of nearly 8,500 tonnes.

Reusable barrels and containers with a capacity of 200 litres or more are returned. Wackler collects them to order from the customers, stores them on its own site and delivers them to a reconditioning company for maintenance and cleaning.

As the storage space on the Zeller+Gmelin site is limited, the swap bodies have to be exchanged very frequently. “At peak times up to twelve swap bodies will leave the site every day,” reports sales manager Andreas Härle from Wackler.

In order to cope with the high cargo volume, one of Wackler’s staff works full-time at Zeller+Gmelin. He is responsible for recording the transport orders, takes care of the required loading papers, the allocation of accident procedure sheets for hazardous goods and for exchanging the swap bodies smoothly at the right time. “We could use an IT solution for some of the tasks,” says Rudolf Ingendorn. However,



The colours dry almost immediately during processing, are extremely robust and have a very high yield.



having this full-time employee on-site has advantages for all concerned. As far as Andreas Härle is concerned, this employee has the task of “representing the interests of Zeller+Gmelin in our company. If I have someone working on-site, I know he is caring exclusively for the needs of that customer.” For Ingendorn, the significant advantage is that “we have a member of staff who is responsible for smooth communication and co-ordination in both directions and will find unbureaucratic solutions to problems.”

Zeller+Gmelin make transport and logistics a high priority. This is underlined by the fact that the company has just received the “Supplier Award” from the Bosch Group for the second consecutive year. This award not only honours the quality of the products supplied and their cost, but also the reliability of deliveries – which is an indirect tribute to the good work done by Wackler. Zeller+Gmelin supplies the Bosch Group with all its lubricants. At the Jihlava (Czech Republic) factory, a remote sensing unit automatically monitors stocks. These are re-supplied by tank vehicle from Eisingen as the need arises.

Zeller+Gmelin is primarily expanding throughout Europe. This requires a complete tracking & tracing system. Rudolf Ingendorn therefore is delighted that CargoLine is currently working on closing the final gaps in its European tracking & tracing tool. ◀

WACKLER SPEDITION & LOGISTIK

Wackler Spedition & Logistik, a freight forwarder, was founded in 1846 in Göppingen. With branches in Dresden and Stuttgart, the company was a founding member and partner of CargoLine and has approx. 500 employees. It has a warehouse capacity of over 60,000 m² and owns over 200 swap bodies.
www.wackler.de

Here's to you. The Palatinate

German wine, long scorned in favour of international competitors, is currently enjoying a renaissance, especially among domestic wine connoisseurs, thanks to committed young winemakers who refuse to compromise on quality. In order to simplify the transportation of wines from the vineyard to dealers or exclusive restaurants, CargoLine partner Spedition Kunze in Karlsruhe has set up a special wine service for vineyards in the Palatinate region of Germany.

▶ Whenever Tina Pfaffmann, 28, makes herself scarce for a couple of weeks, her friends know without looking at the calendar that it must be autumn. This is the most important time of the year for Pfaffmann and her family, winemakers from the Riesling grape stronghold of Frankweiler (Palatinate), as it is the grape harvesting and winemaking season. The grapes have to be gathered from their 15.5 hectares of vineyards and then processed in the wine cellar. The working day often starts at 4 a.m. and it is not uncommon for it to end around 11 p.m. Tina Pfaffmann and her father Rolf reject using a mechanical grape harvester for gathering the grapes: “Of course, harvesting with a machine is faster, ea-

sier and yields a greater quantity. But it is impossible to make high-quality wines that way because the machine does not distinguish between good and bad grapes. Yet our survival depends on quality.” And the young winemaker and her father go about achieving this in the traditional way: through controlling the foliage to create the ideal air and light conditions for the grapes and selecting the grapes, both through painstaking work in the vineyards. The result: award-winning white – and even a few red – wines, which are receiving ever greater recognition in gourmet magazines.

Class not quantity

But quality has its price: “We do not sell mass-produced wines to supermarkets. We sell wines of character to dealers, exclusive restaurants and wine connoisseurs from Hamburg to Munich,” notes Rolf Pfaffmann. “For a long time, shipment was our Achilles heel because of the relatively small quantity per consignment: sometimes we had to send a whole EuroPallet using a freight forwarder for an order of 60 bottles, which made the order enormously expensive. And then the recipient had to dispose



Exhausting, yet effective: The painstaking work in the vineyards is rewarded with top quality wines.



of the pallet. Or we sent the 60 bottles in several large packages. That was also expensive, plus we could not use our own branded wine boxes."

