

CargoTime

2/2019

The  CargoLine magazine

EXPERIENCING DIGITISATION

CargoLine expands online services for customers



True luxury

Duscholux and freight forwarder Borne score with quality and creativity

Firmly anchored

Miltzer & Münch has priceless local knowledge with regards to Eurasia and North Africa

Groupage ahoy!

SeaLine offers one-stop shopping on the road and across the sea

SMOOTH PROCESSES IN AUTOMATIC WAREHOUSE

BRIDGES FOR GAPS

We create links wherever you need them. Of them we evolve custom-made software that satisfies the requirements of your clients. That's because our software solutions serve as bridges for the gaps in your digital supply chain.

The material flow controller connects your systems optimally

Our solution is the connecting link between your Warehouse Management and various automatic storage systems (e.g. AutoStore), tray storage systems, automated small parts storage, conveyor technology (e.g. Lean-Lift®) and much more. The integrated transport optimisation ensures that the system reacts flexibly to all requirements in real time. Our solution ensures a smooth process in your warehouse, structures all goods movements and communicates with the different components. We map operational processes on forklift terminals and all mobile devices. We integrate customers, suppliers and service providers into your processes via EDI interfaces and Web-Portals.

Dear readers,

Not so very long ago, we celebrated Cepra's 20th anniversary – but our track & trace system hasn't aged a bit! And why should it have? After all, we have continuously adapted the track & trace system to our customers' needs and, most recently, transformed it into a customer portal with an array of services, which offers a host of benefits. Which ones exactly? Discover more in our Focus section (from p. 6). Here you will find everything you need to know about our cutting-edge IT architecture, our new online freight forwarder CargoBoard and the digitisation strategy that lies at the heart of all these developments.

After this expedition into the digital world, perhaps you feel the need to treat yourself to some pampering? Be our guest! On page 10, we transport you to the world of luxury bathrooms. Duscholux has been setting trends in the sector for decades with its award-winning shower walls. The manufacturer is used to creating customised products – and Borne Logistik knows how to transport them. The company has developed special pallet racks to transport the precious glass cargo in perfect safety. Great care is also required when the CargoLiner Hartmann International delivers thousands of gift voucher displays for Digital Wishes in the run-up to Christmas. Everything must arrive punctually at the point-of-sale and product slippages must be avoided at all costs (see p. 12).

On page 14, our journey continues through Eurasia and North Africa. Nobody understands how to master logistical challenges in these regions better than Militzer & Münch. CargoLine customers not only profit from our partners' specialist skills, but also from standardised products. For example, SeaLine enables every member of the alliance to offer worldwide import and export of general cargo by ocean freight (page 16).

Our report on page 18 offers a very different perspective on life. Here, we meet Ibrahim Kamara who was forced to flee Sierra Leone and has found a new life and career at the Bavarian freight forwarder Graßl. In Up Close (page 19), we meet Peter Limmer – when not on the road professionally for Kochtrans, he tours Europe in a converted fire engine.

*Lots of information, lots of variety –
I hope you enjoy reading this edition of CargoTime!*



Jörn Peter Struck
Chairman of the Management Board



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"Wheels of Steel"
Self-employed hauliers with only one vehicle have become a rare breed. Peter Limmer is one such rarity: for the past 15 years, he has been delivering goods to customers on behalf of Kochtrans and others. But in his free time, too, he loves life on the road – in a magnificent purple motorhome that he converted from a fire engine.
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Creating a digital customer experience

A customer portal with an array of services, an own online freight forwarder and cutting-edge IT architecture: CargoLine offers shippers an extensive range of digital solutions for their logistics.

When in 1997 CargoLine introduced Cepra – the paperless track & trace system – at the package level, this was a pioneering step. Moreover, it set in motion a process of digitisation which continues to advance rapidly to this day and shows no signs of slowing down. One key reason for its success has been CargoLine's continuous investment in adapting the track & trace system to changing customer needs and market requirements.

From shipment tracking to customer portal

Cepra is now ready for the next stage in its evolution: the addition of new applications that transform it into a service-rich portal. "This means lots more added value for our customers!" says Sebastian Grollius. As Head

of IT at CargoLine system headquarters, he has been a driving force behind the project. The new customer portal includes the following functions for shippers:

- ▶ Order placement and shipment tracking on the same screen.
- ▶ Rate calculator for instantly determining the transport price of any shipment based on current customer conditions for different products.
- ▶ Document management application for viewing and managing tariffs, invoices, contract documents, etc.
- ▶ Automatic hazardous materials and compliance checks.
- ▶ All communication between CargoLine partners and the customer can take place via the portal. This consolidates all exchanges of shipment information in one place – so emails are generally no longer required.

Perfect for the complete supply chain

Before activating the portal for the first time, the respective CargoLine partner discusses with the customer which functionalities should be set up and what information should be displayed prominently on the homepage.

The portal even takes account of upstream or downstream business partners. For example, the CargoLine partner can design a portal sub-page in the shipper's corporate design and unlock it for its suppliers and customers. This increases the flow of information, transparency and, last but not least, the bond between the participants (see box on TA Triumph-Adler GmbH).



Flexible implementation of different needs

“The portal is extremely comfortable to use because it allows our clients to take in a huge amount of information at a glance,” explains Heinz-Peter Beste, Member of the Management Board at Koch – a CargoLine shareholder. “At the same time, it is a very practical platform that enables them and their suppliers to map all their supply chain processes. We can thus offer our customers a portal which is as comprehensive or streamlined as they want it to be.”

For example, they can use an API (application programming interface) to transfer information such as shipment status to their own IT systems in real time. This is especially interesting for customers who ship large volumes.

