

THE STRENGTH OF START-UPS

How CargoLine is shaping the logistics of tomorrow



Closing the loop

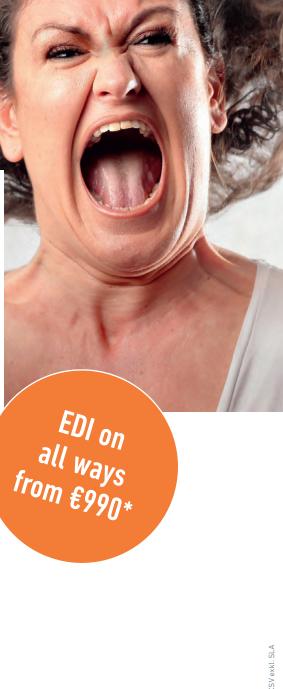
... the creed that construction specialist Lindner and freight forwarder Graßl live by

Award ceremony

 for the national and international CargoLine partners of the year

All in one place

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Publisher

CargoLine GmbH & Co. KG Lyoner Str. 15 D-60528 Frankfurt am Main Phone +49 69 951550-0 info@cargoline.de www.cargoline.de

Responsible according to German Press Law

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Picture credits

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Page 11: Private

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KTM, Englmayer

Dear readers,

Investing in artificial intelligence is an attractive option for many companies. But about 85 percent of all AI projects fail. This is because a particular strategic approach is needed for the implementation – as our subsidiary Cargo Digital World shows. It has already generated four start-ups that are moving forward with fresh ideas and at great speed. Its aim: to be the largest digital logistics provider in Europe. The young guns are accompanied by old hands. How it works? Read for yourself from page 6.

One of these old hands is Englmayer, based in Wels near Linz. With vigour and much expertise, the CargoLine partner for Austria, Hungary and Croatia supports the expansion of our digital freight forwarder Cargoboard in its home country. But the service provider keeps up the pace with its transports for KTM motorbike racing, too (page 16). Not standing still is an important creed in the construction industry as well – an industry that requires many new and, above all, ecological solutions. This is precisely what Lindner specialises in, a company that we introduce on page 12 along with the CargoLiner Graßl. Together they provide sustainable and reliable circular economies.

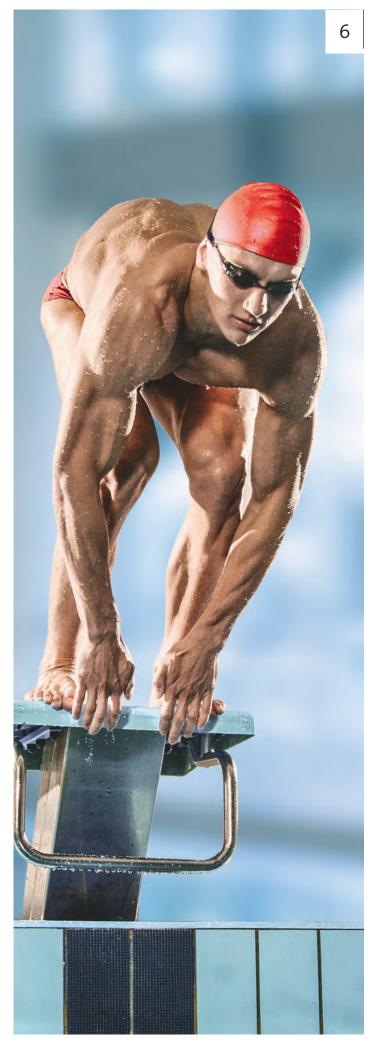
It's particularly the employees at the CargoLine partner companies who ensure that things run smoothly within the general cargo cooperation – like Andreas Peiker. The IT specialist at amm logistics has made serving others not just his profession, but his lifelong vocation: in his spare time he helps out at the German Red Cross (page 11). Commitment worthy of commendation – and that is something our national and international Partners of the Year 2021 can also be proud of. We reveal who won on page 14.

full circle to strategic matters: we have exciting news to report concerning our digital customer portal my.cepra.de (page 18). Its latest developments show just what artificial intelligence is able to offer.