That all changed when Patrick Nauert visited the vineyard. Nauert, sales manager at CargoLine partner Spedition Kunze in Karlsruhe, often travels in the Palatinate region, which is close to his home and work. He was familiar with this distribu-

tion problem from earlier talks to other producers of high-quality wines, and developed a solution, which he also presented to the Pfaffmanns: "Instead of using Europallets or packages, we suggested sending consignments using quarter or half pallets, which can take twelve or 24 boxes of wine each holding six bottles. These are then shrink-wrapped to secure them for transport," explains the logistics manager.

Light wines which pack a punch

These pallets offer several advantages for both the winemaker and the customer: "Now we can use our own wine boxes with our own logo again, that makes our advertising more effective," says a satisfied Tina Pfaffmann. "It also means that our packages contain fewer bottles and are lighter, which is literally a weight off our backs." Spedition Kunze buys the small pallets made out of press board at low prices and in large quantities for the vineyards and the final recipient can easily dispose of them in an environmentally friendly way. In addition, shipping costs for the quarter and half pallets with 36 bottles or more leave the competition far behind.

A name not a number

In order to make life as easy as possible for the winemakers, Spedition Kunze has set up a special telephone wine hotline. Vineyards can call this number to order pallets, register a pickup and track their consignments. Shipments registered before midday are picked up the same day and distributed throughout Germany via the CargoLine network. "The wine hotline is a super service," says Tina Pfaffmann. "As it is always the same lady from Kunze who takes the calls, she recognises us, of course. I don't have to go into long explanations or introduce myself and that saves a lot of time. And she's always friendly as well."

There are now nearly 180 vineyards using the wine service in Spedition Kunze's sales area. About another 15 are discovering the service each month. And Tina Pfaffmann? She is already looking forward to creating new top wines from the 2006 harvest, which will further improve the image of German vineyards – and above all those from the region with the motto "Here's to you. The Palatinate". ◀

WEINGUT PFAFFMANN

The Pfaffmann vineyard is located in the Palatinate town of Frankweiler, which specialises in the Riesling grape. Tina Pfaffmann is a member of the third generation of winemakers creating modern, high-quality wines. Pfaffmann's specialities include Riesling and Pinot varieties but also Yellow Muscatel and Green Silvaner. The T Cuvée and a Riesling fermented in a stoneware container, which is over 100 years old, have recently been attracting particular attention www.wein-pfaffmann.de

SPEDITION KUNZE

The freight forwarder Spedition Kunze was founded in 1927 in Dresden and is now in the third generation of ownership. It has branches in Bielefeld and Karlsruhe and has been a member of CargoLine since 1995. The company employs approx. 420 staff and has a warehouse capacity of over 23 000 m². www.kunze.de

The most reliable pallet in the world

► It turns up over and over again – the enigmatic red pallet: In a sparkling production hall, in a bulging-to-the-hilt high-rise shelf warehouse, in a renowned museum. Has something been brought with this pallet? Or should something be picked up? Now do not ask your doctor or chemist, but simply read on.



“We have reviewed our positioning in the summer, and subsequently created a new advertising campaign which focuses on a red Europallet”, explains Willi Thiel, division manager for marketing in the general cargo cooperation. “The fictitious red pallet symbolises the qualities which distinguish CargoLine: Euronational, medium-sized and close to our customers, reliable, innovative and with a clear avowal of the motto “all for one, one for all”, adds Sandra Durschang, Marketing & PR spokesperson. “Our partner enterprises prove this on a daily basis.” The advertising campaign has been developed by the Stuttgart-based creative smithy Lässig-Müller. The first motif has been aired since September in selected specialised and economics media as well as in logistics inserts to the daily press. Keep an eye out for it! ◀

With their heart in their hands and passion in their legs...