Heinz-Peter Beste was at the heart of designing the portal. He is head of the IT working party at CargoLine and one of the people responsible for the portal’s design and development. During the process, the working party focused on existing customer requirements and listened to suggestions from an existing customer who was testing parts of the customer portal. At the same time, the working party considered potential future needs. More functions are already being developed to enhance the benefits and services currently offered to shippers. These include the following:

- ▶ Suppliers to CargoLine customers will not only be able to track their shipments but also document their own orders via the platform. This functionality will put the general cargo alliance at the cutting edge of IT services in the freight forwarding industry.

- ▶ Integration of other business areas into the customer portal, e.g. ocean freight – recently added throughout the network under the name “SeaLine” (see page 16).

- ▶ A software solution that automatically detects whether a comparable order has already been entered in the past. In this case, the system will automatically suggest similar data that can easily be adopted if correct.

- ▶ In addition, a system for the joint management of payments via the platform is in the planning phase for CargoLiners and their customers.

“We try to keep our finger on the pulse and are always delighted to receive suggestions from shippers. These give us inspiration for developing new and useful applications for the portal,” says Sebastian Grollius.



Know-how combined with a view from an outside perspective

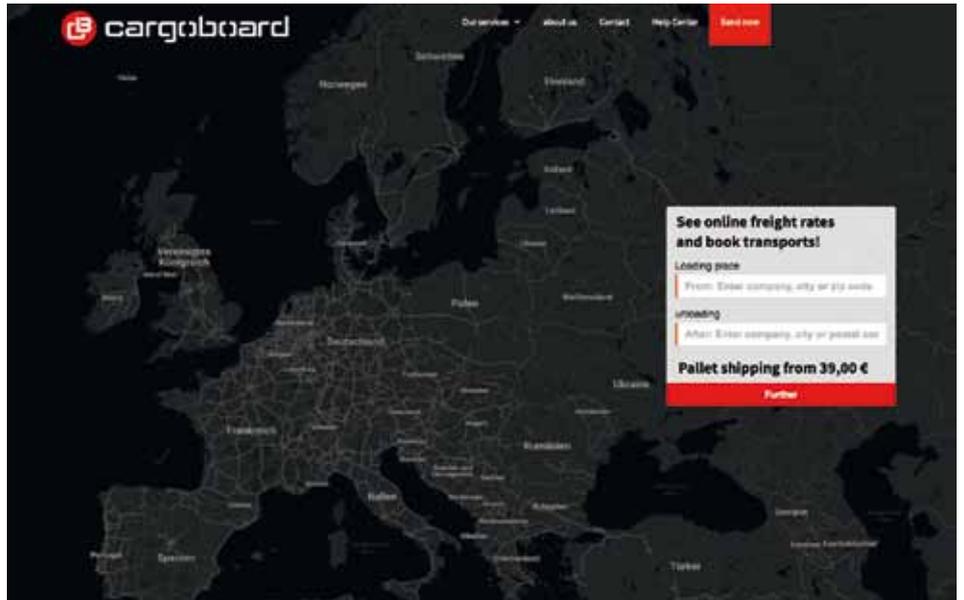
“New and useful” is also the perfect description of Cargoboard, the new online freight forwarding service from CargoLine. This enables shippers who only ship small quantities, have no logistics expertise and/or prefer to work online to book a suitable transport via CargoLine with just a few clicks.

As well as being very convenient, the platform offers instant pricing information and connects to the alliance’s track & trace system. Cargoboard was born from a partnership with the start-up incubator “Garage 33”. CargoLine entered into a three-year partnership with this spin-off of the University of Paderborn at the beginning of 2018. The goal is to enrich the alliance’s own ideas, such as the online freight forwarder, with fresh, impartial input from students participating in the project. In return, it also offers them the opportunity to implement their ideas, find new inspiration and scrutinise existing processes.

Complex architecture, maximum customer benefit

From the expansion of track & trace to the extensive customer portal and the online freight forwarder Cargoboard: CargoLine’s modular IT infrastructure is at the heart of its comprehensive digitisation strategy (see interview on page 9). The system was launched in 2018 and is constantly being upgraded.

The freight forwarding alliance aims to integrate as many of its existing services into the platform as possible and add new ones to maximise customer benefit. This complex architecture together with its interfaces will provide the robust technological foundation



Particularly interesting for companies who only ship small quantities, have no logistics expertise and/or prefer to work online: book a shipment with just a few clicks at www.cargoboard.de.

needed to react flexibly to new trends and requirements. “Not only can we incorporate a remarkable variety of applications, we can also ensure that we always choose the service provider that guarantees the most appropriate implementation. This makes the development of isolated solutions in the partner companies redundant,” explains Sebastian Grollius.

As well as boosting independence, the sophisticated IT system offers further advantages. It processes enormous quantities of data extremely quickly, reliably and securely. It distributes uniform data records as required for the respective application. INF data records, for example, ensure accelerated processes and greater transparency: relevant information about the shipment is sent to the responsible delivery depot much earlier than before.

Shippers can view their orders in the track & trace system sooner and recipients are sent much earlier notification of the expected delivery time.

Other tools offer significant benefits as well. Sebastian Grollius provides an interesting example – his team is developing a tool that can forecast peaks and fluctuations in shipment volumes. This will enable CargoLiners to plan their vehicle and personnel deployments more accurately and, of course, ensure better service for customers, too. Moreover, intelligent algorithms will allow CargoLine to learn lessons from the past and optimise its handling of shipments accordingly.

Playing in the Champions League of the logistics industry

“The new system more than meets both our external and internal corporate needs,” says Sebastian Grollius confidently. This is all the more remarkable as the project had to widely unify an array of structures and data sets from an international network with more than 80 independent partner companies. “We are proud that our solution satisfies everyone’s requirements,” says Grollius. “It also puts us in a great position for the future and in the Champions League of the logistics industry – certainly in terms of our IT systems.” ◇

CargoLine builds a separate track & trace subdomain for TA Triumph-Adler

“We asked CargoLine to set up a subdomain in Cebra using our corporate design. This allows our recipients to track the progress of their shipments independently. That reduces much pressure as the number of shipment status enquiries drops.