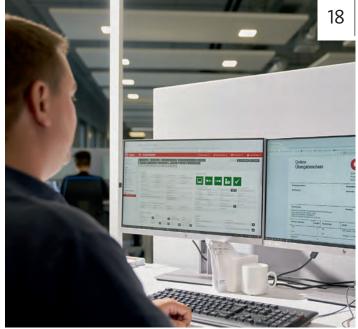
Jörn Peter Struck Chairman of the Management Board











FOCUS

6

14

Ready, steady, start!

What makes start-ups so attractive that even a rather conservative industry such as logistics chooses to invest in them? What chances and risks do they come with? And where is Cargo Digital World (CDW), CargoLine's start-up hub, headed, complete with its spin-offs? CargoTime gets to the bottom of these and other questions. At the same time Dr Tim Brühn and Bernd Schäflein, CEO and chairman of the supervisory board, respectively, offer profound insight into the development of digital business models.

UP CLOSE

First aid for people and IT

For a freight forwarder, a server failure can be fatal. Andreas Peiker ensures that it doesn't come to this. The computer scientist at amm logistics has a heart for technology, but one that also goes out to people in need: at age 13, he joined the German Red Cross and has been actively involved with the organisation for 25 years now.

PRACTICE

Green buildings on the horizon

The company Lindner is one of the most important pioneers in the field of ecological construction. The family company pays more than lip service to environmental awareness, instead embodying it in all facets. This applies to its logistics as well, which the CargoLine partner Graßl – also a modern medium-sized company – is responsible for.

IN BRIEF

> Selecting the best internationally > The Schmidt-Gevelsberg phenomenon > Qualitative and quantitative criteria > United in one location > Reader's letter: eco-fuel for diesel trucks

INTERNATIONAL

Transported – at a tearing pace

Some of the most important European transport corridors intersect in Austria. This is precisely where Englmayer has its head office: the CargoLiner literally has the best connections, as its business relations to Eastern Europe show. With dedication, speed and reliability, the freight forwarder knows how to make its mark in the digital market as well.

STRATEGY

Interactive shipping management

What began in 1999 purely as an online shipment tracking tool has by now become an extensive digital customer portal and is developed consistently through so-called microservices. Shippers are able to manage their consignments in an even timelier and more convenient way through portal. cepra.de. With everything stored at a single location.

20 PARTNER MAP

CARGOTIME 2/2022

 State of the st



Ready, steady, start!

Have you ever taken it up with dragons or sharks? No? Then you've probably never been part of a start-up show like "Dragons' Den" or "Shark Tank", which enjoy notable popularity. Which begs the question: what makes start-ups so attractive that even a rather conservative industry such as logistics chooses to invest in them?

ith creative ideas and technical innovations, start-ups change many things in our lives: how we shop, pay or get from A to B, how we produce things in industry or how goods are transported. At the same time, as a driving force behind the digital transformation of the established economy, they have become a key factor in making our business location competitive," says the Deutsche Startup Monitor 2021 study* (DSM for short). In contrast to setting up new businesses in the conventional mode, which is often based on self-employed individuals without additional staff, start-ups have an average of 17.6 jobs going. The approximately 2,000 start-up companies surveyed by DSM employ altogether 33,600 people.

What is also typical of these companies is that they often spring up in the orbits of universities. This is also the case with garage33, an innovation platform that evolved from the University of Paderborn, which CargoLine reached out to – with a specific purpose in mind. The reason is the cooperation's digitalisation

strategy, which involves not only replacing or supplementing analogue processes with technology-based ones, but also creating new, digital business models within logistics (see also CargoTime 2/21 and 1/22). In so doing, the cooperation aims to respond dynamically to transformation in the market and to changing customer needs while at the same time creating growth opportunities for itself. What sounds easy requires courage and strength. For example, it was only through the particular support among the partners that it was possible for it to launch its very own first start-up a few months after the first workshops with garage33. The digital freight forwarding company Cargoboard was followed by further spin-offs, pooled in the CargoLine hive-off Cargo Digital World (CDW). The latter not only pursues big plans, but has already achieved a great deal, too, as the interview and our background information on the individual start-ups show below.