With these lines from the unofficial anthem of this year's FIFA world championship in mind, the team from our Czech partner Setto was able to triumph in the 2006 CargoLine football tournament. Sixteen teams – CargoLine partners Balter & Zimmermann, BHS, Gaston Petersen, Otto Hansen, Interfracht, Kissel, KM Logistik, Koch International with two teams, Köster & Hapke, Sander, Schmidt-Gevelsberg and Setto as well as guests Gaslaterne, Mönkemöller and



TIP – competed for the title on 29 July at the previous year's winner's site, Gaston Petersen in Kiel. Even a powerful flurry of rain during the otherwise sunny weekend could not slow down the ambitious players and their fans: The nearly 400 fans cheered on their teams with fanfares and megaphones, until in addition to Setto, the CargoLine partner Interfracht from Switzerland and Köster & Hapke from Hanover were certain as second and third runners-up. An exuberant celebration lasting into the early hours of the morning rounded out the tournament. In keeping with tradition, the winner will host the next CargoLine football tournament in the summer of 2007. ◀



“Red Horses” for Schwarz

► CargoLine presented its advisory board chairman Günter Schwarz with the famous painting “Red Horses” from Franz Marc for his 70th birthday on 28 June 2006. In honour of Schwarz, one of the founders of the general cargo cooperation in 1993, the famous artist adorned the horses' visible haunches with the CargoLine logo. Now one of his favourite paintings and the logo of the cooperation – for which he is still involved today with a great deal of energy – hang in perfect harmony in Günter Schwarz's office.



Note: Of course, the painting is not a genuine Marc (1880-1916), but a commissioned piece by Gabriele Sauler, a master student of the “Hitler Diary” forger Konrad Kujau. ◀

Winthrop trusts in Balter



From left to right: Willi Thiel (Balter Logistics, Managing Director), Jean-Yves Wessely (Winthrop worldwide), Georg Hollmann (Chairman of the Greater Municipality of Weißenthurm), Gilles Lhernoud (sanofi-aventis, Head of Manufacturing), Ulli Klöckner (Mayor of Mülheim-Kärlich), Alois Brenner (Winthrop Germany, Managing Director).

► Mülheim-Kärlich, 6 September 2006, 3:50 p.m.: With a cut through the blue ribbon, Willi Thiel, Managing Director of CargoLine partner Balter Logistics, and representatives of the sanofi-aventis group, opened the latest distribution centre of sanofi-aventis subsidiary Winthrop Arzneimittel GmbH. Effective immediately, 35 workers here will commission and ship up to 35 million pharmaceutical units per year. Balter Logistics is the owner of the property and developer of the 4,600 m² high-rise shelf warehouse, which comprises a total of 7,600 pallet parking spaces. Balter, which is also active as a transports and logistics

provider for Winthrop, has invested more than five million Euros – i.e. almost half of the overall investment volume – in the new building. “You might say we have practice, as in 2003 we built another fully air-conditioned high-rise shelf warehouse accommodating 4,700 pallets for Winthrop”, emphasised Willi Thiel. “We also gladly support our customers with extraordinary services, and are very pleased about the trust that Winthrop places in us, particularly since this new building secures 35 jobs in the region.” An option for another 4,500 m² has also already been agreed upon. ◀

50 years of forwarding with farsightedness

▶ Jeschke Spedition GmbH in Hamburg, one of the seven founders of CargoLine in 1993, is celebrating its 50 year anniversary. Established in 1956 by Wilhelm Jeschke, the company has long since been active as a carrier for other forwarding firms in specific national relations. With the entry of Norbert W. Höflich into the business management on 1 April 1988, the forwarding firm experienced the switch from carrier to independent, broadly aligned transport and logistics provider.

Another important phase in the development of the company was the establishment of CargoLine together with six like-minded enterprises,



which all had one goal: To be able to offer – initially throughout Germany, later also internationally – comprehensive system transports and market-equitable products on a standardised quality level in order to ensure competitive ability on a long-term basis. Today CargoLine comprises 46 partners in Germany and about 70 throughout Europe.