The recipients simply enter the customer reference (available from TA Triumph-Adler on request) in Cebra and gain access by entering their postal code. Here, they can im-

mediately see the shipment status and plan further steps in the process, e.g. commissioning and delivery of printers and multifunction devices.

TA Triumph-Adler has enjoyed a long partnership with Sander Logistics, formerly Jeschke Spedition, and is pleased to have taken another step that will enhance customer satisfaction and deepen cooperation.”

Burkhard Tödter, Head of Logistics, TA Triumph-Adler GmbH, Norderstedt

More ideas in the pipeline

Jörn Peter Struck, Chairman of the CargoLine Management Board, gives us the inside story on the alliance's digitisation strategy.



Mr Struck, what are the fundamental principles underlying CargoLine's digitisation strategy?

Jörn Peter Struck: We make a key distinction between digitisation – for the optimisation of existing processes – and the development of new business models. For the purposes of digitisation and optimisation, we are specifically concerned with the expansion of our modular IT system. This is a highly flexible tool – one of the most advanced in the industry – that also serves as a foundation for our comprehensive customer portal. In April, we expanded our business model with the launch of our own online freight forwarder Cargoboard.

What inspired you to set up an online freight forwarder?

Until we launched Cargoboard, our shippers couldn't place orders with us directly via the Internet. That option was only available to our existing customers via our partners' websites. Cargoboard closes this gap: in the first month, we received about 300 orders via the portal. In future, we expect to receive around 100 orders a day – especially from online re-

tailers, start-ups and smaller shippers who only rarely ship a pallet or have only just discovered us.

This is an unusual strategy for a medium-sized cooperation. Who decides which direction to take?

Our shareholders listen to the recommendations that our IT and innovation working parties and then take a decision. We focus on opportunities that are realistic and promise the greatest success. Unlike a large corporation, however, we cannot simply order our partners to adopt innovations – we have to involve them in planning projects and convince them of their necessity. They are all independent companies and sometimes use different IT

systems. The fact that they all support our digitisation strategy underscores the enormous cohesiveness of our network. It is also documented by the scale of the financial investment in the project, which is unusually high for a medium-sized network.

What role do customer requirements play in digitisation?

A big one – because their expectations are constantly growing and becoming more and more distinct. However, our structure puts us in very close alignment with our customers and makes us very agile when implementing new applications. In other words, we can react rapidly and search for suitable solutions. Take our customer portal, for example. We have already completed the first phase. Over the coming months and years, we look forward to hearing our customers' wishes and experiences of working with the system on a daily basis. We will incorporate their feedback into the design together with our own insights. In addition, we want to look ahead and take anticipatory action.

What do you mean?

A dispatcher will not necessarily notice if a customer frequently moves the delivery date from 10 a.m. to 4 p.m. But software will. We are looking closely at these kinds of deviations from standard processes and thinking about options for digitising them, where possible. For example, if a customer repeatedly postpones the delivery time, the software could automatically offer them the later appointment. On the score, we still have many more ideas in the pipeline. 



True luxury begins in the bathroom

Duscholux has been influencing bathroom design at home and abroad for more than 50 years. The Swiss-German family company sets high standards for itself, its products and its logistics service providers. One of them has mastered this challenge with flying colours – the CargoLiner Borne.

If you are ever looking for an apartment in an old building in Germany, you may, even today, encounter the “Frankfurt bathroom”. This is a tiny niche with a small bathtub or shower – separated from the kitchen by nothing more than a curtain. Although far from luxurious by modern standards, at the dawn of the 20th century this was a revolution in hygiene comfort.

Modern functionality

Today, a bathroom is much more than a small, functional, wet room. “Each one is as distinct as its owner is,” explains Sebastian Greifendorf, Head of Export and Logistics at Duscholux. “From floor-to-ceiling glass walls to minimalist designs, from coloured hinges and profiles to patterned glass – there are no limits to the imagination.”

It’s hardly surprising – the bathroom specialist based in the Swiss town of Thun has been a hotbed of innovative ideas for decades. In 1970, just three years after the company was founded, it revolutionised the industry with the invention of the folding shower wall.

More time, lower costs

Since then, the family business has repeatedly set new standards. For example, it has elegantly hidden the lifting/lowering mechanism for opening and closing the cubicle door lightly and quietly in the hinge. Soft close mechanisms emphasise the high quality of the shower walls. The “Push & Clean” function makes cleaning much easier – the door swings out when it is pressed lightly from the outside. In addition, the DUSCHOLUX CareTec® Pro glass coating reduces scale formation and other unsightly deposits.

“All our products are rigorously tested and far exceed the usual standards. This makes them low-maintenance and highly durable. Moreover, because they are so easy to clean, the shower walls offer significant time and cost savings. This makes them an interesting option both for public buildings, such as hotels, and private builders,” explains Greifendorf.

In addition, they are very beautiful and have won numerous awards such as the Red Dot Design Award, iF Design Award, Plus X Award



and Innovation Award for Architecture + Engineering/ISH, which reward both looks and functionality.

Individuality as the norm

As well as offering good value for money and attractive aesthetics, the company’s success rests on a third important pillar: it also offers upstream and downstream services. These include on-site measurement, consulting, pro-

duction of the shower and, finally, installation carried out by its own customer service. This provides an important distinction between Duscholux and a glazier or a lower-priced provider. It is hardly surprising then that over 80 percent of the showers it manufactures are bespoke designs. They reflect the wishes and needs of builders and architects as well as contributing to stylish renovation concepts created by specialist bathroom planners.