*Source: Deutscher Startup Monitor 2021, with reference to Prof. Tobias Kollmann and the KfW Gründungsmonitor 2021 telephone survey of the German population on start-up activity.

☆ CARGOTIME 2/2022

"We want to be the number one digital logistics provider in Europe"

How is the start-up hub Cargo Digital World (CDW) holding up? What objectives does it pursue, what obstacles does it need to overcome on the way? Dr Tim Brühn and Bernd Schäflein, CEO and chairman of the supervisory board, respectively, of the company founded by CargoLine grant an in-depth insight.

Mr Schäflein, Dr Brühn: what is it about start-ups that makes them attractive to you? Bernd Schäflein: The new technologies fascinate me, the different mindset and especially the greenfield approach. Working with young people is an eye-opener and shows how attached we are to traditional ways of doing things.

Dr Tim Brühn: Supporting founders in their work, increasing efficiency potential and adapting ideas step-by-step in ongoing dialogue with users until business models ultimately surface that are relevant – that is what I'm passionate about.

Why did CargoLine go ahead and launch its own start-ups in the first place?

Bernd Schäflein: Our long-term competitors come from the digital world and are multinational. When they invest, we talk big bucks. For me this means: if we want to safeguard our livelihood in the long run and continue to be a strong, reliable partner to our customers, we need to break free of our traditional mindset and invest in artificial intelligence (AI) and technology. I think it is important to be prepared for changing needs or market mechanisms and to sit in the driver's seat instead of just watch from the sidelines. And not just by doing a bit of Google research – no, Tim Brühn and his team work out exactly what's important for us as logistics providers and prepare everything streamlined to our needs.

What's the verdict after one year of CDW?

Dr Tim Brühn: Our subsidiary Cargoboard is extremely successful in its consignment acquisition among digital-savvy customers. On Google and Trustpilot, it ranks as Germany's best digital freight forwarder, which shows the team's hard work and customer focus, but also the good collaboration with



Bernd Schäflein has held leading positions in logistics for almost 20 years. CDW, too, benefits from the extensive experience of the CargoLine advisory board member and board member of Schäflein Spedition: he is actively involved as the Supervisory Board chairman and as an advisor at CDW.

the operative CargoLine companies. We are very happy that we can offer such a great customer experience together, starting with Cargoboard on the web and continuing with CargoLine all the way through to the recipient of the goods.

CargoCast is now also live ...

Dr Tim Brühn: Yes — with Al-based consignment forecasts of outstanding quality. Planning tools and a control tower for the crossdocking area are up next. If you think about how young our organisation is and that 85 per cent of all Al projects fail in Germany, the CargoCast start-up and team are really amazing. The progress that our start-up warespace is showing in the field of storage and fulfilment is also encouraging. At Cargonative, we are working at high speed on intelligent digital solutions, too. Everything in this process centres on efficient, cross-partner freighting of cargo spaces.

What target groups are you reaching out to?

Bernd Schäflein: Primarily smaller clients for whom we make access to transport and logistics service providers easier. But we're also attractive for larger ones who want to carry out transports across Europe with the option of geographically dispersed warehousing. When they work with us, they get everything from a single source, with maximum transparency and flexibility. My forwarding company would normally not win such cus-



Dr Tim Brühn, an expert in platform-based business models, has been involved in shaping the CargoLine start-ups right since day one: first as Head of Corporate Entrepreneurship at garage33, then as a board member of CDW.

tomers. In this respect, our digital platforms are clearly an asset and not competitors.

Dr Tim Brühn: New partnerships are forming, for example to transport larger quantities of goods. Many customers like the fact that we're available 24/7. In a traditional company, that's not the case.

And what do you appreciate about each other as partners?

Bernd Schäflein: In my view, CDW is a unique logistical system — because it coordinates partners and services in a special way. It's not: "I take care of general cargo, you take care of sea freight," but "What does the customer want?" Thinking from the customer's point of view and creating maximum benefit for the customer — but also for CargoLiners, sea freight forwarders or the transport companies that provide us with trucks—that's what CargoLine has always been about. And CDW additionally enhances this synergy.

