

CargoTime

**Social commitment
and protection of the
environment:**

**How companies
are assuming
more responsibility**



How a charitable foundation in Wiesbaden helps terminally ill children. [▶ Page 7](#)

Bear hug



How a very special artefact was brought to documenta 12. [▶ Page 8](#)

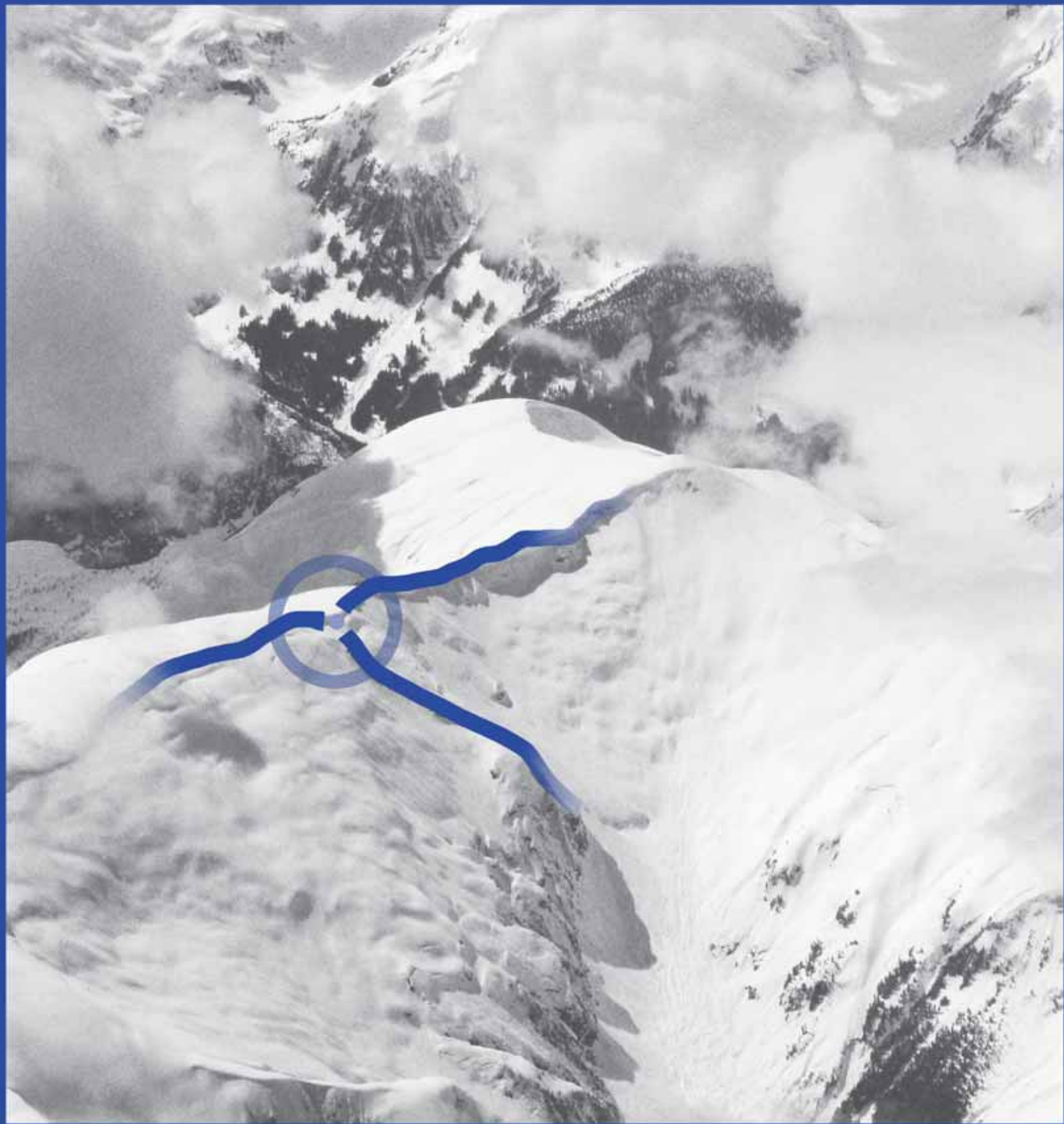
Transporting art



How extremely sensitive base stations reach their destinations all over the world. [▶ Page 10](#)

Connecting networks

We connect logistics...



with the logistics platform **Ax4**

www.axit.de/ax4



Dear readers

“Do good and talk about it” – this is exactly the issue we will be looking at in this edition of CargoTime. After all, the more we talk about protecting our environment and becoming involved in social projects, the better the awareness of sustainable action will grow. And that is urgently needed all over the world. One example of this can be seen in Transylvania. Whether it's building materials, medicines even a fire service car – the freight forwarder Spedition Amm transports everything required by the population of this poor strip of land. The charitable activities of other CargoLine partners, usually in their local areas, as well as our commitment to the Bärenherz Stiftung (a children's hospice foundation) in Wiesbaden (page 7) demonstrate how companies can take on responsibility.

The story continues in Kassel: on page 8 you can find out how ABX LOGISTICS became an “old master” in the art of transporting art. We then ride the airwaves (page 10) – logistics service provider Lebert & Co. delivers the highly sensitive base stations, that are essential to modern mobile communications. Our “International” section then focuses on Spain as we travel through the country with their No. 1 freight forwarder. And nobody knows their way around Spain better than José Salvat S.A., who joined our network at the beginning of this year.

In the United Kingdom you can depend on our partner Geodis UK. The portrait on page 15 describes the special conditions affecting the British logistics market. And last but not least, on page 16, we go global one more time as we take a look at the questions surrounding environmental protection. What contribution can or must the transport sector make to improve the situation? Is biodiesel a solution? And what does DIN EN ISO 14001 actually stand for? Why not read it for yourself.

I hope you enjoy this issue of CargoTime!

Jörg Peter Struck
(Managing Director)

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The smallest often suffer the most. This is why the Bärenherz Stiftung (a foundation for children's hospices) has set itself the goal of helping the most seriously ill children and their families. A project worth supporting, as CargoLine, TIP, Krone and Brügggen believe.

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To those who give, much will be given!

For many years, figures have ruled the roost in the business world. Now the world of commerce is remembering its human side. The logistics sector is also increasing its involvement in social areas as well as in projects such as protecting the environment, thereby helping to build a world worth living in.



► It's a long way to Transylvania. It's a very long way to go. 1,400 kilometres from Nuremberg to the Romanian region of Bistritz. For over six years, the employees of the St John Ambulance Service in Laufen have transported thousands of boxes of medicines, bandages, food and furniture to the homeland of Count Dracula at Christmas. It is a remote strip of land, which is far from achieving the standards we take for granted in Central Europe. Anyone hoping to travel there needs plenty of fuel – which is expensive. In fact, until recently it was easier for the St John Ambulance team to collect 100,000 donated items than to find EUR 2,000 in cash for fuel. But the freight forwarder Spedition Amm came up with an answer to this problem. The CargoLine member transported the boxes free of charge and its trucks have now been rolling eastward for three years. Just the end of last April, a convoy delivered construction materials, children's bicycles and even an old fire service car to Bistritz.