Logistics deliver success

However, these custom-made products are often bulky and awkward. Moreover, the material – glass – creates special challenges for logistics teams. “But that’s exactly what makes a customer really exciting,” says Jörg Otto, Head of Freight Forwarding at Borne in Trierweiler, Rhineland-Palatinate. He has developed special pallet racks – also suitable for use in the general cargo network – for shipping the products. “In addition, our 2,500 square metres cargo handling hall is only two years old and uses the Japanese 5S method. That means better organisation, faster processing and, most importantly, less damage,” he adds proudly.

Sebastian Greifendorf appreciates this level of commitment. “In Borne, we have found a partner who is fully engaged with our ideas and ambitions. They deliver a great overall package. Perfect handling, quick delivery times, excellent punctuality and a comprehensive track & trace service throughout the CargoLine network. In short: our freight forwarder’s service is perfectly aligned with our image and products. After all, what use is the best product if it arrives at the customer too late or damaged?”

Perfect chemistry

For all its success, the cooperation began by chance. Problems with the previous service provider forced Duscholux to search for a new partner. In the first stage of the selection process it became clear that Borne offered several advantages – it was the right

Innovative by design

Duscholux is one of the pioneers in the industry. The bathroom specialist’s inventions include: the folding and the mounting-free shower wall, the sliding-folding system, sliding doors, the quadrant shower cubicle, and wall panels, which can be mounted on existing surfaces, such as tiles.



size and based near the bathroom specialist’s central warehouse in Luxembourg. In the second stage, the CargoLine partner proved its worth through its uncomplicated, problem-solving and team-oriented approach to Duscholux’s concerns.

“The initial phase was definitely challenging for both sides. I spent countless hours on the phone with Jörg Otto clarifying all the processes, routes and special requirements. We got to know each other very well. The chemistry between us works on both the human and business levels which makes it even more enjoyable to work together,” says Greifendorf.

Cooperation with potential

Today, Borne is responsible for distributing shipments from the central warehouse in Luxembourg. It delivers to wholesalers, plumbers, technicians and even construction sites – in Germany, Austria, Poland, Russia, Hungary, Slovakia, the Czech Republic and Ukraine.

The logistics service provider’s commitment and good quality speak for themselves. In addition to distribution, Borne will soon be given responsibility for some transports between the factory and the central warehouse. Moreover, the success of the partnership means additional routes are already being planned for the CargoLine partner. 

DUSCHOLUX

... laid the foundations for modern shower screens at the end of the 1960s. The Duscholux Group has five production sites (in Switzerland, Germany, Spain, Thailand and the United Arab Emirates) and many sales organisations which sell its products around the world. The Group’s headquarters is in Thun, Switzerland – at the gateway to the Bernese Oberland.

www.duscholux.com

Borne Logistik- und Speditionsgesellschaft

... traces its roots back to its role as the factory haulier of the Borne Group, which also includes Türellemente Borne GmbH und Borne Furniture Sp. z o.o. The international, owner-managed freight forwarder is based in Trierweiler, Rhineland-Palatinate, and has been a CargoLine partner since 2017.

www.borne-logistik.de

Make a wish!

Digital Wishes combines the booming market for gift vouchers with an innovative sales concept. Displays and logistics play a key role in its business model: that's why the company puts its trust in punctual deliveries by the Cargoliner Hartmann International.



Be honest now: do you really know your partner's taste in fashion or his or her exact sizes? Sometimes it's hard to find the perfect gift to put a smile on your loved ones' faces – a gift voucher for an online shop or restaurant is much simpler. It is also more personal than cash and avoids the need to exchange goods if they don't fit. A growing number of people share this view. According to the German Retail Federation (HDE), around 58 percent of Germans put gift vouchers under the Christmas tree in 2018, with the trend rising.

One for all

The value of vouchers purchased is impressive – a total of over 3 billion euros annually. However, not all gift vouchers are used. Many disappear in drawers because they are tied to a specific shop or simply lie around forgotten. This is where Digital Wishes and its platform wunschgutschein.de offer a unique solution. Their website not only allows customers to purchase gift vouchers from 15 to 100 euros, but also to spend them in over 500 online shops. The universal voucher is

easy to activate using a code number at www.wunschgutschein.de. Now all they need to do is select a shop – car accessories, books, shoes – and spend the respective amount there.

A logistical tour de force

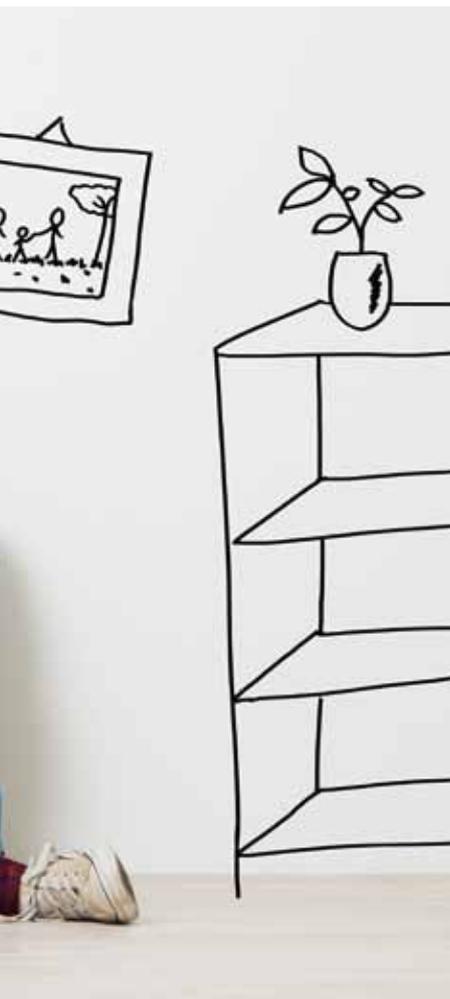
The start-up company based in North Rhine-Westphalia (Brilon and Düsseldorf) was only launched at the beginning of 2015, but its successful business model has already catapulted it to the top of the industry. The Christmas season alone accounts for 60 percent of its sales. Thousands of pre-packaged sales displays with vouchers designed as greeting cards with envelopes have to be in the shops on time for this critical period. After all, the vouchers can not only be bought online, but also in many supermarkets, petrol stations, drugstores and lottery sales points. "Our customers want the displays to be at the point-of-sale right on time – not too early but not too late either. Specifically, this means that all the displays must be distributed to thousands of different sales outlets in Germany