Dr Tim Brühn: I particularly appreciate the personalities at CargoLine – individuals who are visionary in their approach and are very open and informal in the process.

Many start-ups fail – even with strong companies behind them. What are you doing differently?

Bernd Schäflein: Just because you have a strong company's backing doesn't necessarily mean that it will automatically all work out. It takes a whole lot of experience, if only in

considering the right pricing. Also, we don't get lost in complexity – the more complicated a business model is, the less the customer understands it. In addition, CargoLine's business approach has a certain grounding effect. As a medium-sized company, we simply can't afford to throw money out of the window. Margins are tight. An added advantage is that we only operate within our usual market environment – unlike incubators and investors with wide focus. which is that much riskier.

You mention "grounding effect" – do you experience a generational conflict between young and old?

Bernd Schäflein: The approaches are very different, that's for sure. While we, for example, pay lots of attention to efficiency, the young innovators have other priorities – their focus is on technology and user-friendliness. Balancing out these different cultures is not always easy, but it's becoming better and better.

Dr Tim Brühn: I totally agree. When communication between ambitious, tech-savvy founders and established partners is not on an equal footing, it's doomed to fail. This is exactly where we at CDW come in: on the one hand, we coach start-ups in their development process – on the other, we build bridges to our operative partners to create an understanding for one another. From our expectations towards one another, we then create common rules of play, so that we can work together long-term in a trusting and targeted manner.

That's why every CDW start-up has an advisory board. What's your take on your role in this, Mr Schäflein?

Bernd Schäflein: Initially, I try to show why someone reacts the way they do – that it requires learning processes on both sides and that you won't be able to change an entrepreneur in three minutes who has been doing things a certain way for over 20

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The start-up hub for leading-edge logistics solutions

With CargoLine's strength and expertise behind it and the liberty to define processes in an entirely new way, Cargo Digital World (CDW), founded at the beginning of 2021, designs digital business models for tomorrow's logistics. CDW initially acts as a scout, analysing customer needs and determining market options. Next, it designs business models in conjunction with experienced experts from the partner companies and with young, ambitious founders. If these models offer sufficient sales potential and are able to prove themselves in tests, they are hived off and supported in their growth. Profes-



CARGO DIGITAL WORLD

sional ongoing coaching rounds off CDW's activities. As an umbrella company, CDW is also intent on achieving synergies between its subsidiaries and projects. So far, these include Cargoboard, CargoCast, Cargonative and warespace – and more are to follow. www.cargodigitalworld.com

The next-generation platform for partial and complete loads

Over one third of the freight traffic on German roads consists of empty runs. Cargonative wants to significantly reduce this rate. How? With a platform that automatically identifies empty loading space and suggests potential booking options: as soon as CargoLiners plan tours or receive orders, the details are sent via the network's IT infrastructure to the start-up. Its software now identifies loading points and calculates the estimated journey time. Meanwhile, the platform users can see where a truck is empty or where it is needed for a return or follow-up load. They can also call up further information about the consignment or exchange documents relating to it. This not only reduces the number of empty journeys, but also the amount of work involved.



CARGONATIVE

Status quo: successful identification of loading space and suggestions for return loading options for pilot partners

Next step: connecting CargoLine partners, external freight forwarders and haulage firms

Co-founders: Sarah Luisa Guida, Christian
Meier, David Stein, Paul-Felix Tüpass

CargoLine advisory board: Jan Feldberg (BTG),
Michael Finsterwalder (Finsterwalder), Heiner

Koch (Koch International)

CARGOTIME 2/2022

 CARGOTIME 2/2022

The online freight forwarder for digital-savvy shippers

Since its market launch in April 2019, Cargoboard has been taking quantum leaps forward. After all, the young company now counts more than 30,000 registered customers from B2B and B2C as well as approximately 55 employees, with whom it generated a turnover of 19.3 million euros in 2021. This is due to its simple, solid concept: in just a few clicks, the platform calculates shipping costs and books the freight. Once a customer places an order, CargoLine's operational network springs into action, with the cooperation partners dependably stepping in to take care of matters. All of the cooperation's services are available – whether land or sea freight, classic general cargo or hazardous goods, to name just a few examples. Added to this are services such as climate-neutral shipping and personal advice via live chat, telephone or e-mail, if required.