This charity project has become a central part of Ralf Amm's life. As the company's owner, he always drives one of the transporters personally. He also provides financial help in the area – including assistance for individual schools and a youth project in Piatra Fintinele. So it is with his support that a social centre is being set up in the untouched mountain landscape that is unparalleled in poverty-stricken Romania: disabled children and orphans spend their holidays here, and there are international youth meetings, work camps and ecology projects.

Amm travels to the Carpathians several times a year in his powerful truck, even if it does sometimes feel like a journey through time. "It is like Germany 100 years ago with horses and carts," he notes. "But we always receive a very warm welcome."

The freight forwarders Spedition Hinterberger from Altötting and Spedition Wackler from Göppingen, who are also highly involved in Romania, have similarly positive reports.

The "good corporate citizen"

The principle of corporate altruism is nothing new: Christian brotherly love and philanthropy have always been drivers of human action, long before it was demanded by Bismarck's social legislation during the industrial revolution. The most famous example in Germany is the Fuggerei in Augsburg, a social housing complex founded by the wealthy Fugger family in 1521 for the poor of the city.

Today, medium-sized German companies are particularly engaged in projects for social infrastructure, sport, education and training. Activities of this kind are extremely important and the success is visible in the locality itself. Very few associ-

ations can function without this kind of support. However, the commitment is highly dependent on the personal ideals of the owner or individual executives. Projects are not always run systematically and not always monitored to ensure they are a success. The situation in large companies is different: Social and ecological commitments have often been an important element of their management concept for many years – on a par with quality assurance and environmental certification. This is not just about gaining publicity for the company; it is primarily about credibility and reputation.

This form of corporate responsibility has now been sci-

++ Nellen & Quack from Mönchengladbach transports aid to Chernobyl once or twice a year at its own expense ++

++ Koch International from Osnabrück provides assistance for social projects instead of sending Christmas presents ++



Help for a good cause: CargoLine managing director Jörn Peter Struck (right) and Günter Schwarz, Chairman of the Advisory Board, hand over a cheque for 16,000 Euros to Anja Eli-Klein, PR manager of Bärenherz Stiftung. The money was raised through the auction of two swap bodies.

entifically investigated and classified: The philanthropic engagement of companies known as "corporate citizenship" can be divided into different categories including "corporate giving". This is an umbrella term for ethically-motivated, altruistic giving of

money or goods as well as corporate services, products and logistics. Nothing is expected in return. The smiling eyes of happy children are the greatest reward of all. "Social sponsoring", on the other hand, is seen as a classic marketing tool for sponsoring in the social area by which the company profits from an image transfer. And "corporate volunteering" describes the investment of employees' time or knowledge in social projects or by providing support in voluntary roles both in and outside of company time.

The concept of "Corporate Social Responsibility (CSR)"

encompasses all these terms. It describes all the activities companies are involved in that aim to promote the sustainable development of society and the environment. This extends well beyond observing legal regulations and requirements for environmental protection and workplace health and safety. The guiding principle is that of voluntary action. There is no standardisation or obligation to fulfil specified CSR mea-

++ Köster & Hapke from Hanover supports local associations and organisations in sport and traffic safety ++

sures. However, the principles of the Global Compact of the United Nations, the OECD guidelines for multinational companies and the declaration of the International Labour Organization (ILO) on core

++ Schmidt-Gevelsberg from Schwelm is associated with the Hans Grünewald Foundation. Since 1981, the company has donated nearly EUR 5.3 million for charitable purposes in the region ++

job norms provide good and widely-recognised guidelines for individual, company-specific CSR initiatives.

“Social return”

So far, there are very few studies that investigate how strongly CSR influences specific working practices and

products. The study conducted by consultants Ernst & Young entitled “Success through responsibility – Corporate citizenship strategies in medium-sized German companies in 2007” drew the following conclusion: “There is a lack of suitable measuring and controlling instruments that could help make social involvement by companies more of a success for all concerned, and of methods to measure influencing factors such as image benefits or transfer of knowledge.”

However, expectations are very high and not always the product of purely charitable thinking: 64 percent of those questioned are convinced that while the projects yield social benefits, they also pay off for their businesses. More than half the companies believe there are positive synergy effects because the involvement is usually associated with some aspect of their own businesses. Taking part in projects is often a useful way of modernising working practices and stimulating the transfer of knowledge. This provides a stimulus for new innovations and new business ideas.

++ Hinterberger from Altötting supports SOS Children’s Villages and transports aid to Togo ++

CSR activities can also improve a company’s reputation and brand recognition and, as a result, its sales opportunities.

As a result of social commitment, applicants and potential customers draw conclusions regard-

++ Lebert from Kempten supports Doctors Without Borders ++

ing the company’s corporate culture and that staff there enjoy a pleasant working atmosphere. At the same time, staff loyalty and motivation increase. According to a study conducted by management consultants CSR Consult, CSR pays back 70-90 percent of its value in improving the reputation of a company! And special ratings agencies even put a value on the CSR performance of publicly listed companies.

Under the terms of Basel II (a regulation for providing credit), medium-sized companies will in future also be inspected by banks to find out whether they are meeting their corporate responsibilities regard-

++ Schäfer from Neunkirchen provides trucks for clothing collections run by the German Red Cross and collects aid goods for children’s homes in Slovakia ++

ing sustainability. Yet hardly any company can provide a guarantee that all its suppliers and contract partners observe specific

workplace and environmental standards. Monitoring increasingly complex supply relationships, some of which extend to all the corners of the earth, would be beyond the legal and practical means of almost any company.

Do good ...-

So the advantages of sustainable social and environmental commitments are varied. Firstly, however, this type of activity requires organisation, which many companies do not always find easy. For

N.B.:

As of September 2007, many things have been much easier for anyone wanting to make a donation or start a foundation. This is when the new legislation came into force in Germany for donations and charitable activities, aiming to strengthen civil society and citizens’ involvement. A greater proportion of donations has become tax deductible, there is less bureaucracy, and greater allowances for volunteers will create further advantages.

these companies, a network and exchange of ideas and information with other companies can be a good approach. In the CargoLine network there are good approaches for joint activities such as supporting children’s hospices (see interview on page 8). The decisive factor is the individual commitment of the particular CargoLine partner. After all, as Jörn Peter Struck points out, “sustainable business can only be a lasting model if people can see that it comes from the heart.” But one thing is certain – the children in Bistritz, Romania are already looking forward to Christmas. ◀



A (bear) hug for sick children

The hospice foundation "Bärenherz" ("A Bear's Heart") helps seriously and terminally ill children and their parents through their final months. These children require the most intensive treatment and medical care to ease their suffering, which sadly many families can no longer afford. CargoTime spoke with Gabriele Orth, Managing Director of the foundation, about its charitable work and concept for donations.

► Ms Orth, how did Bärenherz begin?