Tip: incentive with tax benefits

The voucher can also be used to build employee loyalty – companies can offer them as incentive gifts in a customised design. This has the advantage that as "payment in kind" the voucher is tax-free for the employee up to a value of 44 euros per month. This also works as a salary conversion to a special account. More information is found at: www.steuersparcard.de.

within just one week," explains Hubertus Teutenburg, Head of Purchasing, Production and Logistics at Digital Wishes. In September 2018, he contacted Hartmann International in Paderborn and explained this ambitious goal. The freight forwarder initially responded with some scepticism because Digital Wishes – then a young and unknown company – was asking for nothing less than a logistical tour de force.

So what, in practical terms, was the task facing the Cargoliner shareholder? Within a period



of just one week, Digital Wishes expected it to deliver around 6,500 pre-assembled and stocked cardboard displays to retailers throughout Germany and Austria. More than three-quarters of the displays were to be delivered directly to the sales outlets on CHEP pallets – the rest via various regional warehouses on euro-pallets. “The run-up to Christmas is always very busy anyway, so we were quite concerned about taking on a job of this scale with such a tight schedule,” remembers Ilias Davidis, Head of Sales at Hartmann International. “However, because we already knew Mr Teutenberg from another context, we decided to take the risk.” Today, he is pleased he did. “Thanks to good preparation, everything ran like clockwork. We delivered 60 truckloads before Christmas. And before Easter, we handled the first follow-up order of 16 loads. Now we’re saying: more of the same, please!”

More than general cargo

However, Hartmann provides more than transportation. It also supplies the euro-pallets, coordinates order processing via its own loading lists and labels the individual displays with bar codes for each truck. “It’s extra work but means we don’t have the complication of sorting the displays in the hall. It keeps us flexible and allows us to ship everything as we need to,” explains Davidis. Nevertheless, handling the fragile, shrink-wrapped displays is not easy. “They have a small base, are hollow inside and almost all the weight is in the upper third. In addition, it is vital that the gift cards stay in the correct slots. They must not slip and that’s quite a challenge because there are at least two transshipments on the journey from the manufacturer to the point of sale,” explains the Head of Sales.

Hubertus Teutenberg knows why he chose Hartmann for the job – he has worked in the logistics industry himself. “I’ve worked with a lot of logistics providers. Hartmann is the best in the region – especially for general cargo. I’ve often had punctuality problems with other freight forwarders – and sometimes their organisation left a lot to be desired. But the communication with Hartmann’s customer service team is excellent. And CargoLine’s online services – such as track & trace – are very informative and easy to use.”

After Christmas is before Christmas

The cooperation continues and is making further progress – with the 2019 Christmas season just around the corner. This year, Hartmann will be delivering even more displays than last year – 8,500 on CHEP pallets and 3,000 to 4,000 on euro-pallets. That is rapid growth by any standards. But Hartmann and Digital Wishes are undaunted by the challenge – thanks to the experience of the past year. What more could you wish for? 

Digital Wishes

... is a start-up founded by two Düsseldorf entrepreneurs, Valentin Schütt and Tom Schröder (Seven Miles Group). Its headquarters are in Brilon in the Sauerland region. Their gift voucher product “Wunschgutschein” is able online and

at over
70,000
points of sale

redeemable in more than
500
online shops

capacity of the production plant:
100,000
customisable greeting cards per day

a total of
35
employees

www.wunschgutschein.de



Hartmann International

... was founded in the mid-19th century in Paderborn, Germany. The company is now in the fifth generation of family ownership and managed by sister and brother Sabine and Andreas Hartmann as a modern logistics service provider and training company.

480
employees at locations in
Paderborn and Ibbenbüren

50,000
square metres of managed
warehouse space

37,000
pallet bays

4,500
square metres separate
cargo handling hall

www.hartmann-international.de

Firmly anchored in Eurasia and North Africa

From the Maghreb to Russia, Belarus and Ukraine – Militzer & Münch has representatives everywhere. With its combination of regional knowledge and international expertise, the logistics specialist is the perfect fit for the CargoLine network – like a piece in a jigsaw puzzle. In October, the two partners celebrate the 10th year of their cooperation.

Can you imagine organising transports over an area of 17 million square kilometres? Thomas Winter can. “The endless expanses of Russia are just one of the daily challenges at work that I love so much,” says the 39-year-old with a smile. Together with a second managing director in Germany, Holger Seehusen, Thomas Winter has been responsible for the areas of Road, Air & Sea, Rail at Militzer & Münch since May 2019 – although his primary focus is on land transports. He is fascinated by the markets of Eurasia and North Africa, where M&M is a specialist. While other freight forwarders usually work with local companies in these regions, M&M has an organisation and an extensive logistics network of its own. “I was always intrigued by the company’s focus. And in CargoLine, which focuses on the European market, we have found a partner that complements us perfectly,” says Winter.