Status quo: one subsidiary in Austria,
Cargoboard Austria (main office in Linz)
Next step: expansion of pan-European offering through couriers and partial loads, as well as by setting up further subsidiaries abroad
Co-founders: Richard Kleeschulte,
Artur Nachtigal, Lukas Petrasch, David Port
CargoLine advisory board: Andreas Hartmann
(Hartmann International), Sandra Lukas
(Rhenus), Maximilian Schwarz (Wackler)
www.cargoboard.de

years. I'll always give an honest account and am consistently there for the young people. This provides them with a framework and support. But I'm also glad to give them a leg-up at a faster pace – to see that they've understood something and are implementing it really well.

Other CargoLiners, too, are getting involved in your spin-offs ...

Bernd Schäflein: Yes, and that shouldn't be underestimated. They all provide knowhow, they say: "I want to make things happen, I have specific expertise." And it works extremely well. On the other hand, I admire how natural it is for young people to seek out technologically sustainable solutions. Environmental and climate protection, and social justice, too, really matter to them.

Right from the start, it was your objective to create a digital one-stop shop, i.e. a place that covers the entire logistics chain and where customers are able to book a wide variety of complementary transport and logistics services – whether within Europe or intercontinentally. Where do you see CDW in five years' time?

Bernd Schäflein: We want to be the number one digital provider in Europe – the first point of call on land, sea and rail, in the air and in warehouses. And have really big customers, blue chips that are listed on the stock exchange.

Dr Tim Brühn: And we want to be a company that with its technological substance meets the most diverse customer needs.

What do you mean by the term "technological substance"?

Dr Tim Brühn: When a customer uses a digital service, there's a lot that's not visible on the surface, like the IT infrastructure, algorithms, data analyses. In some cases, we also use artificial intelligence. This means a sound technological foundation is required to actually be able to handle targeted innovation fields or business opportunities. And continuous optimisation of technology and tools. But also good employees who develop the algorithms of tomorrow.

Bernd Schäflein: ... and who don't migrate to Google in America. We have very, very good people here. And we're working on attractive business alternatives! (laughing) ❖

The digital era of fulfilment in contract logistics

As a fulfilment service provider, warespace takes on the full spectrum of logistical order processing: from storage and commissioning through packaging*, dispatch and shipment tracking all the way to returns management. Depending on customer requirements and product portfolios, for example, the inventory of warespace users is distributed among the CargoLine partners' warehouse locations with the aid of artificial intelligence, resulting in the transport routes to the respective customers being as short as possible. This doesn't just save money, but also CO2 - and it increases delivery capacity. In addition, users can call up an overview of their active orders and statistics on their inventory and order management in a few clicks. In conjunction with its CargoLine partners, warespace develops white-label solutions for dashboards and returns handling.

warespace.

Status quo: online

Next step: progressive development and roll-

out of platform functions

Co-founders: Marco Dalic, Janina Prodöhl,

Sebastian Richter

CargoLine advisory board: Uwe Fieselmann (Koch International), Bernd Schäflein

(Schäflein)

www.warespace.de

Optimised planning thanks to data-based forecasts

Can you imagine starting your day without checking the traffic or weather reports? For many, planning without these forecasts is inconceivable. Yet CargoLine goes far beyond that: with CargoCast, the network has a tool at its disposal that allows precise forecasts for up to 15 working days based on 30 million shipping and network data records. The data is processed via special algorithms and artificial intelligence to make the logistics partners' planning of vehicles, storage requirements and personnel as efficient as possible. CargoCast can also provide a network simulation that supports the head office's planning of activities with concrete data - also for short-term critical situations.