Jeschke GmbH presently employs 144 employees and manages a storage area of 43,000 m² as well as a cross-dock of 4,300 m². ◀

Small system headquarters



▶ CargoLine is comprised of 46 partners and about 6,000 employees in Germany alone. Does this sound like an imposing headquarters? You must be joking! A dynamic team of only twelve people in the system headquarters in Dietzenbach attends to the concerns of all CargoLiner affiliates and major customers. Featured from left to right are:

Karin Großmann,	Invoice Clearing,	+49 (0) 6074 8508-12
Ulrike Decker,	Secretariat/Processing,	+49 (0) 6074 8508-14
pp: Jörg Uhlenbrock,	Production and Quality,	+49 (0) 6074 8508-10
pp: Anita Mauthe,	Commercial Management,	+49 (0) 6074 8508-22
Holger Pagel,	Accounting,	+49 (0) 6074 8508-28
Rosmarie Schildt,	Accounting,	+49 (0) 6074 8508-21
Jörn Peter Struck,	Managing Director,	+49 (0) 6074 8508-25
Hans-Dieter Mnich,	Quality Management,	+49 (0) 6074 8508-24
Hans-Georg Haury,	International Network Coordination,	+49 (0) 6074 8508-27
Elke Arndt,	Secretariat/Processing,	+49 (0) 6074 8508-20
Sandra Durschang,	Marketing & PR,	+49 (0) 6074 8508-26

Missing:

Erich Weisbecker, Key Account Management, +49 (0) 6074 8508-15

You can reach the individual employees at "firstname.lastname@cargoline.de"

Please write out all umlauts in full. ◀

Walter Bayer is new VSL executive board member



The Baden-Württemberg Forwarding and Logistics Association VSL elected Walter Bayer to the executive board for three years, effective as of 12 July 2006. All votes were in his favour. Since 2005, Bayer, proprietor and Managing Director of the Mannheim-based logistics provider MTG-Bayer GmbH, has also stood up for the concerns of his industry as a plenary assembly member of the Rhein-Neckar Chamber of Commerce and Industry in Mannheim. Moreover, the CargoLine shareholder is involved in the general cargo cooperation as division manager of the national network. ◀

Meet & greet

Interested in a good conversation? Visit us at our trade fair stands:



41st BME Symposium for Purchasing and Logistics, 13 – 15 November 2006

Hotel Intercontinental

Berlin

Room Potsdam II.

Topic of the Convention:

Quality Sourcing.



transport logistic

12 – 15 June 2007

New Munich Trade Fair Centre

Distinguished



▶ CargoLine partner Spedition Hinterberger (Altötting) was honoured twice on 29 June 2006, the day chemical firm Wacker Chemie (Burg-hausen) held its forwarders' day: Hinterberger was able to garner second place amongst 35 forwarders in the overall rating. The three criteria service, quality and schedule effectiveness were evaluated. The distinction also included third place in the category "Safest Forwarder". In both cases the distance to the respective number one was extremely marginal.

Hinterberger has been active on behalf of Wacker Chemie for more than 50 years. Among other things, Wacker also awarded the transport and logistics provider with first place in 2003 and third place in the overall ranking of forwarders in 2005. ◀

One step ahead

▶ Bosch und Siemens Hausgeräte GmbH (BSH) household appliances also organised a competition for their transshipment forwarders in 2005. CargoLine partner ABX Dietzenbach was able to clearly outdistance its 22 competitors and proudly accept the first prize on 25 June 2006 in Potsdam. BSH, which has already worked together with ABX Dietzenbach for about 25 years, evaluated the following criteria, among other things: Customer satisfaction, clearing office satisfaction, audit of the ABX operational office, vehicle allocation and damage development. Since the introduction of the competition ABX Dietzenbach has always been able to garner a spot amongst the top ten. ◀



On the way to the top



The Austrian forwarder and CargoLine partner Jöbstl is responsible for the complete procurement logistics of lifts for ThyssenKrupp Austria. One of the company's focuses in this, as well as in general, is on Eastern Europe.

► Lifts in residential buildings, business premises or public buildings should transport people safely, fast and comfortably. They consist of very different individual components and are only assembled at the construction site. Depending on the type of lift, these components include drive and control systems, lift cabin, cabin door, counterweight and operating elements. ThyssenKrupp Austria has completely transferred the warehousing, distribution and spare

parts logistics as well as value added services for its lifts to Spedition Jöbstl: The manufacturers deliver all individual components directly to Jöbstl. There they are subjected to quality control measures, put together in relation to the order, delivered to construction sites throughout Europe and assembled on-site.