Gabriele Orth: The foundation is a subsidiary of the "Interessengemeinschaft für Behinderte (IFB)" (Association for Representing the Interests of the Disabled). This is a charity that is committed to supporting disabled and sick people of all ages – be it children or senior citizens – and runs two hospices for adults. This work inspired us to set up a hospice in Wiesbaden to care for extremely sick children. The only problem was that there was no money available. So that's why we launched the Bärenherz initiative in the autumn of 1999. The foundation was established in 2003.

That isn't very long ago.

You're right. But in just two years we were able to open a facility financed exclusively by charitable donations. Right now we are also in the process of setting up a new children's hospice in Leipzig. But our work goes beyond that. We have a very general aim to support facilities for families with extremely sick children.

By the end of 2006, your foundation had provided assistance



around EUR 2.5 million. Was that sum all from donations?

Yes, we received donations of around EUR 2 million in 2006 alone. We were delighted with that. We expect to receive a similar sum in 2007. So we have a good nest egg, which we will need for our new project in Leipzig.

How much money do you need to support and care for a child?

There are two types of care we provide for children in the hospice - hospice care and short-term care. Hospice care means care as an in-patient for children who are at acute risk of dying. The care provider receives EUR 250 per day in support from the health insurance fund for these patients. But most children only come for short-term care. They are incurably ill and only stay for a few days, over the weekend or during the holidays. It takes an enormous amount of pressure off the parents but is virtually unaffordable for them because the health insurance funds do not cover the costs beyond a general care allowance. This is where the Bärenherz foundation comes in. We finance the costs of care at the same rate of EUR 250 per day.

How many children can you help?

In Wiesbaden we look after an average of eight to ten children and young people. So far in Leipzig we are caring for three children. When the new building is open we will have twelve places. Most of the children suffer from genetically inherited metabolic disorders and tumours, which are progressive and lead to the most serious disease states and disabilities.

Cargoline doesn't just provide financial support for your work. The alliance also

supports the foundation with special advertising. Twelve trucks display the Bärenherz logo and advertise the hotline number for donations. Has there ever been this kind of publicity for your project before?

No, we've never had that kind of publicity and it came as an amazing surprise. We were extremely enthusiastic about the spectacular campaign as soon as we heard about it. This kind of publicity is also very important for the children and their families. By the way, one of the trucks visited our summer fete – it was a major attraction, especially for the children. ◀

CARGOLINE'S COMMITMENT

When a local radio station reported about the charitable foundation "Bärenherz" (A Bear's Heart) last year, the staff at Cargoline spontaneously decided to donate the contents of their office kit. The logistics service provider provided more assistance in May 2007 – this time with a donation of EUR 16,000. The money was raised through the auction of two swap bodies among the 46 domestic partners of the alliance. The auction was supported by the manufacturer Bernard Krone GmbH (Werlte) and its systems partner Brügggen Oberflächen- und Systemlieferant GmbH (Herzlake) as well as by TIP Services GmbH Deutschland (Hamburg), operator of the Cargoline pool of swap bodies. These and ten other Cargoline trucks decorated with the Bärenherz design display the hotline number for charitable donations and the sponsors' logos. They will be visible on Europe's roads for the next six years.

The art of transporting art

More than 500 art exhibits were on display at the documenta 12 exhibition held in Kassel, Germany from 16 June to 23 September. The fact that an installation by the Brazilian artist Iole de Freitas was there to be admired was in no small part due to the efforts of Cargoline partner ABX LOGISTICS Kassel.

► From collages, photographs, paintings, installations and performances to objects of beauty, controversy, entertainment, the incomprehensible and the thought-provoking – every five years, hundreds of thousands of art lovers flock to documenta in the city of Kassel in North Hesse, Germany to view the remarkable variety of contemporary art. Amid all the admiration and amazement, puzzled looks and curses, we wondered whether any of the visitors ever stopped to ask themselves just how all these artefacts were brought to Kassel.

In the case of the polycarbonate sheets required by Brazilian artist Iole de Freitas for her installation, it was no easy job. Each of the twelve sheets was ten metres long, just one centimetre thick, extremely delicate – and flexible! As a result, ABX LOGISTICS in Kassel, who had been contracted to transport the exhibit from Berlin to the exhibition by documenta’s management, could not simply stack the lengths on pallets and

load them onto the lorry with a forklift. Instead, each sheet had to be stowed away carefully and individually on the truck by hand. Some of the sheets were transparent, others translucent – and they all had a very sensitive surface. In order to protect these valuable objects, ABX employees protected and cushioned the sheets with thick covers before securing them with plenty of tension belts. At last, they had done all they could do.

A battle of nerves

Special authorisation was required just to be allowed to park the truck in front of the Museum Fridericianum where the exhibit

was to go on display - but the city of Kassel was delighted to provide this. As the truck arrived, the tension spiralled: “Although we had taken the greatest possible care during transport, when we arrived in front of the Museum Fridericianum we were a little nervous and very anxious to see whether everything had worked as we had hoped. Just one serious scratch or crack and there was every chance that it would be impossible to erect the installation,” recalls Alexandra Ried, Sales Manager of ABX in Kassel. Fifteen documenta employees were ready to receive and closely inspect the sheets – a process which lasted almost a whole day! Finally came the relief: all the sheets were in good condition, and installation could begin.

Secret mission

The whole transport was conducted under the greatest secrecy – the ABX employees



It took fifteen people to handle each of the flexible polycarbonate sheets.



did not know which artist they were transporting for or what the final exhibit would look like. They were not even permitted to take the polycarbonate sheets up to the second floor of the building, where they were to be displayed, but had to unload them in front of the museum. The artistic directors of the exhibition just gave them the hint: "Watch out for the facade!" In April, observers got a first hint of what

would become of the polycarbonate sheets as they were bent to different degrees on the exterior of the museum. The secret was finally revealed in June – the artist had created a fixed installation, which provided an optical connection between the facade and the interior and broke down spatial boundaries as the sheets flowed in graceful, dancing curves.

of the documenta employees didn't know exactly what was happening," says Alexandra Ried with a grin. "While we were unloading it, one of them even asked me whether I was the artist. 'Not of this object, but at ABX we've got transporting unusual consignments down to a fine art,' I replied." And indeed, there sometimes is an artistic element to good logistics. ◀

ABX has fond memories of this special job. "The transport was so secret that even most

DOCUMENTA

documenta is also known as the "Museum of 100 Days" and is the most important exhibition of contemporary art alongside the Biennale. It has taken place in Kassel every five years since 1955 and always lasts 100 days – hence the nickname. The initiator was Arnold Bode, the Kassel designer and professor of art. The first documenta attracted approx. 130,000 visitors; this year, 754,301 art lovers paid documenta 12 a visit. www.documenta.de

ABX LOGISTICS

ABX LOGISTICS (Deutschland) GmbH, with its five branches, is a member of the CargoLine network. Its base in Kassel has 37 employees and a 5,400 sqm cargo handling and storage area at the disposal of clients such as Hahnemühle FineArt (Dassel), a manufacturer of high quality special papers, and household goods manufacturer Paul Koch (Göttingen). www.abxlogistics.de



Connecting networks

Mobile communications go nowhere without base stations. Yet the high quality equipment manufactured by SRI Radio Systems is extremely sensitive. The logistics service provider Lebert & Co. knows what it takes to handle these systems: an ingeniously designed warning system, specially fitted vehicles and trained drivers.