Between Vienna and Vladivostok: the Eichenzell hub

He is referring to the enduring partnership between the two freight forwarders, which celebrates its 10th anniversary this October. Ten years during which the two companies have shipped an astonishing variety of industrial, commercial and hazardous goods from

Kirkenes to Casablanca and from Vienna to Vladivostok.

Most of them pass briefly through Eichenzell. This is home to CargoLine’s central hub which serves as the European transshipment centre for many of its transports – including those in cooperation with M&M. “The process is simple: the shipment is sent to our hub in Eichenzell. From there it is dispatched to Ukraine, Russia, Belarus, Tunisia or Morocco according to fixed departure schedules. The prices are transparent and can be calculated in advance,” explains Bernd Höppner, Managing Director of CargoLine responsible for international shipments.

Act globally – speak locally

To ensure general cargo arrives punctually even in the most remote destinations, M&M Group has founded a plethora of subsidiaries over many years. Simple and direct communication channels are the key to its success. “Our employees are in continuous contact



Deep in the east

When Militzer & Münch Belarus began trading in 1992, it was a pioneer in Belarus. Since then, it has grown to become one of the country’s leading logistics specialists. The company is headquartered in Minsk and has 14 branches. In Ukraine, M&M has locations in Kiev and Odessa. It has been active in Russia since 1994. Here, the company has around 400 employees at six locations. Through its competence centre in Stockstadt upon the river Main, Germany, M&M also offers its customers comprehensive advice on everything from simple transports to the construction of production facilities in Russia and the CIS countries.

Services:

Warehousing, customs management, project logistics, air and sea freight, and land transport

Warehouse areas (selected):

20,000 square metres in Russia, 2,000 square metres in Belarus coming soon



tials in advance – from insurance to customs to any special permits required. Moreover, we check every single shipment and document before they leave the premises.” The company even stations some of its own staff at strategically important border crossings to ensure correct and speedy customs clearance.

How to develop exciting business locations

Because it has local representatives, M&M also gets to witness the impact of political decisions first-hand. Shipment volumes fell significantly when the trade embargo against Russia began. Fortunately, M&M has such a broad base that fluctuations like this quickly smooth themselves out. For example, countries such as Belarus or Ukraine, which are not affected by the sanctions, continue to be attractive to investors. The development of the new Silk Road is also playing a role here – Belarus will be an important hub along this route between Asia and Europe. This alone is reason enough for Miltitzer & Münch to continue its investment in the region – including a 2,000 square metres warehouse north of Minsk designed specifically for handling express shipments and general cargo.

Another exciting business location, which is working with the EU towards achieving a free trade agreement, is the Maghreb. This is a gradual process which has to go through a number of phases. Miltitzer & Münch loves niche markets and has more than three decades of experience in North Africa. It continues to expand its position constantly. In fact, the volume of goods it transports by truck between Germany and Morocco or Germany and Tunisia tripled in the period 2015–2018.

with their colleagues abroad. It helps that almost everyone here speaks fluent German, Russian, English and French. And we work only with specialists,” explains Thomas Winter. They are critically important because, while many processes run according to a predefined plan within the EU, special documents are needed constantly elsewhere in the world.

“In a large country like Russia, in particular, even the clocks seem to run at different speeds in different places,” says the M&M manager. Food for thought. “But that is exactly what makes us stand out: we know the local conditions and take care of all the essen-

The market leader in the Maghreb

Miltitzer & Münch has been operating transports to and from North Africa since 1986. The company opened its first location in Casablanca (Morocco) and then others in Tangier (also Morocco): it added a large customs terminal there in 2016. M&M began operating in Tunisia in 1990. As well as offices in Sousse and at the Tunis airport, the freight forwarder has a logistics terminal in the port of Radès to support its extensive freight forwarding business. In Algeria, the company is also represented by its own national subsidiary (since 2017).

Services:

Warehousing, customs management, project logistics, air and sea freight, and land transport

Warehouse areas:

42,000 square metres (Morocco), approx. 10,000 square metres (Tunisia)

M&M Miltitzer & Münch in figures

Founded:
1880

Locations:
> 100
in **27** countries

Employees worldwide:
> 2,100

Warehouses & terminals:
approx. 120,000
square metres

Approx. 200 trucks
and 300 trailers
in Belarus, Russia and the Maghreb

www.mumnet.com

Belgium, the United Kingdom, France, Italy, Spain, Portugal and Turkey also have traditionally close ties to the region – hence the lively trade in popular goods, such as fabrics or textiles. “We’ve added a new location in Paris to make sure shipments are processed efficiently. The old site couldn’t handle the volume anymore,” says Thomas Winter. “We’re also pleased to report that our status as an Authorised Economic Operator in Morocco was recently confirmed. So, we now have an AEO-S certificate for the country. This is a rarity in the industry.”

M&M has no intention of resting on its laurels, though. Thomas Winter already has a new objective in his sights. “As a company with a long history, we are particularly well-known among older clients. Younger generations, however, are less familiar with our brand – we need to boost our presence. We also want to work more closely with our German CargoLine partners.” With plans like these in the pipeline, both companies have good reasons to look forward to another decade of successful cooperation. 

Groupage ahoy!

“SeaLine” is the most recent addition to CargoLine’s product portfolio. The alliance now offers shipment of general cargo to and from other continents by sea freight. One-stop shopping is thus made easier for shippers – and CargoLine once again shows it punches well above its weight.

CargoLine is well-established as a provider of general cargo transports by truck throughout Europe. Now, the cooperation has transferred its core competence to the water. “SeaLine” offers customers a practical service for global exports and imports of groupage shipments by sea (LCL – less than container load).