Hub for Eastern Europe

There is a good reason why Eastern Europe constitutes a main emphasis. The headquarters of the forwarding firm has been located since 1994 in Spielfeld, in the immediate vicinity of the Slovenian border. It is only 150 kilometres to Ljubljana, the capital of Slovenia, and 250 kilometres to Vienna. Jöbstl is the largest employer in the peaceful village with 279 houses, idyllic vineyards and many wine taverns. However, not all 214 employees work at the headquarters of the Jöbstl group in Styria,

but also at the locations in Leibnitz, Wundschuh, Fünitz, Vienna and Ljubljana.

A separate branch establishment was founded in Ljubljana at the same time as the country's accession to the European Union on 1 May 2004. However, Jöbstl already specialised in distribution solutions for Eastern Europe many years beforehand, up to 2004 mainly with partner enterprises. "In order to be more flexible, we have decided in favour of a branch establishment in Ljubljana", says Managing Director Kurt Jöbstl: "Our orientation towards Eastern Europe is strategically founded on account of the EU expansion."

Today Jöbstl's sphere of activity encompasses the entire European Union, Bosnia-Herzegovina, Croatia, Serbia, Montenegro, Kosovo, Macedonia, Albania, Bulgaria, Rumania and Turkey. The branch establishment in Vienna, newly founded in 2002, also contributes to the development of the East European market. Kurt Jöbstl: "Our locations in Spielfeld and Vienna have developed into hubs for Eastern Europe."

In 2003, a special forwarding terminal was additionally built in Wundschuh in the vicinity of Graz on an area comprising 36,000 m². It is geared towards European general cargo and logistics, as well as the system transports within the scope of the cooperation with CargoLine.

The company's dynamic growth can not only be proven with the three new locations, but also with figures: Jöbstl's turnover has tripled in the past ten years, as has the number of employees.

Family-owned business with strong personal customer loyalty

"Despite the enormous growth and the company's size, we are still a family-owned business with strong personal customer loyalty", insists Kurt Jöbstl. "Only because of this have we been able to specifically tailor our range of services to the desires of our customers." This includes not only part and full loads as well as general cargo transports, but also customs service, container and swap body transports, transports of large volumes up to 120 m³, temperature-guided transports, hazardous material and special transports as well as procurement, distribution and disposal logistics. ◀

JÖBSTL

Headquarters:
Spielfeld

Branch establishments:
Wundschuh, Fünitz, Leibnitz,
Vienna and Ljubljana

Storage capacities:
50,000 m² free storage area and
container storing positions
14,120 m² covered storage area
with high-rise shelf warehouse, of
which 760 m² are dedicated to cus-
toms warehouses in Spielfeld and
Leibnitz

Vehicle fleet:
85 company-owned vehicles, 150 to
200 vehicle units from subcon-
tractors

Employees:
214

Other facilities:
Workshop, washing facility and
filling station

www.joebstl.at

Bears also want to go home ...

Brigl AG was the first Italian partner in the CargoLine network, and specialises in unusual and fast transports.

► Was it homesickness or merely the airs and graces of a star? What is certain is that Youk the bear cub absolutely did not want to stay on the set in the South Tyrolean mountains. Director Jean-Jacques Annaud showed some consideration and released him from his role. But how does he now return to Paris from the shooting location of the film "The Bear"? It stands to reason that Brigl took over. The Bolzano-based forwarder had already assumed the customs formalities for the bear and its animal colleagues plus props on the outward journey. People in the company are accustomed to unusual transports as well as personal support. And so Andreas Goggi himself unceremoniously stepped into the breach. The manager of the shipping department safely brought the tetchy bear cub to Paris – in the Brigl network via road and aircraft, including human words of encouragement!

Whether bears or building materials, museum goods or trade fair commodities – Brigl AG transports virtually everything. And that is not just in their regular region of South Tyrol. The traditional family-owned company, which planted its roots in 1925 with the transport of wood and coal, relied quite early on combine structures. Even then, they knew that a network with strong partners increases coverage and decreases transit times. And so they initially looked towards possible "family members". The result is that with the affiliated company Brigl Distribution GmbH and other subsidiaries specialising in different types of transport, the Brigl Group today covers the entire range of transport routes and types

with 70 employees. In Italy it has become a leading company amongst the European groupage freight, and via an initial total of more than 30 foreign partners, it established connections with all of Europe's important trading cities.

