

# CargoTime

1/2021

The  CargoLine magazine

GOOD NEWS FOR CUSTOMERS  
AND THE CLIMATE

**CargoLine  
is getting  
greener all  
the time**



**Crisis-proof with e-commerce**  
CargoLine partners offer one-stop-shop solutions for retailers

**Knowing when your shipment is due –**  
with ETA (estimated time of arrival)

**New: Cargo Digital World**  
Alliance founds its own start-up specialist



# HANDLE LORRIES FASTER

Long waiting times are often caused by information deficits at loading companies and forwarding agents. With the **EIKONA Time Slot Management**, you can significantly improve the processes on the ramps as a shipper. With the help of the software your staff knows when the lorries will arrive for loading and unloading. If there are deviations in the estimated time of arrival, you can dynamically reschedule the loading slot and plan your resources in a meaningful way.



## IMPRINT

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Dear readers,

Unfortunately, the logistics industry does not have a good reputation when it comes to climate protection. Yet we owe it to the environment and future generations to reduce greenhouse gas emissions as much as possible.

Cargoline is taking a proactive approach here. Back in 2011, we had our emissions surveyed by an independent institute for the first time – across the network and for each shipment. This survey produced transparent data for our customers and partners, as well as three environmental certifications. Today – ten years later – we are still hitting new targets. What pleases me most is that, despite steadily increasing shipment volumes, Cargoline has been able to reduce its emissions by almost a fifth! The report on page 6 explains how this was achieved and spotlights the adjustments we are making to take our climate protection activities to the next level.

The family business RAU is also committed to sustainability: the company uses beech wood from local forests to produce its robust workbenches. Through the cooperation with CargoLiner Hugger, it also relies on long-lasting quality in logistics. But responsibility, as we know, has many facets: LUIS Technology, for example, is recognised as a pioneer in the development of turn assist systems for trucks – used and transported by Bursped. Klaus Wamelink from Spedition Koch is closely involved in his local volunteer fire brigade. And ARCHE, which is supported by Cargoline, helps children in need who are being hit particularly hard by the pandemic.

Meanwhile, on page 22 you can discover how our partners are helping to establish and operate crisis-resistant e-commerce solutions. On pages 18 and 19, we reveal the digital business models we want to use to drive the industry forward and the role that our subsidiary Cargo Digital World will play in this strategy.

I hope you find plenty of inspiration in this issue of CargoTime – stay healthy!



Jörn Peter Struck  
 Chairman of the Management Board





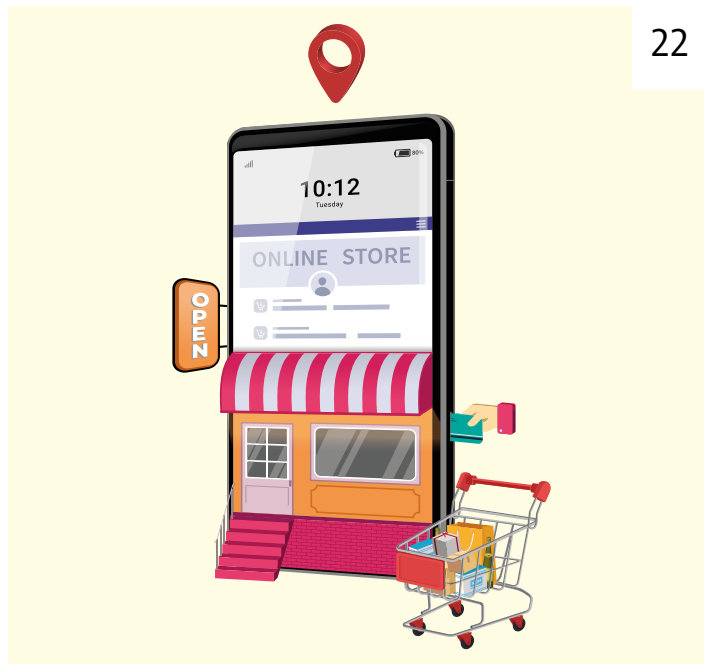
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# “It couldn’t be much greener right now”

CargoLine’s emissions have fallen by 17 percent – this is the good news from the alliance’s latest environmental report, which provides important reference data for the environmental measures implemented by its network partners and their customers.

**E**urope aims to become climate-neutral by 2050. The transport and logistics sector has a major role to play in these plans. “It’s the only sector in Europe where emissions are growing and the existing potential and new technologies are not yet being fully exploited,” says Ingo Bauer, Head of Transport & Logistics at auditing and consulting firm PricewaterhouseCoopers in Germany.<sup>1</sup> So it is all the more gratifying that a medium-sized alliance like CargoLine is clearly bucking the trend.

## Transparent customer communication

Despite increasing shipment volumes, the cooperation has been able to reduce its emissions by 17 percent compared to the previous survey. The findings are the result of a recent review of all CargoLine’s partner companies. “These data provide the basis for determining our average carbon footprint and calibrating our shipment calculator. The latter makes it possible to calculate a footprint for a specific shipment,” explains Jörn Peter Struck, Chairman of the CargoLine Management Board. “It means that not only do we and our partners have transparency, our customers do, too.” This is a valuable service as more and more shippers have to – or want to – draw up their own environmental balance sheets. Or need the data as a basis for offsetting their emissions. The environmental protection acti-

vities of transport and logistics service providers are thus playing an increasingly important role in tendering processes.

## Unique: threefold certification

CargoLine firmly anchored environmental protection as one of the corporate goals it published in the mission statement back in 2011. “We want to act in a socially, ecologically and economically sustainable manner,” it says, a statement that typifies the long-term mindset of SMEs in planning for future generations. “CargoLine takes sustainability very seriously and provides the greatest possible transparency due to its willingness to share information. At the same time, it is taking a proactive position because, with the European Green Deal, the green footprint of companies is becoming increasingly important,” says Prof. Dirk Lohre in praise of the alliance’s stance. As the head of FORLOGIC, the independent Steinbeis Consulting Center, he has been overseeing the emissions surveys of the general cargo network since 2011. When CargoLine premiered its Network and Transport Carbon Footprint in accordance with ISO 14064 and EN 16258 – in addition to its existing certification compliant with ISO – it was an industry first. Now the alliance has managed this hat trick once more. “CargoLine remains the only general cargo cooperation in Germany – and probably even in Europe – that has implemented all three standards,” says Prof. Lohre.

*“By using telematics in this way, we can reduce fuel consumption by seven to eight percent.”*

Wolfram Fritz, Fritz Group





## Maximising leverage

In total, the entire network emitted around 175,191 tonnes of CO<sub>2</sub>e in 2019.<sup>2</sup> This reflects all sources of emissions from CargoLine and its national partners – including electricity, district heating, paper consumption, waste and waste water produced in offices, headquarters and warehouses, plus greenhouse gases from employee commutes and business travel. However, the lion's share of emissions (approx. 94 percent) is, of course, caused by the transportation of shipments. So, logically, this is where the alliance has the greatest leverage for reducing emissions.

### ► Optimised vehicle utilisation and avoidance of deadheads

IT solutions, such as route planning software and state-of-the-art telematics, can yield significant results in this area. Drivers employed by the Fritz Group, for example, have tablets with an eco app that permanently evaluates a wide range of data, such as fuel consumption, speed and braking distances. Driver training courses and rewards for particularly careful and efficient drivers also encourage an economical (and ecological) driving style. The changeover from standard swap bodies to larger volume "HighCubes" also reduces the number of trucks on the roads.

### ► Fleet of low-emissions vehicles

CargoLiners regularly replace their vehicles with new models. For example, John Spedition's 40-tonne trucks are only one and a half years old, on average, and all are compliant with the EURO 6 standard. Across the network, around 82 percent of 40-tonne trucks comply with this standard – a welcome relief for the environment since EURO 6 has 80 percent lower nitrogen oxide emissions than EURO 5.