The new product is likely to be of special interest to shippers who already use the network’s established distribution and procurement structures for their land transports or are thinking about doing so. These can now connect seamlessly with CargoLine’s sea freight service through the ports of Hamburg, Bremen, Rotterdam or Antwerp. The new scheme offers joint pick-up or delivery of their shipments – simplifying workflows and saving time.

Attractive conditions

The new product is based on purchase agreements, each with two established providers of consolidated container transports (NVOCC – non-vessel operating common carrier) in the import and export business. The CargoLine working party responsible for developing SeaLine was able to negotiate attractive conditions for the network’s customers due to the combined freight volumes.

Existing LCL services with departure terminals in China, India, South Korea and Taiwan, and shipments to the United Arab Emirates and Egypt are important as well, as are options

for co-loading. Regular loadings in the ports of Hamburg, Bremen, Antwerp and Rotterdam ensure reliable transit times. In the mid- to long-term, the working group even considers expanding its existing services as very likely.

Scalable value-added services

Of course, CargoLine’s service does not end with transportation. Depending on the customer’s requirements, the responsible CargoLine partner can also handle customs clearance, transport insurance, contract logistics and much more. One-stop shopping has never been simpler.

“I know some readers may be asking themselves at this point ‘Do land-based freight forwarders have the expertise to offer a sea freight service? Can they make it work?’ The answer is a clear yes. CargoLine was indeed founded as a network for general cargo transports by truck. But many of our partners are also highly experienced and very successful in other business areas. They share their expertise to benefit all the alliance’s members,” explains Jörn Peter Struck, Chairman of the CargoLine Management Board.

Wide ranging expertise

The CargoLine partners with extensive experience in this area – BHS in Bremen, Bursped in Hamburg, Interfracht in Pratteln (Switzerland), Koch International in Osnabrück, Rotra in Doesburg (Netherlands) and Schäfer & SIS Interlogistik in Neunkirchen near Siegen –

have agreed to support other members of the cooperation in the implementation of sea freight projects.

The specialists behind the SeaLine project have trained the other CargoLine partners regarding the processes and challenges they will face in this area. They have prepared extensive documentation and act as mentors who can be contacted quickly if their colleagues have any questions. In addition, our partners can take advantage of the operational structures which the sea freight experts have created in a transparent framework. Consequently, they are no longer dependent on purchasing individual – and thus possibly more expensive – solutions.

“Right from the outset we wanted to achieve two things. One is that we wanted to provide every CargoLine partner with easy access to competitive rates. The other is that we wanted to give every CargoLiner the tools





SeaLine – advantages at a glance

- › LCL general cargo with CargoLine's customary high quality standards
- › Joint pick-up or delivery of general cargo shipments by sea freight and truck
- › Attractive conditions due to freight bundling
- › Additional services available on request, such as:
 - Seamless pre- and post-carriage to or from the seaport
 - Customs clearance
 - Transport insurance
 - Tailor-made procurement and distribution logistics
 - Contract logistics
 - and much more

more than their own needs. We try to find ways to pass on our skills to our colleagues in the network. This makes us all stronger," adds Struck. "In 2014, we even highlighted this claim by putting the slogan "More than meets the eye" on our wall calendar. We have proven this repeatedly with the addition of new services – such as contract logistics in the past and SeaLine recently. But there are other ways we prove that there is more to us than you would expect from a medium-sized network. The progress we have made with digitisation, building a flexible IT architecture and our digital freight forwarder CargoBoard underlines the remarkable potential we continue to discover in our ranks. And the bright future we can look forward to as a highly competitive alliance!" 

they need to provide specific advice about LCL transports to shippers. This includes highlighting the added value customers receive – through simplified processes that combine land and marine transport," explains Matthias Vogt. The Head of the Sea Freight Import department at Schäfer & SIS Interlogistik is also the Head of the alliance's Sea Freight working party.

More than meets the eye

SeaLine is not the first product to be created using this model. For example, in 2010, the CargoLiners BTG (Bocholt), Finsterwalder (Halle/Saale), Fritz (Heilbronn), Interfracht (Pratteln, Switzerland), Koch (Osnabrück), Lebert (now Lebert-Noerpel, Kempten), Nellen & Quack (Mönchengladbach), Schäflein (Röthlein) and Wackler (Göppingen) put their heads together and upskilled the other members of the cooperation in the area of contract logistics. Here, too, it was an obvious step to

simplify processes and administration for customers by offering general cargo transports and contract logistics from a single source.

"One of the things that distinguishes us as a cooperation is that every partner thinks about

Working parties – Practical experience for practical applications

CargoLine is no ivory tower. It has ten working parties and several working groups which enable practitioners from the shareholder companies to investigate, discuss and enhance the alliance's services and processes.

For example, the

- › IT working party managed the development of the network's pioneering modular IT-architecture and supervised its implementation (see also article "Creating a digital customer experience" on page 6).

- › The Technology working party launched the ThermoLine product (temperature-controlled transport with a minimum temperature of + 5 °C).

- › The Marketing & Product Development working party designed and implemented the B2CLine service (automatic notification and delivery to end customers) together with the Production/Hub/Quality working party, to name just a few highlights.

Ping-pong in Deggendorf

Since March of this year, the freight forwarder Graßl – based in the Bavarian town of Plattling – has been employing an asylum seeker from Sierra Leone in its warehouse. Tough asylum laws made the process extremely challenging but the effort was worth it.

Ibrahim Kamara is an avid and truly excellent table tennis player. In March 2017, at the invitation of a local club, he travelled from Sierra Leone to play in a tournament in Düsseldorf. From the Rhineland, he then travelled to the Netherlands to play in another competition. This was where he received the email with terrible news from his home country in West Africa – a friend and colleague had been murdered. A video recording was attached as a warning: he should expect the same treatment if he returned to his country. Kamara, who was a committed human rights campaigner in his own country, returned to Germany to apply for asylum. In December 2017, he was sent to the transit centre in Deggendorf, which is responsible for taking in people from the African country.