First Italian CargoLine partner connected to the hub

In May of 2005, another step was taken and the number of partners was increased to over 70. The company was the first forwarder in Italy to decide to become a CargoLine partner. Managing Director Klaus Vale explains why: "In order to be able to serve the customers on an international, comprehensive basis with direct hauls, our radius is simply too small. A cooperation such as CargoLine is the ideal solution here. Of course, the good experiences which we have had in collaboration with various CargoLine partners for over 25 years also had an influence."

"It doesn't get much faster than this!"

What formerly came close to an express service has now been perfected. Andreas Goggi: "Every day at noon, our loaded lorry sets off from the terminal in Bolzano. At 11 p.m. it arrives at the CargoLine central hub near Fulda. The goods are unloaded, and those determined for our region are transferred. At 10 a.m. the next morning, the lorry is back in Bolzano. From there, the goods reach their final destination in South Tyrol via the Brigl group no more than 24 hours later. Meanwhile, the transport goods delivered in Fulda are trans-



ported further by other CargoLine partners. The customer hands over their product by 10 a.m. in Bolzano, and on the following day it is with the corresponding CargoLine partner in Denmark or the Czech Republic. It doesn't get much faster than this – and that's five times per week!"

Large railway station

Especially important to the corporate management was the attitude of the workforce towards the new cooperation. They were immediately behind it – particularly since the expansion of the radius secures their jobs and creates additional ones.

In addition to the consistent expansion of logistics, Klaus Vale has even more plans for the future. One of them has just been launched: COMBI NORD AG. With this firm Brigl intends to install the only present-day loading railway station in South Tyrol for combined transport. Should the fully-grown bear wish to make a second attempt at his film career, he will be pleased about having even more prompt transport to the filming location. ◀

BRIGL AG

Headquarters: Bolzano	Vehicle fleet: 4 company-owned vehicles, 50 swap bodies plus vehicles from subcontractors that are part of the Brigl group
Branch establishments: Meran, Bruneck, Reschenpass	Employees: 70
Storage capacities: Approx. 8,000 m ² /40 gates Approx. 4,000 m ² free storage area	www.brigl.it
Office and lounge space: approx. 1,850 m ²	



Jörn Peter Struck, new
Managing Director,
CargoLine GmbH

Mr. Struck, you have now been in office for 100 days. What is your first impression?

Well, I feel well-accepted and comfortable in my new position. CargoLine has an enormous inner strength through its medium-sized partners. In terms of size, organisation, etc., many business operations are more impressive than many group branch establishments. The characterisation through the proprietors is also something very positive. This is frequently underestimated by outsiders. I also find it fascinating that decisions are not simply made on the green table and ordered "from above", but that representatives of the partner operations regularly sit down together in order to practically work out what the cooperation could do even better. That way, the solutions they come up with are more or less destined to succeed.

What was the incentive to become Managing Director of CargoLine?

In any case, it included working in the medium-sized business environment. Indeed, one of the most exciting industry topics at the moment is the further development of general cargo networks, above all with regard to cooperations. In contrast

Strategy of differentiation

to the trend of recent years, networks and lorries are the focal point once again. Moreover, the very important arrangement of our network encouraged me to work towards CargoLine's further international alignment.

Your predecessor left you with an important task: The integration of five national ABX branches in the CargoLine network. How are you getting on?

Actually, we are not only talking about five, but including all acquisitions and joint ventures even about 17 branch establishments! Despite this quantity the integration is operatively completed, including EDP and interconnection. Our products have been positively accepted by ABX and their customers. Now it is important that the network as it stands now proves its worth in the autumn business. Naturally it has to grow together even more in cultural terms, something like this takes time. But we are promoting that, for instance through a series of common events.

What has the integration brought for CargoLine?

Apart from quantity, which was not our primary objective, it is the increased network stability, since we were able to reduce the number of partners who are also members in other cooperations.

IDS has just announced that they are relying on corporate group networks throughout Europe. With ABX this could be an option for CargoLine, too ...

In principle, we are relying on medium-sized partners abroad, too, but we have no fear of contact with regard to corporate groups. We always review on a country-re-

lated basis. Our strength is based to a great extent on independence, which is reflected in our further European strategy.

Is CargoLine even getting around corporate groups abroad?

Naturally a market adjustment is also taking place abroad, through which less and less independent medium-sized enterprises that meet our standards remain as potential partners. This is why we will certainly work together with corporate groups in individual cases.