### ► Alternative energy sources

They are being used in a wide variety of ways. Hugger, Hartmann, Finsterwalder, TLT and Köster & Hapke, for example, are using liquefied natural gas (LNG). At Streck Freiburg, the vehicle fleet has been upgraded by the inclusion of a diesel-electric hybrid.

### ► Equipment to reduce emissions

From low-resistance tyres to wind deflectors, trailer fairings or alternative engine oils – marginal gains often add up to generate major savings.

### ► Combined transports and city logistics

Combining long-distance transports of goods by rail with short-distance transports by truck

***"Our goal of being the most energy-efficient logistics service provider in the region continually challenges us to push our environmental activities further."***

Peter Koch, Koch International



has long been recognised as an environmentally friendly logistics strategy. For last mile deliveries, CargoLiners are also exploring completely new concepts, as the example of BHS in the last paragraph of this article shows.

### Small gains are still gains

CargoLine's measures to reduce emissions naturally go far beyond the mere transportation of shipments. Business trips by employees at CargoLine headquarters, for example, have been offset for many years by the climate protection company ARKTIK. In addition, its company cars are becoming greener with electric and hybrid motors. This cuts Koch International's emissions by approx. one tonne of CO<sub>2</sub> per year. In addition, the company offers its employees the opportunity to use high-quality bicycles or e-bikes via a company bike leasing scheme. Battery-powered industrial trucks are used everywhere: Hartmann's fleet of forklifts, for example, draws its energy – 80 percent of which is generated on-site – entirely from the power socket.

### The sun is shining

Of course, it's best if, like Hartmann, you generate most of the electricity you need yourself using environmentally friendly technologies. BTG, Franz, Fritz, Hofmann, Kissel, Klumpp + Müller, Köster & Hapke, Lebert-Noerpel, MTG, Rüdinger, Schmelz, Streit and Wackler have already invested extensively in photovoltaics (PV). At the beginning of 2020, Schäflein joined this group by putting two PV systems into operation: in the first ten months alone, these produced over 700,000 kWh of emission-free energy. The introduction of woodchip heating

systems – also used by other CargoLiners such as Borne – has enabled the freight forwarder to reduce its CO<sub>2</sub> emissions by more than 6,000 tonnes in recent years (compared to heating oil). Moreover, Schäflein has installed long-life LED lights in its cargo handling hall, offices and outdoor areas, saving around 135,000 kWh of electricity, 73 tonnes of CO<sub>2</sub> and 46,000 euros in maintenance and electricity costs every year.

### Being environmentally aware

Koch International has combined LED lighting with "intelligent" IT to create what it calls "networked lighting". This reacts to changes in the environment as well as programmed user settings, both reducing consumption and helping staff to work more effectively. After all, light influences our biological clock – in other words, our levels of concentration and alertness when working. "Our colleagues feel very comfortable with this solution. We involved them fully in the project, so they also became aware of the environmental and financial benefits of this conversion project," summarises Peter Koch. He is not only a shareholder of Koch International and the company's environmental management officer, but also a climate ambassador for the city and district of Osnabrück. In this role, he promotes regional projects, such as "Klima-Logis – logistics in sync with the protection of the environment in the Osnabrück area" or by providing financial support to the "Bürgerstiftung Osnabrück" charity that funds activities in the areas of protection of the environment, culture and social affairs. Koch International is one of its lifetime donors.

To promote the conservation of resources within the company, the freight forwarder has set up a working group specifically to this end – the the AK Grün ("green working party") – with representatives from all its specialist departments who act as an interface



This electric car was purchased specifically to enable fast, emission-free travel between the Fritz Group's various locations.





Now that's clever: not only does LED lighting at Koch International reduce power consumption, it can also be adjusted to the needs of the employees' biological clocks.

between management and staff. Even the company's apprentices are involved from the very beginning. They work as energy scouts and have already optimised the lighting in the truck workshop.

### Sustainability as a training component

Some partners even take this one step further and make sustainability a fixed component of their training programmes. This is precisely the aim of the three-year qualification scheme Pro-DEENLA<sup>3</sup> in which vocational training staff and trainees participated from various CargoLiners, such as Klumpp + Müller, Fritz, Zufall and Streck. Together, they explored a wide range of interesting questions – for example, the role of digital technology in creating sustainable businesses or methods for calculating emissions from different transport services. Now that the project has been completed, the learning tasks can also be used by other companies as part of their training programmes (free download: Link 1 to the right). By the way, Fritz's apprentices

BHS sponsors cargo e-bikes that can hold complete Euro pallets, thus changing logistics in the city of Bremen.

have also made a video about what sustainability means to them (video: Link 2 below).

### Helping to shape the future

"Looking at CargoLine's extensive activities, as well as the wider political, technological and infrastructural environment in their current form, the network has largely exhausted the potential for climate protection measures in its general cargo operations," says Prof. Dirk Lohre. "It couldn't be much greener right now," he concludes. So, is it time for CargoLine to rest on its laurels? On the contrary, the alliance is constantly looking to push the technological boundaries. Fritz is the only logistics company in the Heilbronn region to be participating in initiatives dedicated to hydrogen fuel cell technology – run by the local Chamber of Industry and Commerce and the local Steinbeis Institute respectively. This is one of the most promising drive types for large commercial vehicles.

BHS, in turn, has been involved in a project for electromobility in city logistics in Bremen since November 2020. For the first time, the "Urban Bre" project is providing climate-friendly transportation not only of individual parcels, but also complete Euro pallets using state-of-the-art cargo e-bikes and mini-hubs.

Meanwhile, Hartmann International is betting on artificial intelligence. With Smartlane, the company recently implemented cloud-based, self-learning software that can schedule countless orders into optimised tours


### What does it all mean?

CO<sub>2</sub>e stands for CO<sub>2</sub> equivalents, which describe the Global Warming Potential (GWP), i.e. the respective contributions of different greenhouse gases to global warming. These include carbon dioxide, methane, nitrous oxide, fluorinated greenhouse gases, sulphur hexafluoride and nitrogen trifluoride.

DIN ISO 14001 defines worldwide standards which organisations use to systematically manage their environmental protection programmes and fulfil their statutory obligations in this area.

DIN ISO 14064-1 defines cross-sectoral requirements for the planning, preparation, management, reporting and verification of an organisation's greenhouse gas balance. To this end, all of a company's climate-relevant greenhouse gases are recorded on the basis of the Greenhouse Gas Protocol – the most widely used international guideline for greenhouse gas accounting.

DIN EN 16258 came into force in 2013. The standard is aimed specifically at transport and logistics companies, and supports them in calculating and declaring the energy consumption and emissions of their transport operations in accordance with uniform European standards.

within minutes. Real-time traffic data, loading capacities, individual customer requests and other parameters are automatically taken into account. Using this technology, the company is aiming to extract every last little bit of utility and capacity from its fleet and reduce the volume of traffic. This proves that, even if the low-hanging fruit has been plucked, CargoLiners will continue striving to harvest further environmental benefits! 