► We see them on roofs, water towers and industrial chimneys. They are hidden in church bell towers or on the edges of woodland where they can even be mistaken for trees. In the Müritz national park and on the Gräbersberg hill in the Westerwald region they are even integrated into viewing towers that are open to the public.

They are base stations – the pivotal element of mobile communications. Every time you switch on your mobile phone it tests all the base stations in the area and registers with the one with the best connection. From there the call is connected to an exchange centre as well as to the main connection computer run by the network operator and finally to the person you want to speak with.

A network of many cells

What sounds simple is actually built on a complex structure. The mobile phone system resembles a net with many cells and the larger the number of calls, the smaller the cells have to be. Each cell contains a base station and the call is passed from one base station to the next so that communication

is not interrupted. Depending on their power and local conditions, the cells may have a radius of less than one hundred metres in densely populated towns but several kilometres in rural areas.

All the modules for these systems are produced, tested and integrated into complete base stations according to the customer's specific requirements by SRI Radio Systems in Durach – e.g. for E-Plus, T-Mobile or network operators abroad. Every month, approx. 3,000 GSM and 500 UMTS stations leave the factory in the Allgäu region on trucks operated by CargoLine partner Lebert & Co. (Kempten). Their initial destinations are Amsterdam, Antwerp, Augsburg, Bremen, Frankfurt, Hamburg, Munich and Triest. There they are loaded onto aeroplanes, ships or trucks to continue their journeys all over the world.

Extremely delicate and high quality

“The products we manufacture and assemble are extremely sen-

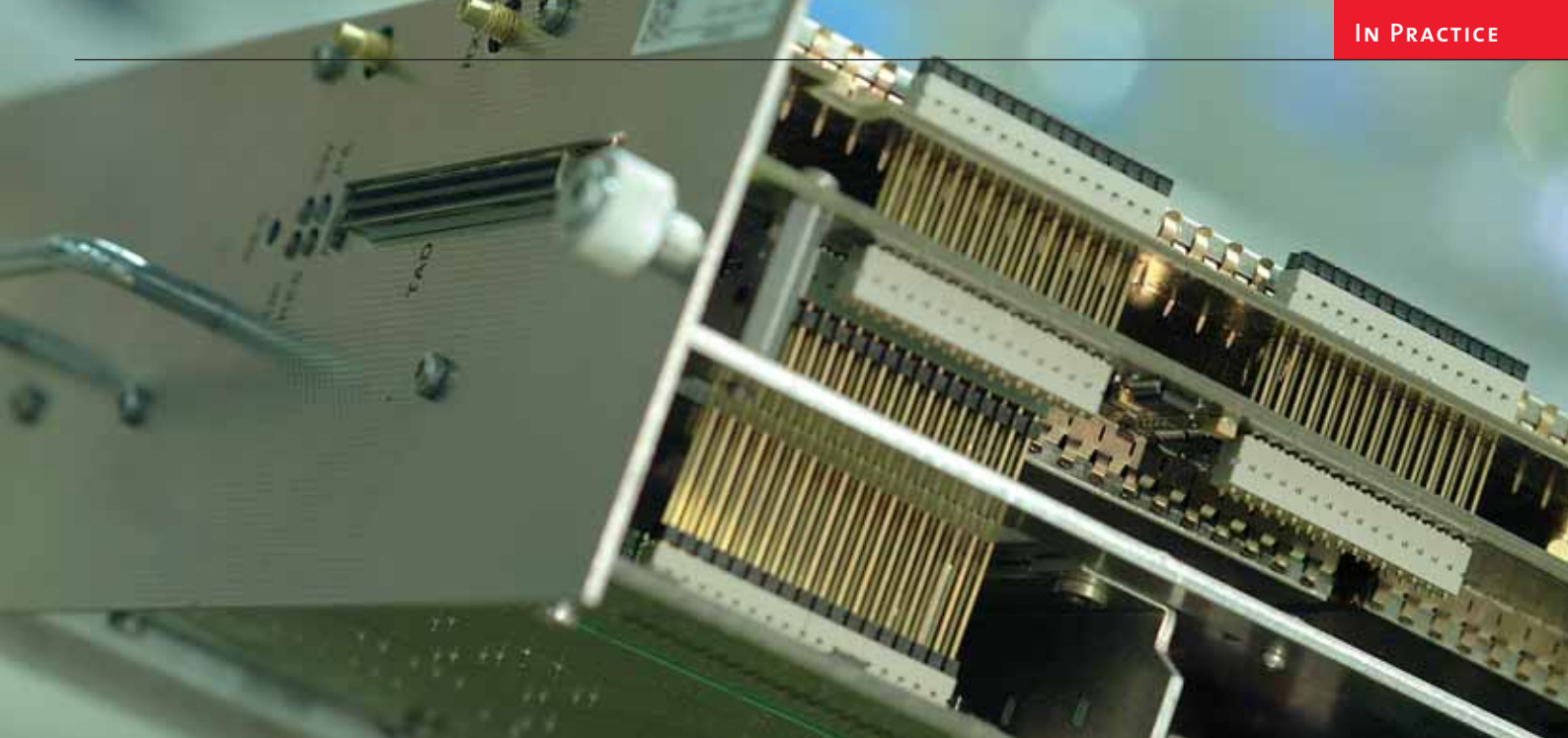
sitive and very high quality. This means they have to be transported with particular care,” says Stephan Rottach, responsible for the areas of integration, delivery and repair as well as outbound logistics at SRI, when describing the demands these goods place on freight forwarders. As he points out, “If a base station is faulty when it arrives in Kenya or Kazakhstan, we have to fetch it back or send someone out there to inspect and repair it.” To avoid this expense, all the packages are fitted with

two alarm systems - a shock and a tilt indicator. If they are tilted more than 30 degrees or receive a heavy impact, for example if a forklift truck lowers them onto a surface too roughly, the two white indicator arrows change colour to red.

This does not necessarily mean that the base station is damaged, but the driver has to report the incident. Either the equipment has to be driven back to the factory in Durach or a surveyor checks the reason for the warning wherever the package is. If he cannot locate any damage, the consignment can continue on its way.

In the early days of the co-operation between SRI and Lebert, the indicator alarms were regularly triggered when the trucks drove over speed control bumps at Frankfurt





Airport, even when the driver approached them extremely slowly and carefully. However, after checking the base stations it was discovered that they were not damaged but that the indicators were reacting too sensitively. So the indicators were adjusted.

“For every 1,000 deliveries, there is a problem with about ten and, of these, one is due to our transport,” says André Biwer, Managing Director of Lebert, assessing the partnership so far. “That is a very low proportion,” adds Rottach, before recounting his experiences in other countries. “In Russia or Mali our equipment is generally not transported in specially fitted vehicles by trained drivers. We have many more problems in these countries.”