Of the 6.25 million consignments in 2005, about 1.2 million were in the import/export realm. But there you can achieve even more, can't you?

At any rate, we anticipate an increase of about 50 percent. This will be mainly organic, since the CargoLine European network has strongly gained in attractiveness for all German partners and their customers.

CargoLine has been growing for several years in a row between ten and 15 percent in consignment figures as a result of its own strength. What makes CargoLine so successful?



Our customers seem to appreciate our market-oriented products. Particularly with regard to premium products, for instance deadline delivery and the ServiceLine free-from-worries package, we are recording immense growth rates. In addition, it is indeed something different when a proprietor – instead of a key account specialist or a “manager” – takes care of customer requests. I understand all that as a “strategy of differentiation”, which we want to further expand.

Is there a need for optimisation with CargoLine?

Corporate group forwarders are also always included as a benchmark with regard to competition. We see our need for optimisation where the competitors also see it: With the lifting of cost potentials. However, whereas a corporate group predetermines the path towards optimisation through centralisation and thus achieves synergies, CargoLine has to achieve this optimisation via coordination and fine-tuning.

Are cooperations with regard to tenders at a disadvantage vis-à-vis corporate groups?

One could certainly get this impression. CargoLine has installed a central key account management in order to counteract this factor. Because the mixture of key account management with functions such as central invoice clearing on the one hand and managing proprietors on the other hand provides convincing arguments with customers.

Will CargoLine follow the Versa recommendation to raise the general cargo prices by 3.6 percent?

Yes, definitely. We have already spoken with customers who understand this and who have partially already even planned a price increase in the budget. However, this 3.6 percent represents only the minimum of what we require in order to cushion the current cost trend. Considered over the course of the year, it would actually have to be more.

If Transport Minister Tiefensee could fulfil three wishes for you, what would they be?

First of all, the creation of a fair competitive situation across Europe; secondly, the abolition of cross-subsidies and monopolies such as the postal monopoly; thirdly, more openness for new paths such as the admission of so-called gigaliners throughout Germany.

Where do you see CargoLine in ten years?

In ten years the last differences between Germany and Europe will be gone. We will spearhead the cooperations, also in matters of logistics. In addition, we will have brought more innovative products like ServiceLine onto the market, and also have expanded our premium products on the whole. And in ten years we also want – even more than today – to be a genuine “Euronational” alternative to corporate groups. The greatest chal-



JÖRN PETER STRUCK

1965
Born in Hamburg

1986-1991
Business management studies at the University of Hamburg, with a degree as a diploma certified business graduate

1992-1993
Project assistant with Nedlloyd Unitrans GmbH, Düsseldorf

1993-1996
Various management positions with Thyssen Haniel Logistik, Duisburg

1996-2000
Kühne + Nagel International AG, Hamburg; various management positions

2000-2003
Kraftverkehr Bayern/Südkraft GmbH, Munich; Managing Director

2004-2006
Vice President Logistics Solutions with Thiel Logistik AG, Luxemburg as well as CEO Microlog AG, Cologne

Since 1 July 2006
Managing Director of CargoLine GmbH

lenge will be to enable even shorter delivery periods – from ordering up to delivery – through logistical processes. And so transport remains the most important point in the supply chain.

What are the most exciting tasks of the next 100 days for you?

To have a hand in arranging the international expansion of CargoLine, to further increase network stability, and to respond appropriately to the further development in the general cargo market and its repercussions – key words: acquisitions through corporate groups. In the long run, with the expansion of everything that distinguishes CargoLine we still want to pass up one or the other competitor. ◀

CargoLine defies employment market trend

► In the apprentice year 2006/2007, the CargoLine partners are offering 254 youths the opportunity to learn professions such as “specialist for forwarding and logistics services”, “specialist for warehouse logistics”, lorry driver or computer scientist. In contrast to the general employment market trend, this amounts to 16 percent more trainees in the first year of apprenticeship than 2005. In total (first to third year of apprenticeship), the LTL cooperation is currently training 721 young people (previous year: 605), which corresponds to nearly twelve percent of the overall workforce.