<sup>1</sup>Source: [www.pwc.de/de/transport-und-logistik/wieso-unternehmen-gerade-jetzt-eine-ganzheitliche-klimastrategie-brauchen.html](http://www.pwc.de/de/transport-und-logistik/wieso-unternehmen-gerade-jetzt-eine-ganzheitliche-klimastrategie-brauchen.html)

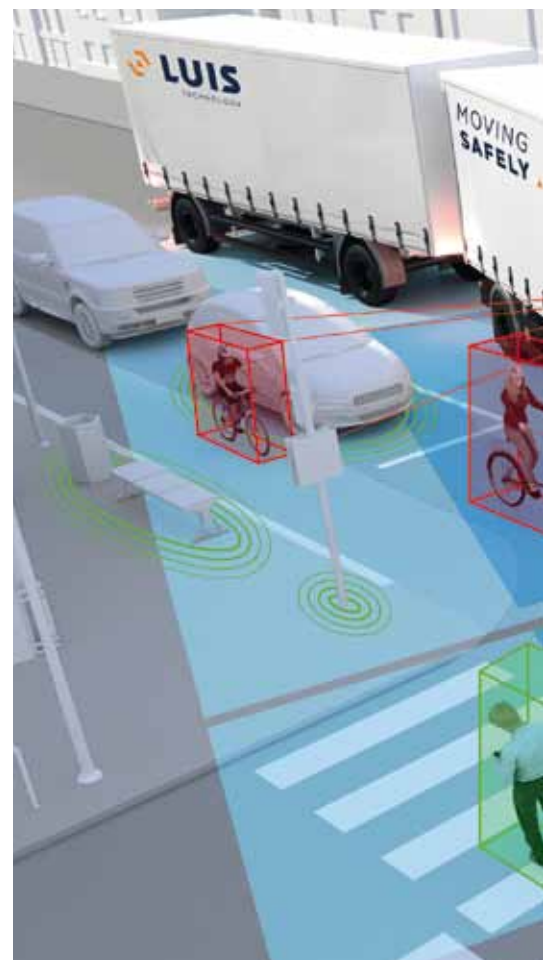
<sup>2</sup>"Well-to-wheel" calculation: from the extraction to the consumption of energy.

<sup>3</sup>Pro-DEENLA promotes the proactive qualification of vocational training staff through the dynamic development, testing and dissemination of learning tasks relating to sustainability in dual vocational education.

Link 1: [www.dslv.org/dslv/web.nsf/id/pa\\_fdihbdrh68.html](http://www.dslv.org/dslv/web.nsf/id/pa_fdihbdrh68.html)  
Link 2: [www.bmbf.de/de/media-video-19863.php?q=nachhaltig&p=1&ipp=12&sort=Aktualität&&](http://www.bmbf.de/de/media-video-19863.php?q=nachhaltig&p=1&ipp=12&sort=Aktualität&&)

# A clear view of the second row

Turn assist systems will become mandatory on new truck types from 2022. The optical system from LUIS Technology is a pioneer in this field. Cargoline shareholder Bursped ensures punctual deliveries to its customers as well as handling logistics between the production site and the warehouse.



**E**very year, thousands of cyclists get seriously injured in traffic accidents. The number of deaths is also high – a total of 445 cyclists died on the roads in 2019. According to the ADAC, the German motoring organisation, more than 30 of these deaths were due to collisions with trucks and commercial vehicles taking right-hand turns. One reason for this is that truck drivers sit much higher than cyclists and thus have a large blind spot – the area they cannot see through the rear view or side mirrors. Modern turn assist systems may provide a solution. Ultrasound and radar detectors or special cameras promise to detect dangerous situations in advance, warn the driver and thus prevent serious accidents. So far, turn assist systems like these have only been mandatory for long trucks. From 2022, however, they will become mandatory throughout Europe for new truck and bus models – and from 2024 for all newly acquired vehicles of this type. The problem: the available technologies differ considerably (see box) and some of them do not yet meet the technical requirements and specifications applicable in Europe.

## Get a clear picture of the danger

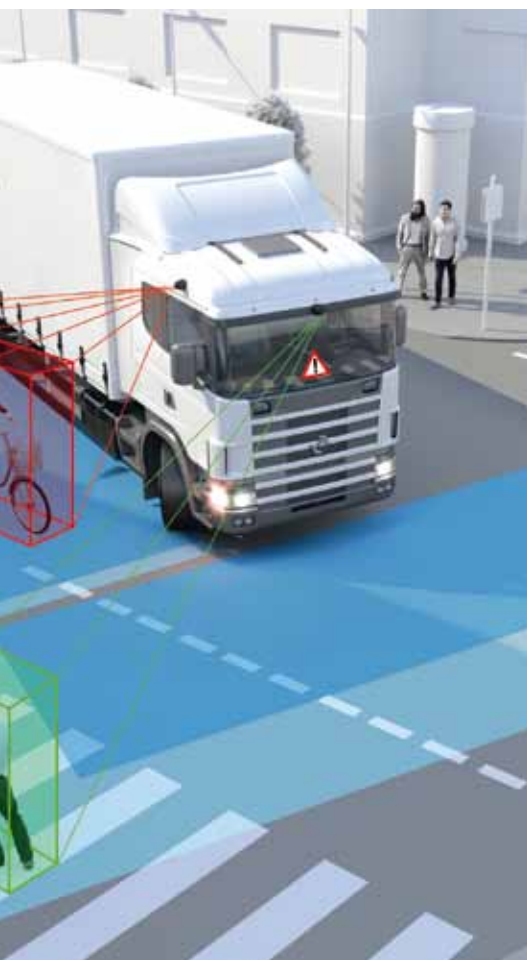
To assess these systems more effectively, it is first worth analysing the situation in a little more detail. In around 70 percent of fatal collisions, the cyclists are not beside the truck beforehand, but in a cycle lane two to five metres away, the view of them obscured by parked cars or greenery. “Our truck turn assist system, TURN DETECT, is currently the only system on the market that can detect cyclists in the „second row“. This is because the camera is mounted in a high position on the truck and can see over parked vehicles,” explains Martin Groschke, Managing Director of Hamburg-based LUIS Technology. The camera monitors the entire side area of the vehicle. At the same time, software evaluates the image in real time, focusing on elements that are in motion. It also filters out all static elements such as bins, signs or parked cars. If the system detects a person, it shows them to the driver in a red frame on a screen and warns of imminent danger with a signal tone. Due to its detection reliability and low num-

ber of false alarms, the system was the first in Germany to receive a general operating license.

## Three different systems

Three different turn assist technologies are available on the market based on ultrasound, radar and camera/software respectively. The major disadvantage of the inexpensive ultrasound system is that it cannot detect or distinguish between different types of motion and thus leads to frequent false alarms. The much more robust radar system, however, covers a very wide field of detection. It can locate objects quickly and distinguish types of motion regardless of the weather. The optical system is the only technology capable of looking over parked vehicles and into the “second row” which is a major factor in accidents. According to industry experts, the future belongs to the combination of radar and camera technology.






"Drivers are at the heart of everything we do. We consciously ask them about their experiences and constantly refine our systems with their help. It's vital to give the driver the most effective assistance possible because it can be the difference between life and death." However, feedback about "trivial things", such as an annoying beeping sound, is also taken seriously. "After some drivers criticised the beep, we immediately programmed a more pleasant sound in the software." LUIS is currently supplementing its optical turn assistant with an additional radar detector for a wide view of the rear.

In addition, engineers are already working on another innovation that will go on sale this year: an optical start-up assistant for the blind spot directly in front of the truck that minimises risks in frequent stop-and-go traffic. The Hamburg-based technology company develops the ideas, plans and designs for all its systems in-house. These are then manufactured – as usual in the industry – in state-of-the-art production facilities by Chinese partners. "Back in Hamburg, we check 100 percent of our products before dispatching them to our customers. These inspections are extremely rigorous," emphasises Martin Groschke.

### From distant Asia to the customer

"As we are virtually neighbours in Hamburg and offer a lot of daily direct transports, we can fully meet the requirements of LUIS," says Sven Gehbauer, Head of International Land Transports at Bursped. His freight forwarding company now transports a large number of consignments for LUIS within Europe every year – all of them direct transports via the CargoLine network. At first, only national and international land transports were in discussion. But very soon Bursped also started coordinating the transport of the pre-packaged systems from China to Germany. "In consultation with LUIS, we agreed on rail transport – the most economically and ecologically sensible solution in this case," explains Gehbauer. "We offer our customers daily departures from Zhengzhou to Hamburg from Monday to Friday. The transit time via the southern route is approximately 16 days – about twice as fast as shipping it by sea freight."