Status quo: provision of forecasts to primary partners

Next step: expansion to other parties involved in general cargo, including customers and service providers

Co-founders: Pascal Dietrich, Simon Leontaris
CargoLine advisory board: Thomas Bauer
(Honold), Thomas Peklo (Graßl), Markus
Schwope (Leopold Schäfer)

First aid for people

At the age of 14, Andreas Peiker had already assembled his first computer. Today, he deals with IT on a professional scale with CargoLine partner amm logistics – and is just as passionate about it as he is about volunteering with the care service for the local Red Cross.

and IT

he relaxing telephone conversation with Andreas Peiker had lasted only 20 minutes, when suddenly the connection broke down. A quarter of an hour later the IT technician called back, mildly irritated: the forwarding company's voice-over IP system, which is operated by an external service provider, had crashed for no apparent reason. "It's unpredictable and fairly arbitrary," explains the professional specifically trained for cases like these and is immediately in his element: detecting and eliminating hardware errors in IT. "Fortunately, in most cases, it's just minor dropouts: a cable is loose or the computer freezes." Then it's time for the 38-yearold IT specialist, who has been with amm logistics in Konradsreuth as a system administrator for twelve years, to get started on the case: a job that comes with much responsibility, as a service failure can take place at any time with serious consequences.

A heart for servers

Andreas Peiker comes from the town of Hof on the banks of the Saale. Early in life, he was already intrigued by computer technology which at that time was still in its infancy. At 14, he built his first PC from individual parts, a computer with an MS-DOS system and four megahertz. "It was somewhat rudimentary, but loads of fun," says Peiker, eyes shining. The man from Upper Franconia initially completed his training in the plastics processing industry. He lost this job during the financial crisis in 2009, though, and set about retraining as an IT administrator. By chance, he read about the opportunity to work at amm logistics, applied for the job, and was promptly



accepted. "That was the best thing that could have happened to me – even though I didn't have any freight forwarding experience at the time," he remembers. Everything that he needed for the job he taught himself in his initial years and with the help of his two colleagues. Today they are a "dream team in rescue work," he says, smiling. Together they take care of the system failures in day-today work for approximately 70 employees, with an average of four assignments per day, "though sometimes up to 20, it can vary," says Peiker emphatically. "As almost everything is computer-based, the structures are complex, new components not always compatible and so inevitably there are more disruptions than before," says Peiker.

Pleasure in helping out

In addition to his early affiliation with IT, Peiker was born with an inherent readiness to help. His father was an active member of the German Red Cross (DRK) and often took his son to meetings after deployments. "For me, it was really exciting," says Peiker, who went on to join the local youth group at the age of 13 and remains dedicated to volunteer work to this day. He works four to five hours a week in the care service unit for the uninjured, for instance finding temporary accommodation and care for people after a home fire or distributing blankets and tea in winter to people stuck in motorway traffic jams.

"I take pleasure in helping people out, and I'm happy when they feel that they're in good hands," says Peiker explaining his motivation. He appreciates the sense of camaraderie at the German Red Cross, too, as well as the varied deployments for which he also uses his spare time during the holidays: he takes charge of vehicle management at a heavy metal concert, peels potatoes as a field chef in a kitchen tent during a relief mission for the flood victims on the Ahr river or is available on standby during the G7 summit in Elmau, Bavaria. In his role as a deputy management operator, he takes care of information and communication in his district association, so that means taking care of "everything that has to do with radio communications." The digital TETRA radio network is "safe and stable," says Andreas Peiker. And that is a good thing – as it means that he can concentrate fully on the people he is helping.

Green **buildings** on the **horizon**

The Lower Bavarian construction specialist Lindner is committed to an environmentally sustainable circular economy. CargoLine partner Spedition Graßl from Plattling helps to ensure that its logistics run smoothly and on a low level of resources, too.



n the new headquarters of the hotel search portal Trivago in Düsseldorf's Medienhafen, employees are allowed to run or even sprint: a 400-metre running track, which winds across the greened flat roof of the kidney-shaped building, is designed for this very purpose. Yet staff is meant to be able to breathe freely indoors as well. This is made possible by openly designed office floors boasting a sophisticated and energy-saving air-conditioning system. This creates a modern work environment with agreeable and healthy room conditions, and at the same time, it is gentle on the environment. Trivago is not alone in this approach, and that's why the construction industry is undergoing a radical change. The lack of resources and people's changing awareness of energy require the industry to develop new technologies and construction methods. Buildings and the construction process itself need to become healthier, greener, more energy-efficient and more resource-saving.