Lebert had 15 trucks converted to meet SRI's transport requirements. They have pneumatic suspension, extra fittings for fastening the equipment and special non-slip mats. The CargoLine partner and SRI shared the conversion costs. Furthermore, all of Lebert's drivers were prepared and appropriately trained to deal with the special transport requirements at SRI's factory.

SRI RADIO SYSTEMS

SRI Radio Systems GmbH in Durach is a company in the Nokia Siemens Networks alliance. It has 460 employees and recently achieved annual sales of over EUR 515 million.
www.sri.de

The contract also governs the responsibility for and consequences of any damage to the equipment. If one of the two indicators is triggered during the transport or loading by Lebert & Co., the journey is free of charge for SRI. If both indicators turn red, SRI receives additional compensation for the transport costs. But there can also be a bonus – if the amicably agreed quality criteria are met by Lebert & Co., they receive a bonus at the end of the year – as they did in 2006.

Logistics as part of the production process

SRI has very little warehouse capacity, so it has integrated Lebert directly into its production process. Stephan Rottach: “We produce and assemble what has been ordered and what is needed using a pure just-in-sequence philosophy. We have precisely synchronised our production process and integrated Lebert into that process completely. Our systems have to leave the factory as soon as they have been finished.”

SRI's inhouse logistics specialist BLG is responsible for moving materials within the manufacturing process as well as for packaging, attaching the indicators and loading. Lebert quickly collects the base stations from the factory and delivers them punctually to one of their main destinations. “The delivery must arrive within a very narrow agreed timeframe, because loading onto aircraft or ships is a precisely co-ordinated process. They simply cannot wait,” says Biwer, describing his responsibility.

Large concerns were under consideration during the bidding process for this contract. However, “Lebert was the only company that was willing to be integrated seamlessly into our production process,” remembers Rottach. That and the fair price were the decisive factors in awarding the contract. “What we have developed together is not just good, it is a lot of fun as well.” The regular monthly meeting also makes a contribution to the excellent working atmosphere between the partners. Lebert, SRI and SRI's inhouse logistics specialist discuss both current matters of interest as well as future and strategic challenges. In this way, SRI and the CargoLine partner want to cement and expand their partnership, as “Lebert works with great professionalism and is very flexible,” says Rottach. He is certain that the decision taken a year ago to work with Lebert and CargoLine and go against the giants of the industry was an excellent call. ◀

SRI Radio Systems develops, produces and tests single modules and complete base stations for network operators in Germany and all over the world.

LEBERT & CO.

The Lebert & Co. group was founded in 1954 and joined CargoLine in 1999. It employs approx. 400 staff in Kempten and its locations in Baienfurt, Erbach and Kreuzlingen. They operate a cargo handling area of 17,000 sqm as well as a logistics area of 64,000 sqm.
www.lebert.com

Interfracht operates transports for Stöcklin

► Whether chocolate, herbal sweets or pocket knives – Switzerland is famous for its quality products. Now another branded Swiss product can be added to this list of hit exports: floor conveyor and warehouse systems manufactured by Stöcklin AG. In 2006, demand for the Swiss-made electro-stacking technology for warehouses and hand-operated pallet jacks rose by 26 percent. Sixty percent of the machines produced annually in Dornach near Basel are exported, and an ever-increasing number of these are finding their way to Germany.



Swiss CargoLine partner Interfracht-Tolimpex based in Basel has been dealing with this rising transport volume since summer 2007. "The market has recognised the advantages of our products – compact dimensions, made-to-measure machines, very short delivery times, high reliability and a fair spare part policy – and reacted with a wave of orders – especially in Germany," says a delighted Orlando Costeggioli, Export Sales Manager at Stöcklin. "This made it increasingly important for us to work with a logistics provider who covers the whole geographical market in Germany. Interfracht and CargoLine offered us just what we were looking for. Interfracht also serves other international destinations for us very reliably." And with a reliable partner, Stöcklin can look forward to further increases in demand with confidence.

www.sdl.ch ◀

Expansion



The new ABX terminal in Lahr

► Spedition Sander is setting the pace in the quiet, North German state of Mecklenburg-Western Pomerania. The CargoLine partner based in Rostock has completed the expansion of its cargo handling hall from 2,500 sqm to 4,000 sqm. With an increased total of 42 loading gates, trucks can now be loaded more than one hour faster than was previously possible. And there's

another piece of pleasing news – due to the expansion, the number of employees has risen by five to 29 and the number of apprentices has increased to four.

Spetra in Großbeeren (Berlin) has also expanded its cargo handling and storage area by 1,600 sqm to 6,000 sqm in order to deal with the growing number of consignments. Since April,

Welcome – Dobre doschli – Fáilte!

► The quantity of goods flowing across Europe is growing – and so is the number of CargoLine partners. The newest members of the almost seamless European network of partners are Unimasters FreightXpress in Bulgaria and Geodis Ireland. Both had already operated regular transports with individual CargoLine partners. Customers will now benefit from a uniform product range and quality as well as seamless consignment tracking, thanks to the closer integration into the alliance.



(from left to right) Jörn Peter Struck, Managing Director of CargoLine, David O'Brian, COO Geodis Ireland, and Robert Cashman, Corporate Sales Director Geodis Ireland, have just signed the contract

Geodis Ireland offers complete end-to-end supply chain solutions. The company, which is situated in Dublin and Limerick, serves over 500 Irish and international Customers in a variety of industries including automotive, medical/pharma, chemicals & gas, general consumption, high-tech and textile. It has 30,000 sqm of warehousing area at its disposal that is operated by 268 employees.

Unimasters FreightXpress in Sofia is the national transport subsidiary of Unimasters Logistics plc. The company is one of the top 3 logistics providers in Bulgaria, with EUR 34 million in sales in 2006 and approx. 350 employees in Bulgaria and Romania, as well as additional operations in air and sea cargo, rail freight, customs handling and contract logistics. ◀

the CargoLiner's customers have had 1,250 rack storage bays at their disposal in this facility alone. As well as consolidated freight and storage logistics, Spetra has a strong foothold in the food logistics business. The trucks are quickly prepared to depart on their local and long distance journeys at the 53 loading gates.

Business is also booming in the south of Germany. Since March 1, 2007, ABX LOGISTICS has been operating a 10,000 sqm cargo handling area and a high rack storage bay for 19,000 pallets in Lahr. Among the reasons for moving away from Offenburg were the local limits on capacity as well as the opportunity to combine several existing external storage facilities in Lahr. Up to 150 trucks with general cargo and part loads leave the facility every day on their way to 45 national and 35 European destination stations. ◀

Most influential freight forwarder

► Rotra has already pocketed two important industry awards this year. Management Events Netherlands awarded the Dutch CargoLine partner the "Influencer of the Year 2007 Transport & Logistics Award". The company received the honour for the opening of its highly modern warehouse for the bicycle manufacturer Gazelle, the development of the inland harbour at its location in Doesburg, as well as its strong growth in the number of consignments handled in 2006.