From Hamburg, the journey continues first to LUIS, then to the customer – ideally in a truck with a turn assist system. "We have been using the LUIS system on one of our vehicles for a year now and are very satisfied," says Sven Gehbauer, confirming his company's positive experience with the technology. Further systems are now firmly planned for two brand-new trucks. "This means we're on target with the federal government's schedule and have a clear view, also of the second row. 

### "A partner – not just a supplier"

Speaking of reliability: like speed, reliability is also a key consideration for LUIS in the area of logistics. "Bursped impressed us with both its speed and reliability. That's why we've been working together closely since the beginning of 2020," explains Marcus Dirks, who is responsible for the Operations division as well as the Warehousing and Logistics department at LUIS. "Initially, the freight forwarder only supplied our distributor in Austria, but very soon it was also supplying those in Spain and the UK. Our experience with Bursped and the CargoLine network was excellent from the outset, and we have been repeatedly impressed by its flexibility." "For us, it's not about finding the cheapest price, it's about a trusting relationship. So we're looking for partners – not just suppliers," adds Martin Groschke, Managing Director, who has always been keen to draw on the practical experience of the freight forwarding industry.

### LUIS Technology

... was founded in Hamburg in 1999. The company supplies customised safety solutions in the field of camera monitor systems and driver assistance systems for commercial vehicles and mobile machines. With its product portfolio, LUIS is committed to reducing accidents, injuries and property damage in road traffic.

**70**  
employees

Sales of  
**14** million euros

Partner of the initiative  
"Aktion Abbiegeassistent"  
(#IchHabDenAssi) for turn assist  
systems run by the German Federal  
Ministry of Transport

One of Germany's top 100 medium-  
sized companies

[www.luis.de](http://www.luis.de)

### Bursped

... is an owner-managed provider of freight forwarding and logistics services based in Hamburg. Specialist areas include system-guided transport services for national and international general cargo transports as well as distribution, procurement and contract logistics. (Overseas) transports by sea, rail and air freight as well as its own fleet of vehicles operated via the subsidiary ELKAWE complete its portfolio of services.

**70**  
years of market experience

Over **1,000,000**  
shipments per year

More than **450**  
employees

Cargo handling terminal with an  
area of **13,500** sqm

**50**  
state-of-the-art trucks

**160**  
Bursped swap bodies and trailers  
plus **200** CargoLine swap bodies

[www.bursped.de](http://www.bursped.de)

# Quality and reliability pay off

RAU, based in Balingen, Swabia, is a medium-sized family business that manufactures high-quality worktables and workbenches for the European market. CargoLine shareholder Hugger delivers these large-volume general cargo items to trade, industry and even private customers.

**W**eighing over 300 kg – as much as a grand piano – and three metres long, with a solid beech top on a steel frame, completely underbuilt with drawer elements, the largest workbench from RAU is a real whopper. Then again, it can support a surface load of up to 1,250 kilogrammes. It is typical of the solid quality that has made the Swabian manufacturer one of Germany's leading producers of workplace equipment for industrial applications. In addition to workbenches and tables, the long-established company produces PC furniture, tool trolleys and height-adjustable workstations including accessories – a total of more than 12,000 items.

## Fully automated – from production line to truck

Everything runs like clockwork in the ultra-modern assembly hall. Sensors detect when a workbench has been fully assembled on one of the six production lines. It is then collected by an automatic shuttle and transported to the final inspection point. Here, employees use checklists to verify that everything has been manufactured correctly and ensure that the pallet – or two pallets for oversized benches – to which the bench has been fastened

is in good condition. Next, they protect the edges and surfaces using cardboard and scan the order before the bench and pallet(s) are transported to the automatic packaging line, where they are covered in film. The whole package is then tightly wrapped to ensure the goods are sitting firmly on the pallet. "Finally, the package is weighed and photographed from both sides – in case there are any queries from the freight forwarder or the customer," explains Achim Stotz, Head of Production and Logistics at RAU. "Shortly before reaching the delivery gate, the goods are fully labelled and made ready for dispatch." A forklift then immediately transfers the goods into the waiting truck trailer.

## "RAUstanding" cooperation

"There are two empty semitrailers at RAU at all times," says Dominic Ziser, Sales Manager

at the freight forwarder Hugger, explaining the process. At nine o'clock in the morning, a Hugger driver sets off from Aldingen to Balingen with another empty semitrailer, docks it at the exit gate and takes back a fully loaded one. This process is repeated four to six times a day. "That's a total of around 15,000 consignments a year, which we deliver to 15 European countries via direct transports and the CargoLine network," explains Ziser. The recipients include municipalities, tradespeople and industrial customers. "Virtually anyone who needs high-quality workplace equipment: from the smallest carpenter to major industrial customers throughout Europe – even private individuals," he continues.

The two medium-sized companies have been working together as partners for two and a half years. In 2018, RAU's previous small freight forwarder was swallowed up by a







### Committed to sustainability


The standard worktop for RAU workbenches is made of solid beech and is 100 percent manufactured in-house. The wood is sourced from sustainable forestry in domestic forests. Waste wood from planing, sawing and sanding the worktops is pressed into wood briquettes and sold as fuel via the website <https://bucheholzbricketts.de>. In addition, RAU operates its own photovoltaic system, which feeds 207,000 kilowatt hours of electricity per year into the public grid – enough to power 61 households.

large logistics group, so the management set out to find a suitable and reliable successor. For brothers Bernd and Joachim Rau, it was vitally important to examine their prospective new partner thoroughly. After all, their business model depends not only on providing

top quality products but also outstanding service. The claim “RAUstanding” sums up the company’s mission statement in a nutshell. “This also includes outbound logistics,” emphasises Managing Director Bernd Rau. “During the tendering process, we quickly realised that Hugger was the ideal partner for us. Everything was right: capacity, flexibility, direct contact, low damage rate, proximity, track & trace, guaranteed express delivery, the ability to deliver to 15 European countries and, of course, the price.”

Hugger has now been operating daily transports for RAU since December 2018. “Everything runs like a well-oiled machine and we almost feel like family,” says Dominic Ziser. “Before anything else, RAU showed us their entire production process and introduced us to everyone with whom we might come into contact – from shipping to purchasing. We maintain a completely open and friendly business relationship. If a problem ever arises, we discuss it and 99.99 percent of the time it’s resolved quickly and directly.”

### Solving a birthday problem

A case from last year’s pre-Christmas season provides a good illustration of the two partners’ approach to problem-solving. A customer – a farmer’s wife – ordered a large workbench as a surprise for her husband’s birthday at very short notice. Unfortunately, she mistakenly assumed that the date of dispatch was also the date of delivery. Moreover: the workbench had to be delivered by a tail lift truck as there was no forklift or ramp on-site. At two and a half metres, however, the workbench was too long for the tail lift. RAU needed to act quickly and unconventionally because the birthday was rapidly approaching. “There was communication back and forth between us and the customer,” recalls Sandra Pflumm of RAU Service. Finally, the wife suggested that the freight forwarder could deliver with a semitrailer truck, since the property was large enough. Her husband could then – without suspecting anything – unload the huge package himself using the tractor and its fork attachment. “We quickly discussed the operation with Hugger, which agreed immediately. After a few days, RAU and Hugger received the good news: the surprise had been successful, and the customer was very happy!” 

### RAU

... is a family business which has been manufacturing in Balingen since 1946. It is fully dedicated to the development and production of functional workplace equipment. The company was founded as a manufacturer of wagons, wheels and planing benches by master wainwright Wilhelm Rau. Today, it is in the third generation of the family owner-management and run by Wilhem’s grandsons Bernd and Joachim Rau.