The time in the “Ankerzentrum” and its branch in Plattling was not a happy one for Kamara. “It was very crowded and depressing. Without the help of people from the town, you couldn’t leave the facility,” he recalls. So he seized the opportunity to learn German at the local adult education centre and started singing in a nearby church choir. Here, he met helpful people who quickly put him in touch with table tennis clubs. They were delighted to take him on as a youth coach. Today, he plays in Landau, Passau and Deggendorf.



Bureaucratic obstacles

In May 2018, Kamara was finally permitted to leave the transit centre. He was granted a residence permit and thus permission to look for a job. In September, he applied to Graßl for a part-time job in the warehouse. At the same time, with financial help from his table tennis friends, he became a qualified forklift driver. “From the outset, I was impressed by his open personality and high level of commitment,”

Sierra Leone

... is only gradually recovering from the consequences of a prolonged civil war. Economically, the first signs of a modest recovery are visible, but the human rights situation remains precarious. In 2018, 3,500 people fled the country to seek asylum in other countries – 412 of them in Germany. Only 8.35 percent (51 cases) of all new applications were accepted. Most expect imminent deportation.

says HR manager Diana Gegenfurtner, who gave him the job. However, before he could start work, he needed permission from the district’s central immigration authority. And this was a “long story”, remembers Gegenfurtner. “The process took almost six months with a constant back and forth. It was very challenging, but well worth the effort,” she says with a smile.

Individual help

Ibrahim Kamara now works six hours per day in the warehouse on a regular wage to the satisfaction of everyone involved. He transports pallets, cleans and tidies up. But he also checks that all shipments have been properly loaded and helps out in the daily hall inspection. The 51-year-old former IT entrepreneur says he is “very satisfied” with the physically strenuous but varied work. “We are an international team and I feel more comfortable with the German language every day,” he says, not without pride. “It is a pleasure to see how he is growing and integrating,” says Diana Gegenfurtner. “Economic and social responsibility must go hand-in-hand,” adds Philipp Graßl, the owner of the freight forwarder. “However, I prefer to commit to an individual who needs my help, rather than make impersonal donations to soothe my conscience.” By the way, Plattling has now become the second home of an apprentice driver from Eritrea as well. ◇

“Wheels of Steel”

Peter Limmer has been active in the transport industry for over 30 years. For the last 15 years he has worked for Cargoline partner Kochtrans, among others, in an era when self-employed hauliers with just one vehicle have become a rare breed. In his free time, he leaves his Munich home to tour Europe in a converted fire engine.



The vehicle coming around the corner is impossible to ignore. It's a purple double-decker with a blue-green external sun visor, softly rounded front end and two antenna-like dipsticks in front of the short hood. This extraordinary vision is a Mercedes LAF 710 built in 1967 that has been – well – slightly modified. The former fire engine has been transformed into an unconventional camper van. The upper section of an Opel Blitz has been welded onto the top and it has a pop-up roof from a VW van in brightly coloured floral fabric for a perfect view of the night sky. Inside, there are carvings and photos as well as lots of stickers and flags from all the places it has visited. For 20 years, the self-employed haulier Peter Limmer and his wife Petra have spent every holiday travelling through Europe in their “Magenta Mood Benz” – 175,000 km through Ireland, Scotland, Scandinavia, the Baltic States, Greece and Turkey.

Born behind the wheel

With his brightly painted van and long hair, Peter Limmer is often taken for a modern-day hippie. And in a way that's true, though he's a hard rocker at heart. His favourite band is Saxon – the British heavy metal group. The first LP he bought by the band, at the beginning of the 1980s, was called “Wheels of Steel”. It became his motto in life. Four steel rims below him are all he needs to be happy. And not just in his private life, but also professionally. He sees himself as a “born driver”.

For more than 30 years, the trained steel fitter has worked as a self-employed truck driver – including 15 years for the CargoLiner Kochtrans, among others. During his civilian national service, he was a school bus driver. Then a friend suggested renovating an old Hanomag truck and starting his own transportation business. He collected a couch here, transported film props there or helped friends and acquaintances to move to their new homes – it was the start of self-employed career that continues to this day.

Trust is important

Peter Limmer exclusively does short-distance transports. A typical working day starts at around 4 a.m. when he drives his 12-tonne MAN truck to a freight forwarder near Moosburg, which operates the regional warehouse for the dm-drogerie markt drugstore chain. Its Munich branches are supplied entirely by Kochtrans, and Peter Limmer has been delivering to the store at Münchner Freiheit for ten years. He arrives there punctually at six o'clock and unloads cosmetics, baby products, toilet paper, etc. – the entire product range. Then he drives to Kochtrans in Neufahrn and loads up with general cargo destined for other customers in the north of Munich. His working day finishes at 2 p.m.

“It's the same tour every day, but I never find it boring,” he says. “The most important things are the relationship and sense of mutual trust I have with the customers. They know me well and that everything will run smoothly – for them, I am the face of Kochtrans.” This personal contact would be lost if Kochtrans used a number of different drivers on specific routes,” he adds. As well as the steady routine, the 53-year-old values the open and honest communication culture at Kochtrans. “If you have a problem, or need something, there is always somebody there to listen and help.”

Hobby: vintage classics

In his spare time, Peter Limmer maintains his collection of vintage vehicles. In addition to the Benz, he has a “Humpback” Volvo from 1956, a Renault R4 with a folding roof and several motorcycles. His twin sons grew up in the purple motorhome. They are now 21 and studying law, politics and philosophy. They have not in fact inherited his love of tinkering and classic cars. “But that's totally okay,” he says, grinning as he revs up his green Kawasaki Z 1000 from the late 1970s. 

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