Together with its customer Gazelle, Rotra also received the "LogiMatch Award 2007". PDG, which represents the interests of logistics service providers in the Netherlands, presents this award each year to a company which has successfully implemented a particularly innovative logistics concept in collaboration with a customer. Here, as in the final round of the "Influencer Award", Rotra fought off stiff competition from renowned international competitors. ◀

CargoLympics



Seven out of more than 1,500 Cargolympics participants.

► On May 5, approx. 1,500 CargoLiners competed in the first ever CargoLympics at the Brinkhoff brewery in Dortmund. The partner companies and system headquarters had invited their staff to this “It’s A Knockout” competition to say thank you for their exceptional dedication and commitment in the boom year of 2006. Altogether, competitors skied a total of 100,000 centimetres on summer skis, scored 418 goals in “human table soccer”, threw rubber boots 19.62 kilometres, transported 48.5 litres of water on stilts and guided 400 balls to their destination through temporary water pipes. The teams competed for sections of a jigsaw puzzle in each dis-



cipline and at the end of the competition, these were fitted together to make the “CargoLino”, the new mascot for all employees.

It was easy to see the extent of the cooperation in Europe just from the delicious food the competitors brought with them – from Danish hot dogs, Dutch Genever, Swiss cheeses and wine from Italy, to calorie-rich Polish dishes – hungry stomachs found everything they could desire at around 60 partner stands. The CargoLympians were then able to dance off at least some of the calories as DJ Daniel Gut from Hermann Maier in Singen laid down the grooves and brought the day to an atmospheric close. ◀

And the winner is ...

► CargoLine presented its Partner of the Year Award 2006 at transport logistic 2007. First place went to the previous year’s runner-up Balter Logistics (Mülheim-Kärlich), while places two and three went to Heinrich Koch Internationale Spedition (Osnabrück) and L. Wackler Wwe. Nachf. (Göppingen).

The selection of the Partner of the



(from left to right) Managing Directors Heinrich Koch Jr. (Koch Internationale), Willi Thiel (Balter Logistics) and Oliver Schwarz (Wackler) proudly display their awards

Year has a long tradition at CargoLine. 1996 was the first occasion that the award was presented to three franchisees that made the most outstanding contributions to the joint business success of the alliance during the year. Points were awarded in the following categories: delivery ratio in the agreed quality and time, absolute number of consignments delivered, percentage increase in the number of consignments delivered compared to the previous year, implementation of corporate design requirements, involvement of staff in working parties and decision-making committees of the partnership as well as the level of interface scanning, which forms the basis of the CEPR II track and trace system. ◀

transport logistic 2007: Good discussions – a complete success

► “transport logistic exceeded all our expectations,” said Jörn Peter Struck, Managing Director of CargoLine, as he summarised this year’s leading trade fair for the sector. “There were always

plenty of visitors at our booth and this was reflected in the number of good discussions we had.”

People who work hard have earned the right to celebrate. The legendary “Bavarian Evening” of the alliance took place

on the penultimate evening of the trade fair. 487 CargoLiners and customers celebrated into the early hours in Café Reitschule – 193 more than in 2005. ◀



(from left to right) German Federal Minister of Transport Wolfgang Tiefensee talks animatedly with Jörn Peter Struck, Managing Director of CargoLine, and Willi Thiel, area manager Marketing

Winning once doesn't prove anything ...



► ... thought Czech CargoLine partner Setto, whose employees gave their all to retain the official CargoLine football cup they won in 2006. The Czech team defeated Wackler Göppingen in a thrilling penalty shootout in front of more than 800 spectators and 36 teams. ABX Lahr claimed third place.

But the three victorious teams were not the only ones to return home with a trophy. Further trophies were awarded to Rotra for the longest journey to the tournament, Lebert Kreuzlingen for the most goals scored and ABX Lahr for the fewest goals conceded in the group games, as well as GE for the team with the highest average age. Wackler demonstrated special sportsmanship as they offered to relieve Setto of hosting the next official CargoLine football tournament. So we look forward to June 2008 and the kick-off in Göppingen! ◀

80 years of Spedition Kunze

► During the course of precisely 80 years of their company’s history, the Kunze family have demonstrated that they possess entrepreneurial spirit on many occasions. The first was in 1927 when Walter Kunze founded the freight forwarding company of the same name near Dresden. The next time was in 1953 when the family was dispossessed, moved to the Bielefeld area and started again from scratch. From there they established four additional facilities. The company now has a total of approx. 430 employees. It is managed by Matthias Kunze (38), the grandson of the founder. Thirteen percent of the employees are apprentices. Its portfolio of services includes national and European road transport, sea freight, project, contract and distribution logistics as well as all the services along the logistics process chain. With its locations in Karlsruhe and Bielefeld, the family-run company has been a committed CargoLine partner since 1995 and 1996 respectively. ◀



A journey through Spain with the no. 1

Whether it's coping with bottlenecks during the orange harvest or warning strikes in France – top freight forwarder José Salvat S.A. always finds a way around the problem.

► Provocative advertising and fashion in every colour imaginable – those are the trademarks of the Benetton brand, which is recognisable throughout the world. There are more than 380 stores in Spain alone and they all have to be supplied on time with the very latest collections. “We estimate that we will transport about 38,000 consignments for Benetton this year with a weight of 5,600 tonnes. That corresponds to around 450,000 packages,” explains José Salvat Junior, Managing Partner of logistics specialist José Salvat S.A.

None of this would be possible without first-class organisation and a large network covering the whole of Spain. So it comes as no surprise that other textile manufacturers also put their trust in the logistics experts. The Spanish company also transports large num-

bers of loose rolls of fabric, which are complex and time-consuming to load and unload. Their core business also includes transporting hazardous materials for the chemical industry and just-in-time deliveries for suppliers to the automobile industry.

Always at your service

A strike in France about ten years ago shows how complicated transportation can be. Back then, a major customer in the automobile industry urgently needed important components – otherwise the production lines would have stopped. But it was completely impossible for trucks to cross France at that time. The Spanish company demonstrated their ingenuity: “We hid the goods in the luggage compartments of tourist coaches and smuggled them through the blockades - so everything arrived on time,” remembers Salvat with a grin.

Usually the challenges are of a more general nature. “More and more companies are relocating their production to Eastern Europe or Asia. This is creating an imbalance between imports and exports, meaning that there are more deadheads to countries abroad,” explains the managing partner, “unless, of course, it is the orange harvest.” Empty trucks are a rarity in Spain during the harvest and prices for transport are often double the usual rate. However, the situation has eased in recent years. The Salvat group alone has a fleet of approx. 1,000 vehicles. They have also expanded by acquiring domestic freight forwarders such as Cave Logistica and Transportes Bilbainos.

The partnership can be expanded

Customers value the service company's broad base, reliability and flexibility very highly. As a result, the company has been described on many occasions as an “excellent freight forwarder”, recognising the many years of service of José Salvat Senior. Despite their fame, the family company shies away from the public spotlight. However, there is no reason for them to do so. After all, with the sales of EUR 155 million that José Salvat S.A. earned in international operations within the whole Salvat group in 2006, the company is the no. 1 Spanish-owned freight forwarder in the country.