More than **12,000**  
articles

**120**  
employees

**37,500** sqm  
company premises

**6**  
assembly lines with state-of-the-art  
underfloor conveyors

[www.rau-gmbh.de](http://www.rau-gmbh.de)

### Hugger

has been active as a freight forwarder since 1938. The owner-managed company from Aldingen provides a full range of services from general cargo and freight transport to automotive logistics and European deliveries. The logistics company has been a shareholder in CargoLine since the beginning of 2020.

**220**  
employees

Fleet of  
**110** vehicles

**78,000** sqm  
usable floor space with **7,600** sqm  
cargo handling area

High-bay warehouse with  
**10,000** pallet bays

**15,000** sqm  
block storage area

[www.hugger-spedition.de](http://www.hugger-spedition.de)

## 90 children get creative for a goth birthday

“Why must it always be a chronicle?” the management of the freight forwarder Rüdinger in Krautheim thought. Instead, the CargoLine partner published an extraordinary book about its wide range of services to mark the company’s goth anniversary last year.



The entertaining stories, provided largely by Liesa Meyle (Assistant to the Management), were not the only unusual feature of the publication. The involvement of 90 children of employees and from local schools added a very special and personal touch to the book. Under the guidance of professional designer Renate Gresser, they painted, brushed and glued three works of art – illustrating a variety of logistics stories – as part of a creative workshop during the autumn holidays.

On the evening of the anniversary, two of the children presented the book to the company’s director Roland Rüdinger, his wife Anja, the initiator of the project, and Liesa Meyle and Renate Gresser. All of the guests at the corona-compliant anniversary event also received a copy. And, of course, each child was handed his or her own book, too – along with a portion of Hohenloher Land ice cream as a well-deserved thank you. ◇

## Kissel builds a new landmark in Aschaffenburg

Drivers on the A3 travelling toward Würzburg have long been familiar with the red sandstone castle near Aschaffenburg. Since the beginning of the year, however, this has been joined by another landmark – the new logistics facility operated by the freight forwarder Kissel. Covering the equivalent of more than 13 football pitches, the company has built a general cargo handling hall of approx. 8,800 square metres with 90 loading gates, a 5,000-square-metre contract logistics hall with 6,000 pallet spaces in the high-bay warehouse and a further 800 in the block storage warehouse, an administration building, a workshop and its own filling station.

“The new facility has allowed us to bundle all our activities at a single location in the Aschaffenburg-Mainaschaff industrial park. It takes account of the positive trend of recent years, will create space for further growth and optimise our handling processes,” says a delighted Michael Kissel, speaking for his brothers and at the same time co-managing directors Joachim, Stefan and Thomas. ◇



## A leader not a follower



Torsten Bauer (left) and Torsten Huberti are committed to innovation and digitisation.



CargoLine is aiming to advance digitisation in the freight forwarding industry still further. For this reason, the general cargo alliance welcomed Torsten Huberti as an additional member of its advisory board on 1 January 2021. Huberti, who as Managing Director is responsible for operations at CargoLiner Schmidt-Gevelsberg (Schwelm), is tasked with intensifying work on the optimisation and digitisation of network-wide production processes.

### Change at the top of the Innovation Working Party

Also on 1 January, the leadership of the Innovation Working Party was transferred to Thomas Bauer, Managing Director of CargoLiner Honold International (Neu-Ulm). The Inno-

vation Working Party is one of ten working parties at CargoLine. Its task is to develop new business areas for the cooperation, such as most recently the Sealine sea freight product.

Bauer’s predecessor, Bernd Schäflein, CEO of Schäflein AG (Röthlein), will devote more time in his function as a member of the CargoLine advisory board to supporting and developing the alliance’s start-ups. This includes Cargoboard, the online freight forwarder founded in 2019. In addition, Schäflein has been Chairman of the Supervisory Board of CDW AG since the beginning of the year (see article on pages 18/19). ◇



## 175 years of entrepreneurial spirit

The freight forwarder Wackler, which has its headquarters in Göppingen, would have loved to celebrate its 175th anniversary together with staff, customers and partners. Sadly, the corona pandemic derailed all the transport and logistics company's plans.

However, the organisers of the anniversary did not let this get them down. They simply changed their plans and came up with a new concept. Plan B: a variety of events will be live

streamed from the Friederike Wackler Museum throughout the year and made permanently available on Wackler's YouTube channel. The kick-off event for the anniversary talk series "Tradition, Generation and Innovation" took place on 16 March. A special social media campaign will provide insights into the company's history while a special supplement will highlight the freight forwarder from various perspectives. Last but not least, Wackler also wants to honour the 37 employees who have been with the company for between ten and 40 years this year. CargoLine congratulates from the bottom of its heart.



The 175 doughnuts that CargoLine system headquarters sent to Wackler helped create a festive mood. Oliver Schwarz, owner and Managing Director of the freight forwarder, Management Assistant Elvira Neugebauer and the staff were delighted with the sweet birthday greeting.



At the kick-off event, Gabriele Schwarz (left), Director of the Friederike Wackler Museum among her other roles, and her father Günter Schwarz (2nd from the left), Managing Director of Wackler until 2004 and co-founder of CargoLine in 1993, spoke with their guests about tradition and modernity from a company and entrepreneurial perspective. [www.friederike-wackler-museum.de](http://www.friederike-wackler-museum.de)

## State-of-the-art hall for hazardous materials opens in Saxony

Celebrations at Wackler in Wilsdruff: after four and a half years of planning, construction and extensive testing as well as numerous discussions with Saxony's state authorities and the fire service, the CargoLiner was finally allowed to put its new hazardous materials storage hall into operation on 1 February 2021.

The new 17,000-square-metre building cost 25 million euros and offers space for 25,000 Euro pallets or approx. 30,000 tonnes of substances in classes 2B, 3, 6.1B, 6.1D, 8A, 8B and 10 to 13. The division of the warehouse into 14 individually lockable fire compartments, a CO<sub>2</sub> extinguishing system and containment areas are just some of the measures to ensure maximum safety. In the event of an evacuation, specially installed windscreens show staff which direction the wind is coming from. These indicate the correct assembly point – there are two on the site – to which to go. Regular

training in the use of the extinguishing system and correct behaviour in the event of a fire completes the safety concept.

So far, Wackler has hired twelve new warehouse logistics specialists specifically for the new hall – with more to follow. Social and office spaces have been set up for an initial 20 commercial employees.

### Unique navigation system

As the facility's modern navigation system is unique in Europe, staff had to practice working with the new forklifts, the EDP system and the warehouse management programme before commissioning – everything runs fully automatically from the truck to the corresponding storage location; only the storage of the pallet in the twelve-metre high racks is controlled by an employee from the floor using cameras.



## Donation of surgical masks for regional clinics

Stephan Berndt has made a private donation of 15,000 surgical masks to the staff of two clinics in Siegen. The gesture by the co-founder and joint shareholder of S-Group from Neunkirchen, the medium-sized company that owns the CargoLiner Leopold Schäfer, is an expression of personal thanks to the St. Marien Hospital and the Diakonie Klinikum Jung-Stilling.

"In these difficult times, it is particularly important to recognise the extraordinary work of our hospitals," emphasises Berndt. "I have been treated as a patient at 'Stilling' twice. I've always felt well taken care of there and this was an opportunity to give something back."

Purchasing the masks in China was quickly accomplished thanks to his company's excellent overseas contacts. The transport to Siegen was organised by Nadine Bieler, Head of Air Cargo Import. "Processing the delivery, including the special customs arrangements for donations of this kind, was a little complicated. But due to our experience, we managed perfectly well," she says with a smile.