Yet CargoLine’s commitment does not stop here: More than one third of the cooperation’s partners offered all of their trainees a job after completing their apprenticeship successfully this summer. Altogether the quota of take-ons was an over-average 68.4 percent. ◀

Praise from the minister for Lebert in Erbach



Dr. Annette Schvan (right) talks animatedly with André Biber (Managing Director Lebert, left) and some Lebert employees.

► In the face of the ongoing apprenticeship misery, Education Minister Dr. Annette Schavan visited companies in August which offer apprenticeships, and whose example should encourage other firms to participate. The very first visit was made to the CargoLine partner Lebert in Erbach: At the moment, 17 youths are learning the professions “specialist for forwarding and logistics services” or “specialist for warehouse logistics”. Another 45 are being trained at the headquarters in Kempten and in the Baienfurt branch establishment. This corresponds to 17 percent of the overall Lebert workforce. ◀

Joint training: A win-win situation for forwarder and customer

► Karlsruhe-based CargoLine partner Spedition Kunze and kitchen technology manufacturer Blanco demonstrate how you can increase the quality of training without having to invest more money: Since 2002 the trainees for “specialist for forwarding and logistics services” from both firms have been switching every six months from their own enterprise to the partner operation and back again after six months. The trainees from Blanco obtain a more versatile insight in the realm of transport and logistics with Kunze than would be possible in their own business operation. In contrast, the trainees from Kunze get to know and understand the industrial side more effectively with their customer. Blanco also benefits from this, since Kunze always utilises this



The “specialists for forwarding and logistics services”-to-be from Blanco and Kunze.

knowledge to further optimise the service and quality of business services to the customer’s advantage. Two youths – one with Blanco and one with Kunze – were also able to start their training within the scope of this joint training model on 1 September 2006. ◀

Cooperation without borders: Pasta meets brown bread

► The European Constitution may have failed in the first step, yet Europe is still growing together. Also within CargoLine: In June 2006, John Spedition (Eichenzell/Fulda), partner and operator of CargoLine’s central hub, started an exchange programme with the cooperation’s international partners (CargoTime reported). We spoke with John trainee Anna-Katharina Zinke, who recently sat in with Spedition Brigl in Bolzano (South Tyrol) for two weeks, and Roberto Foscan, responsible at Brigl for international merchandise planning, who got to know the sequences at John as a countermove.



From left to right: Roberto Foscan, Klaus Vale (Managing Director Brigl AG), Anna-Katharina Zinke, Andreas Goggi (shipping department manager Brigl AG), Edith Pramstrahler (office duty Brigl AG)

Anna, how did you react when Birgit Bergemann, training manager at John, offered you the exchange?

Anna-Katharina Zinke: I was really happy, particularly since the training in the international department was a lot of fun. In addition, one seldom receives such an opportunity as a trainee.

Roberto, what was your motivation to visit John Spedition?

Roberto Foscan: John is not just any partner or other, but like us they are a part of a cooperation. Such an exchange helps people to work better together, since one also knows others personally, not merely from the telephone or per e-mail.

Anna, what did you especially like with regard to Brigl?

Anna-Katharina Zinke: People at Brigl work just as hard as at John. But the two-hour lunch break is sacred to everyone. There people cook together and have a chat. And after those two hours things proceed at full speed again. I found that to be very nice.

Roberto, what did you gain from the exchange?

Roberto Foscan: I was surprised at how similar the working methods of both firms and the distribution of the spheres of responsibility are. I did not expect that to such an extent. I also borrowed a few ideas as to how we can optimise a few processes in our operation. But above all, I now have more understanding for the sequences in the hub.

Would you recommend this type of exchange?

Anna-Katharina Zinke: At any rate, because the international business is becoming more and more important.

Roberto Foscan: Also – or particularly – for an old hand like me the visit to John was very interesting, since I was specifically able to compare things on the basis of my longstanding professional experience. ◀

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Warehousing & Logistics – Contract logistics.

Storing, commissioning and distributing with value-added services.



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Reusable transport container management.

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07554 Korbußen
phone +49 (0) 3 66 02/591-0
Finsterwalder Transport und Logistik GmbH
06112 Halle
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Hans Sander GmbH & Co. KG
18146 Rostock
phone +49 (0) 3 81/6 67 72-0

► 2....

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Jeschke Spedition GmbH
21129 Hamburg
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Gaston Petersen Spedition GmbH
24145 Kiel
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BHS Spedition & Logistik GmbH
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