With further acquisitions in Spain and partnerships such as the alliance with CargoLine, Salvat hopes to keep growing in future: “Germany is our second most important market. Lucky coincidences brought us into contact with CargoLine in 2006; we have been working together since the beginning of 2007. And that is good news, because CargoLine's partners with international operations are more flexible than many of the branches operated by large companies. The growth in consignment volume also suggests the partnership has started promisingly.” CargoLine also believes the decision was a good one. ◀



SALVAT GROUP

The Salvat group has 65 locations and approx. 1,500 employees as well as a cargo handling area of 380,000 sqm. The company is divided into José Salvat, S.A. (international land, air and sea cargo as well as customs handling), CBL (national transports) and various logistics companies. www.jsalvat.es

Very British

Whether it's exclusive fashions, perfumes, IT or radioactive materials – Geodis UK brings goods safely and punctually to their destination. The CargoLiner is also a step ahead of the competition in terms of its service – and success.

► Tea not coffee, Queen not Chancellor, left not right. Things in England are a little different. And the logistics sector is no exception. For example, twice as many goods enter the country as leave it. "A large number of trucks arrive fully loaded, but return empty to the continent. So the competition and pricing pressure are enormous," explains Jamie Cuthbert, Managing Director of Geodis UK Ltd.

Any company wanting to survive in the highly competitive logistics market has to differentiate itself from the competition. Cuthbert knows all too well how to do that: that. The winning company gets approx. one million consignments rolling every year. The result: EUR 130 million in annual sales.

The three pillars of success

These positive figures can be traced back to the diversified activities of the British company. First of all, there is its strong position in England, Scotland and Wales, where it offers just-in-time and Saturday deliveries for pallet goods under the FORTEC brand. The portfolio is supplemented by procurement logistics, air cargo and sea freight as well as warehousing for companies from the Far East. This is carried out with help from their colleagues at Geodis Wilson, which specialises in overseas activities. The third area is inland transport. For this, Geodis UK uses the CargoLine network for general cargo as well as its own lines for special transports. "We transport IT for IBM, perfumes for Procter & Gamble and high quality clothing for fashion companies –

areas where security and timing demands are very high. And that is doubly true for chemicals or radioactive materials, for



example for radiotherapy," says Cuthbert. Only a few companies are prepared to accept such complex delivery orders and make the corresponding investment in their fleet and personnel. Cuthbert also sees other differences from the domestic competition. "Most competitors concentrate on just one of the three pillars – not us. We are also big enough to compete with the multinational concerns, and small enough to react individually to our customer's wishes."

High demand for value-added services

To meet its customers' demands, Geodis UK puts its trust in solutions that extend far beyond transports from A to B. For example, it offers product labelling, packing, picking and reporting. These value-added services are also offered by CargoLine. The partnership that began in the 1990's and was cemented in 2006 was simply the next logical step. "This partnership allows us to offer our level of quality and value-added services in other regions, too", says Cuthbert, describing the advantages. "In addition, we have very good connections to Eastern Europe via CargoLine's central hub." With all these positive factors, the managing director looks forward optimistically to continued growth in sales. ◀

GEODIS UK LTD

The logistics provider has been active in the United Kingdom since 1962. It employs approx. 500 staff, who process orders from more than 7,000 customers and operate a storage area of approx. 40,000 sqm. www.geodis.co.uk

“We don’t want to ‘greenwash’

The transport industry receives particular criticism whenever climate change is being discussed. Environmentally responsible and sustainable behaviour has become a moral duty for companies. How is CargoLine tackling these issues? CargoTime asked Jörn Peter Struck, Managing Director of the partnership, and Günter Schwarz, Chairman of the Advisory Board.

Mr Struck, climate change is forcing companies to reconsider their strategies. What are the particular challenges facing the logistics sector?

Jörn Peter Struck: Globalisation and the rising living standards in industrialising countries will cause the volume of transport traffic to grow enormously in the coming years. Forecasts predict a doubling of transport capacity in tonne-kilometres to 1218 billion by 2050. So we will have to be more efficient and use more environmentally-friendly means to deal with this significant increase in transport needs.

What does that mean precisely?

Jörn Peter Struck: For one thing, it means more combined transports wherever possible. But rail cargo transport is slow and doesn't always work well across borders because there are differences in track gauges and operating voltage. More than half of our partners already operate trucks which meet the Eurocode 5 standard, even though this only becomes obligatory in autumn 2009. These trucks are much more fuel efficient. Our partners also give regular train-

ing in which they teach drivers how to drive the truck economically, and monitor diesel consumption.

Günter Schwarz: The transport and traffic sector currently accounts for 13 percent of CO₂ emissions, which is still significantly less than industry with 19 percent and CO₂ emissions from power generation with 26 percent. The Gigaliner could help reduce CO₂ emissions because it could transport more consignments at once. Our partner Rotra in the Netherlands already has one in operation and is very satisfied with it.

But these 60-tonne trucks are controversial.

Günter Schwarz: Yes, the lobbyists for Deutsche Bahn are hard at work. The fact is that some motorway service and rest areas would have to be partially converted to cope with the Gigaliner and it is not certain that all roads and bridges would withstand the weight – especially in Eastern Europe. It is also a fact, though, that there are routes where combining transports using Gigaliners would reduce the volume of traffic and therefore CO₂ emissions. And railways

will never be able to replace road transport because their capacity and speed are limited. The Gigaliner is coming, we are sure of it.

Speaking of combining transports – what is CargoLine doing in this area?

Jörn Peter Struck: We have three hubs in Germany, the central hub in Eichenzell near Fulda and the regional hubs in Sehnde near Hanover and in Göppingen near Stuttgart. All our domestic partners and two-thirds of our international partners drive to the central hub every night to exchange goods. We handle about 800 tonnes of cargo every night in Eichenzell. In addition, we also have a large number of gate transports and use intelligent planning and scheduling software as well as telematics for determining the best possible route. This allows us to reduce deadheads.

Günter Schwarz: We have also successfully applied to participate in an initiative run by the German Federal Ministry of Transport. The project deals with the design and introduction of company-wide co-ordinated scheduling for part- and complete loads in medium-sized companies. Central scheduling has long been widespread in the USA; the advantages are greatly improved load factors in vehicles, greater efficiency and a reduction in traffic volume on the roads. We are way behind in this area in Germany.

JÖRN PETER STRUCK



has been CargoLine's Managing Director since July 1, 2006. Prior to joining the general cargo network, the 41 year old held several executive positions at both large and medium-sized logistics companies.

GÜNTER SCHWARZ



born in 1936, is one of seven founders of the general cargo network CargoLine. He has been active as Chairman of the Advisory Board since 1998.

What role do alternative energy sources such as biodiesel and rapeseed oil play?