Stephan Berndt (left), Managing Director of the CargoLiner Leopold Schäfer among other things, handing over the surgical masks to the St. Marien Hospital, represented by Hans-Jürgen Winkelmann, Principal Managing Director of Christian Marien Society in Siegen, and Prof. Ralph Neumann, Head Physician at the hospital for haematology, oncology and palliative care. Christoph Schäfer (Schäfer & SIS-Fuhrparktechnik, not pictured) and Nadine Bieler (Air Cargo Import at Schäfer & SIS, on the right) provided support in transporting the cases.

The head physician of the St. Marien Hospital, Prof. med. Ralph Naumann, and Dr Josef Rosenbauer, Managing Director of the Diakonie in South Westphalia, were very pleased. "The

donation is going exactly where it is needed – namely to our workforce," they said on receiving the delivery of masks. ◇

## Amm is again one of "Bavaria's Best 50"

For the second time, freight forwarder Amm from Nuremberg has been honoured as one of "Bavaria's Best 50" companies. This once again places the CargoLiner among the fastest-growing owner-managed SMEs in the "Free State". The winners are selected annually from a total of 8,000 regional companies by an independent consulting firm on behalf of the Bavarian Ministry of Economic Affairs, Regional Development and Energy.

"The corona pandemic poses special challenges for the economy. The remarkable innovative power and hard work of our Bavarian companies are not only important factors in ensuring continued growth, but also the key to successfully overcoming this crisis," Hubert Aiwanger, Bavarian State Minister for Economic Affairs, Regional Development and Energy, emphasises in his welcoming speech at the award ceremony on 11 December 2020.



With around 2,400 national outbound and 1,320 inbound shipments daily, the Nuremberg transport and logistics service provider is one of the region's top forwarders of general cargo. Further revenue generators include international transports, contract logistics and container trucking as well as heavy-load and special transports.

"Amm Spedition has been a CargoLine partner since 1995 and is a typical hidden champion of medium-sized businesses. We share the delight of the management and the whole team in Nuremberg about this thoroughly deserved honour," says Jörn Peter Struck, Chairman of the CargoLine Management Board. ◇



## “Florian 19 –



## Come in!” – the fire run signal that has volunteers spring into action

Klaus Wamelink is responsible for customer billing at Koch International in Osnabrück. In his home town of Elte, he is also a firefighter who rescues people and trains the youth fire brigade.

**T**he telephone is Klaus Wamelink’s constant companion, both at work and at home. Being ready for action at any time is now second nature – whether it’s answering customers’ questions or providing help in an emergency. At the logistics service provider Koch International, the trained forwarding merchant works in customer billing, setting tariffs and determining daily prices if a shipment cannot yet be calculated via the online tool. It is a job that gives him great pleasure and has fulfilled him for 32 years. But this is not the only place where his reliability is valued. In his free time he is involved in the volunteer firefighting service in his native town of Rheine, specifically the fire brigade of the village district of Elte, where he has been living with his wife and their two children (17 and 19) since 1997.

### Village community with a love of history

“Here in Elte, time still runs differently than in the city,” says the 55-year-old. “If you want to make friends and contacts, you either join the shooting club or the local history society.” He chose the latter and became a member of its history working group. A few years later, the society asked him to research the voluntary fire brigade and write a commemorative publication to mark its 100th anniversary. “During that project, I regularly accompanied them on their missions, took photos and got to rummage through the archives,” Wamelink recalls. “My book was published in 2008 and a pre-filled admission form from the brigade leader promptly appeared on my doormat. That’s how I entered the fire service through the back door.”

### Inspiring young people


Wamelink built his brigade’s youth fire department in 2013 and continues to lead it today. “I have 16 young people aged 12 to 17 in the group – mainly boys but two girls as well.” Before the pandemic hit, they spent two weekends a month learning about vehicles and equipment, the basics of firefighting, commands, tying knots and stitches, how to secure people and heavy loads, practicing first aid and studying environmental protection. As an active reservist, Klaus Wamelink always emphasises discipline and good listening skills. “First everyone gets to play and charge around, because fun and games are important too. Then we line up in pairs – with our hands behind our backs.” He is strict about that. “After all, orders must be clearly understood and precisely followed in the field or things can get dangerous very quickly.”



### Voluntary, but vital

The volunteer fire service in Rheine operates a station with 37 vehicles in four fire brigades and 60 full-time personnel. These are supplemented by 230 volunteers. All of them have pagers and have to be reachable at any time, in case the “Florian 19” call sounds – the fire run signal is named after the patron saint of fire services. This is because a volunteer brigade is called in to provide support for every full-time operation. In Elte, that’s about 20 missions a year: from rescuing cats from rooftops (of course) or people trapped in elevators, to false alarms from smoke detectors, to house fires and conflagrations.

### It doesn’t get any hotter than this

Several dangerous missions have been burnt into Klaus Wamelink’s memory. Fully equipped with breathing apparatus, axe and a thermal imaging camera – each firefighter carrying a total of approx. 37 kg of equipment – his squad went into a residential fire. “There was thick black smoke everywhere. With the help of the camera, we could see that the source of the fire was in the basement. A stack of tyres was burning with tremendous heat right under the stairs we had to go down – like a grill at over 1,000 °C. The extinguishing water evaporated immediately. Even the best protective clothing is useless in those conditions. If there’s too much steam, you boil yourself. I measured a temperature of over 130 °C on my clothes. That was a scary feeling.” Fortunately, life is not quite so hot at the home office – nor when working on the premises at Koch International. 

# The next logical step

On 27 April 2021, CargoLine presented its subsidiary Cargo Digital World (CDW) to the public. But what makes a general cargo cooperative launch its own start-up specialist? CargoTime spoke to Jörn Peter Struck, Chairman of the CargoLine Management Board, about the importance of digital business models for the alliance – and how it plans to help like-minded complementary companies step forward into a promising future.



**Mr Struck, CargoLine recently founded a new digital subsidiary – CDW. That's quite an unusual step for a medium-sized cooperation. What induced you to make this move?**

*Jörn Peter Struck:* We started looking seriously at digitalisation a few years ago. From the very beginning, we realised it was not just a matter of replacing analogue processes with technology-based ones or expanding our online customer services. We wanted to establish a position that would enable us to react dynamically in a time of rapid market change and open up growth opportunities for our own business. This is how Cargoboard, our online freight forwarding service, was born and launched in 2019. It has been very successful. CDW will now provide a home for Cargoboard and our other start-ups that are close to market maturity. In partnership with this new subsidiary, we are developing further digital business models that will enable shippers to meet their customers' current and future requirements sustainably, transparently and efficiently. Setting up CDW was simply the next logical step based on our position and the dynamic nature of the market.

**But why do you need CDW when you can develop start-ups like Cargoboard yourself?**

CDW is just a better fit for what we're trying to achieve in the digital marketplace. Our service portfolio, smoothly-running processes and strong alliance partners, allow us to help start-ups establish a relevant market posi-



Jörn Peter Struck, Chairman of the Management Board

tion very quickly. However, identifying and developing further suitable start-ups from scratch takes more time and more know-how than we can provide. Founding new companies is a specialist area. This is what Dr Tim Brühn and CDW bring to the table. With his assistance – and that of the other start-up specialists from garage33 in Paderborn – we have launched various platform-based business models as part of a cooperation that has been ongoing since 2017. These include the aforementioned Cargoboard. Tim oversaw this process, so he knows us well. He is the ideal

leader to make CDW a serious talent scout, developer and scaler in the start-up scene.

**Does this mean that CargoLine will only participate financially in the development of future start-ups?**

No, each of our start-ups has a steering committee at its side during the development phase and beyond. This consists of individual CargoLiners who contribute their professional expertise and certain guiding principles. For example, when we developed Cargoboard, Jörg Feldberg, Uwe Fieselmann, Andreas Hartmann, Heiner Knautz, Bernd Schäflein and I visited Paderborn once a week for more than a year to coach our four young co-founders. And we will continue to do that with a changing line-up of mentors for each start-up.

**Isn't CargoLine in competition with these start-ups?**

On the contrary! Cargoboard and the other start-ups open up customer segments for us that we would struggle to reach through our traditional sales channels – Internet-savvy, low-volume shippers, start-ups and companies that want to organise their transports with just a few mouse clicks but have little logistics expertise of their own. They appreciate the easy 24/7 booking options. Without Cargoboard, we would not be carrying these shipments in our network – one of our competitors would.






Dr Tim Brühn, Chairman of the Board of CDW (fourth from left), and the CDW Supervisory Board members (from left to right) Thilo Streck (Rhenus, Hilden), Stefan Raum (Amm Spedition, Nuremberg), Jörn Peter Struck (CargoLine, Frankfurt), Bernd Schäflein (Schäflein Spedition, Röttlein; Chairman of the Supervisory Board of CDW) and Andreas Hartmann (Hartmann International, Paderborn) celebrate the founding of Cargo Digital World. Missing from the photo is Supervisory Board member Stefan Seils (Bursped, Hamburg).

### What makes CDW stand out from comparable companies?

One significant difference is its structure: 85 percent of the shares in CDW are held by CargoLine partners. They contribute financial and human resources – in addition to their CargoLine responsibilities. Their goal is to generate long-term benefits for the alliance as a whole. They are not looking to make a quick buck.

A second difference lies in the implementation: most start-ups fail because they never reach the critical mass they need to achieve market maturity. We solve this chicken-and-egg problem by developing only those start-ups that have a realistic chance of success based on close cooperation with us or a complementary company. This approach also allows us to use our available capital in a very targeted manner and keep the burn rate low.

### Are you planning to float CDW or one of the start-ups on the stock exchange in the medium or long term?

Naturally, employees feel a degree of uncertainty about these projects. “Will my job become obsolete because of these start-ups?” “Are we going to be sold to an investor?” “Are we about to become externally controlled?” All we can do is keep stressing that the opposite is true: it is precisely because we are opening up new customer segments with these start-ups and precisely because we are leading the way in the area of digitalisation that CargoLine’s partner companies will be able to prosper and retain their medium-sized character. Employees currently working in administration or on the shop floor of one of our partners will remain as important in the future as they are today. The only change will be that more customers find their way to us through digital channels. 

### Is CDW also open to non-CargoLiners?

What we have created could not be achieved by a single partner working alone – especially not by a medium-sized company. It requires a lot of time, detailed knowledge of the start-up environment and significant human and financial resources. That is why we also want to work as enablers, i.e. partners with real-world experience, offering complementary

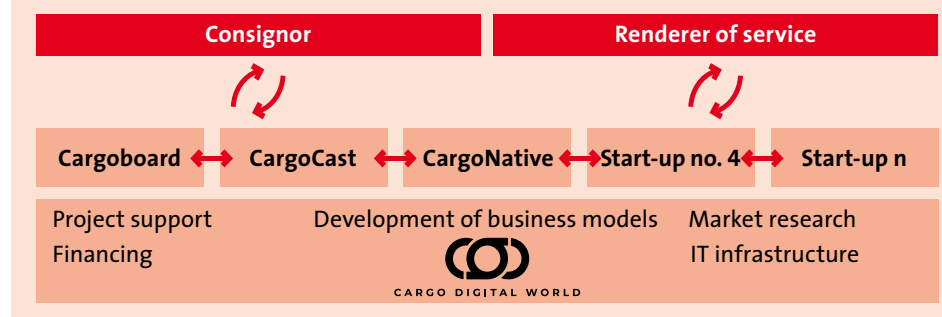
cooperatives and companies the opportunity to develop digital business models under the umbrella of CDW. Ideally, the various start-ups will complement each other along the supply chain, eventually turning CDW into a digital full-service provider for the European market and benefiting all its participants and customers.

### Cargo Digital World AG (CDW)

... was founded in January 2021 and has various subsidiaries in the form of logistics start-ups. The seed investors are CargoLine (15%), which runs its digital activities through CDW, and CargoLine’s shareholders and partner companies (85%). The Chairman of the Board is Dr Tim Brühn. CDW develops and scales pioneering, technology-driven business models in partnership with ambitious start-up founders as well as CargoLine and/or external partners. CDW thus offers groups,

SMEs and cooperatives the opportunity to react to market changes in a focused and rapid manner, creating new options for growth. In addition, CDW supports its subsidiaries, the start-ups, by providing strategic and technical know-how, and utilising investors’ capital efficiently. Furthermore, as an umbrella company, it acts as a central coordinator to efficiently exploit synergies between the start-ups.

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



<sup>1</sup> Managing Director, BTG Feldberg & Sohn GmbH & Co. KG

<sup>2</sup> Managing Director, Heinrich Koch Internationale Spedition GmbH & Co. KG

<sup>3</sup> Managing Director, Hartmann International, and Member of the CargoLine Advisory Board

<sup>4</sup> Managing Director, Schäfer & SIS Interlogistik®

<sup>5</sup> Chairman of Schäflein AG and Member of the CargoLine Advisory Board

# ETA: knowing when the shipment is due

Reliable delivery times are invaluable for industrial companies and project managers on construction sites. Accurate information allows them to plan processes and deploy skilled workers with maximum efficiency. Private customers also benefit from precise predictions of delivery windows. These enable them to structure their working days more efficiently. CargoLine recently started offering this added value service through its ETA (estimated time of arrival) forecasts.

**D**o the following scenarios sound familiar? Photovoltaic specialists are waiting outside the new building, but the solar panels have not arrived at the agreed time. Home is just a stone's throw from work, but you're forced to take half a day off to wait for the kids' climbing frame to be delivered.

With the introduction of its ETA service, CargoLine is taking current industry standards to a new level. Instead of a delivery period that extends over half a day, the general cargo alliance is now able to narrow down the expected delivery of a shipment to a two-hour time slot. The new service also allows recipients to view the location of their shipment during the tour on a map on [my.cepra.de](http://my.cepra.de), CargoLine's customer portal. In addition, they can see how many stops the delivery vehicle is still away from their address. This makes deliveries of shipments completely transparent and much easier to plan than usual.

## High quality database for accurate predictions

The ETA forecast is based on data provided continuously by CargoLine's IT system, including the duration of the last stop or changes in the route. Software combines this data with statistics from past deliveries as well as parameterisable vehicle profiles, such as average



Thanks to the ETA prediction, the delivery of a CargoLine shipment becomes fully transparent. Work that depends on the delivery date and required attendances becomes much more plannable.

vehicle speed. The result is a highly accurate estimate of arrival time throughout the last mile.

If the delivery is delayed due to traffic conditions or other problems, the forecast is automatically adjusted and communicated.





## Cross-border delivery notification with B2CLine Europe


**F**rom furniture and DIY items to gym equipment: A growing number of online retailers in Germany are making the pleasant discovery that customers in other countries like and want to order their products. For customers in Belgium, Denmark, France, Luxembourg, the Netherlands, Austria and Switzerland, these retailers can now offer a special service: shipment notification with delivery date. With the new service – B2CLine Europe – end customers receive a notification via SMS and/or email informing them about the specific date and approximate time of delivery. This is a major advantage as they can then prepare for the delivery date in good time and structure the rest of the day efficiently. If the suggested day is not suitable, they can also choose an alternative at the touch of a button or change it by phone. 



“Commercial recipients benefit from the ETA forecast because it gives them certainty for planning their processes. But the service is also very useful for end customers because it allows them to combine workplace responsibilities with receiving their orders more efficiently,” emphasises Sebastian Grollius, IT Manager of the general cargo alliance.