Günter Schwarz: About a quarter of our domestic partners use one of the two. But I think we are in danger of overstating the importance of biofuels. Of course the CO₂ emissions are lower than for fossil fuels. But promoting these biofuels also supports the monoculture of these crops and increases the use of pesticides and fertilisers. And there are other side effects - growing rape-

our hands of ecological sins”

seed oil releases nitrous oxide, i.e. laughing gas, into the atmosphere. This has a much stronger greenhouse effect than CO₂ and also attacks the ozone layer. So we have to consider both the advantages and disadvantages carefully. Reducing fuel consumption with trucks that meet Eurocode 5, fitting fuel-saving tyres, combining transports and optimising routes should always be the priority. But best of all is to avoid deadheads in the first place.

Jörn Peter Struck: Take the example of our partner Streit cargo systems. They are part of the “City Logistics” initiative in Regensburg. Combining transports has significantly reduced truck traffic in the city centre and all around the old town of Regensburg but the companies based there still receive top quality service. Klumpp + Müller are currently designing a similar concept for the town centre of Kehl. Don't get me wrong – we don't want to “greenwash” the issue with these examples, by that I mean wash our hands of ecological or other sins. But they do demonstrate that we are aware of our role in climate change and are responding to it.

Is environmental protection at Cargo-Line restricted to road transport?

Jörn Peter Struck: No, not at all. Many of our partners have already switched to paperless processing. Almost all are reducing their electricity consumption with energy-saving light bulbs and timer switch sys-

tems. They use reusable containers and separate rubbish. Maier in Singen has also fitted its truck wash with a biological water treatment unit to save water and treat rain water. Hinterberger in Altötting, which specialises in the chemical industry, is currently implementing a new suction system for cleaning its tanker trucks.

Günter Schwarz: Photovoltaic systems are also very interesting, such as the one Lebert has installed at its location in Baienfurt. It is the second largest in the district of Ravensburg and has a maximum output of 220,000 kilowatt hours annually. It can completely meet the electricity requirements of 200 people, all the while saving 200-300 tonnes of CO₂ per year!

Is the transport industry pushing these demands for environmental protection forward on its own initiative?

Günter Schwarz: Environmental protection is always a mix between a reaction to legislation and proactive measures. Reducing water and paper consumption should be a matter of course these days. The extent to which companies such as Lebert install photovoltaic systems, which BHS in Bremen and Schmidt-Gevelsberg in Schwelm

are also currently considering, or take other measures for protecting the environment depends on the investment required and the degree to which a company has dedicated itself to sustainable development. But there is certainly a lot of activity in this area – and not just in our network.

What plans do you have for environmental protection in the future?

Jörn Peter Struck: For 2008 we and all our domestic partners are working hard to gain environmental certification according to DIN EN ISO 14001. That would make us the first partnership to be so completely committed to environmental protection. The international ISO 14001 standard is the most important specification worldwide for what “environmental management” should include and implement in companies and other organisations.

First prize: five weeks in Sweden



► How do you reward commitment and ambition? Perhaps with a trip to a foreign country financed by your employer. Kim Jalen from Klumpp + Müller (Kehl) was allowed to spend 5 weeks working as an intern at CargoLine partner Road Link (now Itella Logistics) in Malmö, Sweden between her written and oral examinations to become a qualified assistant for freight forwarding and logistics services. CargoTime spoke with Kim Jalen after she returned.

Kim, why did you particularly choose Sweden?

One of my colleagues had been there several years ago and he gave me the idea. And it's not a country you would normally visit that often.

What were your duties?

For the first three weeks I worked in the import department and processed consignments from Germany. The in-

coming consolidated cargo from Germany runs directly through the Malmö location. From there, the consignments are scheduled for local and long distance vehicles within Sweden or forwarded to the other Itella facilities. For the next two weeks I was in the export department. I also handled correspondence with the German CargoLine partners as well as with Deutsche Bahn in order to solve problems in combined transports to Italy, such as delivery times or booking wagons.

Do you speak Swedish?

No, unfortunately not. So it was a bit difficult to work independently at first, especially as I didn't know Itella's freight forwarding programme. But after a short introduction, I was able to record the orders, assign consignments to the various vehicles and record the storage locations of the consignments. Anyway, my colleagues were always ready to help and we were able to communicate very well in English.

Would you do another work placement abroad?

Of course! It was a very good experience to live in a foreign town and work successfully for a freight forwarder in a different country. The stay was also very good for my language skills and, I'm sure, for my future career. ◀

140 h.p. for exceptional performance

► In the academic year 2006/2007, Lisa Samfass passed her apprenticeship examinations as a stock management specialist with the perfect grade of 1.0. She was, of course, delighted to receive the Bavarian State Prize for the remarkable feat of gaining the best grade achieved by an apprentice. But she was probably even more excited by the present from her employer Schäflein (Röthlein). The company treated her to a

stylish Peugeot 206cc convertible with 140 h.p. for a weekend. Which all goes to prove that hard work and dedication really do get their reward. ◀



Victory in cyberspace

► From January to April 2007, CargoLine tested a virtual training room in the Internet, developed in co-operation with an external trainer. The apprentices at CargoLine's partner companies were particularly enthusiastic about this opportunity to learn about the alliance's structures and products from scratch. The training course was designed in modules and after eight weeks the participants had worked through all the chapters. As an incentive, the general cargo alliance had organised a competition with a generous restaurant voucher as the first prize. There were also CargoLine watches for all the participants. The lucky winners received their prizes on May 5 at the CargoLine partner con-



ference. First place was taken by Schmidt-Gevelsberg (Schwelm) ahead of John (Eichenzell) and ABX LOGISTICS (Unterschleißheim). In the individual rankings, Ariane Grabowski from Schmidt-Gevelsberg triumphed ahead of her colleague Vincent Ligensa and John apprentice Luisa Bauss. Due to its great success, the project will be continued in spring 2008. ◀

Truckers wanted

► Along the Lower Main river in Bavaria, freight forwarders are all hauling in the same direction when it comes to training. Due to the acute lack of class CE drivers and in order to raise enthusiasm for a life as a "trucker" among young people, Albert Schuck GmbH & Co. KG launched a training initiative together with CargoLine partner Kissel (Stockstadt) and several other colleagues in May 2007. They now raise awareness of the career among young people by distributing flyers, posters and stickers in the Chambers of Industry and Commerce (IHK) in Aschaffenburg, at the IHK training fair and in (driving) schools. Parallel to this, the initiative offers information through its own website www.profi-trucker.de in language accessible to young people with more detailed information about the job and apprenticeships. The initiative was well received. Within just a few weeks there were more applicants for apprenticeships than



could be accepted; 16 apprenticeship contracts were firmly signed for the training year 2007/2008. The freight forwarders around Aschaffenburg can now put pressure on the Ministry of Culture to fund a full-time vocational school class of their own for truckers. The nearest vocational school for up and coming truck drivers is currently in Kulmbach, a two hour drive away. Costs for the sandwich courses taught with the apprenticeship and the overnight accommodation could be saved if trainers and trainees had their own class in Aschaffenburg. ◀



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