### Future- and demand-oriented IT strategy

ETA is part of a long-term plan which CargoLine hopes will improve its performance yet further – thus maintaining efficiency and customer satisfaction at a high level in the long term. “In 2018, we introduced an agile IT architecture called Octobus as the principal component of our digital strategy. In the first instance, we use this central data hub to connect our partner companies. However, it also enables us to implement new developments flexibly and quickly using the best provider in each case. Octobus now controls more than 20 task-related microservices, such as ETA calculation, all of which offer our customers and partners significant added value,” says Jörn Peter Struck, Chairman of the CargoLine Management Board.

Both Octobus and ETA were created in partnership with the software developer EIKONA Logistics. 

**B2CLine Europe complements the services already firmly established in CargoLine's national network:**

#### **B2CLine**

shipment notification + free curbside delivery

#### **B2CLine Plus**

shipment notification + free delivery to point of use + pallet exchange

#### **B2CLine Premium**

B2CLine Plus + unloading/delivery to point of use with the help of two people

Shippers and their customers throughout Germany also benefit from CargoLine's ETA forecast service (see article left).

# Pandemic boosts e-commerce

The corona crisis has highlighted the importance of digital sales channels. As a result, many small and medium-sized retailers in particular are looking to expand their online stores. CargoLiners Wackler and Koch International, among others, offer clients a complete portfolio of solutions: from setting up and operating online stores to transport services and contract logistics.



**M**ore and more people are shopping online and having goods delivered quickly and conveniently to their door. The lockdown during the corona pandemic has only reinforced and accelerated this trend. The B2C e-commerce market in Germany was most recently estimated to be worth approx. 59 billion euros – an increase of around 30 percent compared to 2018. Today, in addition to the major players such as Amazon, Otto and Zalando, some 84 percent of small and medium-sized retailers also operate digital sales channels. The strict separation that used to exist between high street and online retailing is now finally a thing of the past.

## The big plus

Not every online retailer, however, has the capacity to build and maintain their own webshop. For companies like these, the freight forwarder Wackler from Göppingen is a valuable ally and an old hand at setting up and running online shops. For more than ten years, the logistics service provider has been working with elektro-plus.de – an Internet retailer that specialises in electrical, household and garden appliances. Initially, Wolfgang Uhl, the company's founder, was only looking for suitable storage facilities and a reliable freight forwarder to ship general cargo. He found both at Wackler. In fact, he was so impressed by the professional high-bay warehouse and order picking hall at the UHINGEN site that he moved his entire shop there straight away.

Since then, the partners have successfully grown together. In 2013, Wackler acquired a 51

percent stake in the online shop, took over the customer hotline and developed solid expertise in the management of Internet retailing. This benefits not only customers of elektro-plus.de – under the name "WacklerPlus", interested parties can purchase a complete package from the logistics provider to kick-start their own online businesses. "This truly is a one-stop shop," emphasises the logistics consultant Helen Cordier from Wackler. "Our customers don't have to spend days or weeks familiarising themselves with technical specifications and requirements. Instead, they benefit from our many years of experience and remain flexible. For example, they can either book individual service modules or a complete package comprising shop development and operation, logistics and returns processing. They receive close support and advice from our specialist staff who supervise the entire implementation process." This consulting service begins with an analysis of the products that can be successfully marketed via the Internet. This is followed by an examination of the data processing environment and interfaces, the structure of the shop and recommendations on how to advertise it online.

## Crisis-resistant shop solutions from and for Osnabrück

Online stores powered by Koch International are also soaring. The logistics provider from Osnabrück offers a full portfolio of services in the areas of digital storefront, logistics IT and contract logistics. The company's in-house IT experts, together with developers from a renowned partner company, assist customers with the creation of their webshops. As with Wackler, Koch International's contract

logistics services deserve a special mention: in addition to campaign logistics and distribution warehouses, Koch International can also take care of order picking, packaging and labelling as well as handling returns.

The example of the city and district of Osnabrück shows just how effective outsourcing these types of services can be. At the onset of the 2020 corona pandemic, there was an urgent need to procure, securely store, distribute and transport protective equipment to medical practices and care providers as quickly as possible. The city authorities turned to Koch International, which quickly took charge of all the logistics for PPE. The transport and logistics specialist set up a webshop with 90 different articles. This was directly linked to warehouse management software and the transport management system. In the following months, crisis management teams in the city and district ascertained the demand in hospitals and care facilities for the sick and elderly and ordered the required quantities from this webshop. The Koch International team then assembled the orders and distributed them to more than 100 care facilities in the region. "We were back on our feet again very quickly," recalls Klaus Wübbolding, who works in the Department of Order, Fire and Disaster Control for the district of Osnabrück. "Koch International coordinated these large quantities without a hitch and did an excellent job," he says. ◇

[www.wackler.de/wackler-plus](http://www.wackler.de/wackler-plus)  
[www.koch-ecommerce.de](http://www.koch-ecommerce.de)



# From damage limitation to the green shoots of hope

For years, CargoLine's system headquarters and many of its partners have been supporting ARCHE – a charity that helps children and young people – with free transports, advertising, financial donations and Christmas parcels. The closure of ARCHE facilities during the corona pandemic has hit children from socially deprived areas particularly hard.



**D**aniel Schröder has been running ARCHE's centre in Frankfurt's "forgotten district" of Griesheim-Mitte for eleven years. Every day, the theology graduate and four employees look after up to 120 children in the district perceived as a socially deprived area. They mainly come from German families with a migration background, who do not experience a "normal" family life. The parents are unemployed, receive unemployment benefits or have to work in precarious jobs in the low-wage sector. Schröder and his team offer children between the ages of six and twelve a pre-school breakfast, hot lunch, educational games and help with homework – all free-of-charge. They are in close contact with teachers at the nearby primary school, organise parents' breakfasts and father-son camps in the countryside at weekends.

## A second home

"We give the children structure and a much-needed anchor for their daily lives," says Daniel Schröder. The project "Die ARCHE" (The Ark) was founded in 1995 by the pastor Bernd Siggelkow. At 27 locations throughout Germany, as well as in Switzerland and Poland, it helps around 4,000 children and young people while they are at school and in training. It is a social success story made possible by contributions of several million euros a year from


donors ranging from private individuals to large corporations. "Last March, however, the lockdown forced us to close and completely change our operations. We could no longer serve hot meals. Instead, we delivered fruit, vegetables and pasta to the families," says Daniel Schröder. "The children are no longer going to school and the missed classes are exacerbating the disadvantages they already have even further. For home schooling and online lessons, they usually lack the technical equipment and learning opportunities they need – especially when a family of six has to manage together in a 60-square-metre flat. Many parents just can't take it anymore. As a result, there has been a noticeable increase in arguments and even physical violence."

## Lost generation

ARCHE founder Bernd Siggelkow is already talking about a "lost generation" and sees his work only as contributing towards damage limitation. "I am angry, appalled and extremely sad ... Once again, the effects of a crisis are hitting the poorest and most vulnerable particularly hard. I know now that the ARCHE is a lifeboat we need more than ever when people are abandoned and political systems fail," he writes in his newsletter.

Jörn Peter Struck, Chairman of the CargoLine Management Board, takes a similar view.

For years, the general cargo alliance has supported the project's work with financial contributions, free transportation of donations in kind, advertising on its trucks, and gift packages they put together themselves at Christmas. "As the gap between rich and poor widens, ARCHE's work becomes more important. We have the greatest respect for Daniel Schröder and his team, who are supporting children and their families with food and encouragement wherever they can – even under the current difficult conditions. This is particularly hard as what they see is sometimes very upsetting," says Struck, noticeably moved by the organisation's dedication.

For Daniel Schröder, there is still a shimmer of hope: "We have been partially open again since January this year and are able to offer emergency care – so children in particular need can come back to us. A canteen provides us with a hot lunch. During the last few months, the families' trust in our work has also grown and they are more willing to accept help. That increases our chances of offering the children a longer-term perspective." 

[www.kinderprojekt-arche.de](http://www.kinderprojekt-arche.de)

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