Closing the construction loop

One of the most important pioneers in this field is the family-owned company Lindner in Arnstorf, Lower Bavaria. Since as early as the 1990s the company has been tackling the challenges of sustainable building in production development, manufacturing and processing. Lindner is a specialist in contemporary, sus-

tainable interior fittings for commercial premises and counts Trivago headquarters among its customers. For Trivago, Lindner installed over 21,500 square metres of tailor-made metal ceiling systems that generate almost no emissions of volatile, organic compounds or formaldehyde. Heating/cooling elements have been incorporated in these systems, too, which thanks to their radiant design allow the energy-efficient temperature control of the interior spaces as and improve the acoustics.

But effective ceiling systems are not enough, of course: the future concept around which everything revolves is called "circular construction". What this means is that materials are kept in closed loops and products are reused for as long as possible. Using slogans translated as "Put an end to waste" and "Less is (worth) more," the Bavarian company is there-

fore also operating a processing plant for gypsum waste, a returnable system for transport palettes, the reprocessing of wastewater and the recovery of powder coating as well as its own hydroelectric power a plant and large photovoltaic system. Two of Lindner's product lines have been awarded Cradle to Cradle Silver certification (see information box) and two floor and ceiling systems even received Gold – for the first time ever worldwide.

Nothing lands in the rubbish!

"How we act today is decisive for our future," says Franz Tischler, head of the logistics division at Lindner and employed there since his apprenticeship over 30 years ago. "This is precisely why climate-friendly construction, sustainable housing, living and working, and the principle of the circular economy are

Cradle to cradle certification

The perfect cycle – this is the vision that Michael Braungart's harbours. Together with the US architect William McDonough, the chemist developed the cradle to cradle principle (C2C) in 2002. It takes its cue from nature, where biological cycles do not leave any waste behind. Precious resources should not be wasted, but instead reused. Consumer goods are meant to be designed in such a way that they are taken back and sensibly

recycled through chemical or mechanical processes. There has also been certification for C2C since 2010. Five criteria are assessed: material health, material reutilisation, (use of) renewable energy, water stewardship and social fairness. For this assessment, five certifications are awarded (Basic, Bronze, Silver, Gold and Platinum). Compliance with the criteria is reviewed every two years.



Not only is the LMD-L LAOLA metal ceiling an eye-catcher, it is also nominated for the German Sustainability Award 2022.



Lindner's pyramid-shaped 3D ceiling surface TRIdesign offers an extraordinary design combined with a high level of sound absorption.

more important than ever before," the logistics expert says emphatically. As an example of what the transport sector can contribute, he mentions the take-back and reuse programme for their loading aids: "We have an internal pallet system with XXL measurements for our deliveries to construction sites. We fetch these back via CargoLine's network so as to be able to reload and resend them – otherwise the construction site would end up binning them." For 15 years now, Spedition Graßl from Plattling, a family company founded 90 years ago and now being run in the third generation by Philipp Graßl, has been providing this and other services. Through the cooperation, the long-standing CargoLine partner transports metal ceiling panels, suspension systems, wall segments, floor panels, supports, lights, cable systems, distributors, fixtures and seals to construction sites in Germany and across Europe for Lindner – over 3,100 shipments per year. And as quickly as possible, because "forwarding general cargo is usually time-critical for us," as Tischler explains. "When we send a palette out to a building site, the material

is required there urgently, as otherwise the work comes to a grinding halt."

Flexibility is at the top of the list

Especially when it comes to deliveries to building sites, perfect timing is critical, as all of the building trades are coordinated and depend on each other. David Dobler, who is responsible for field sales at Graßl and who is in direct contact with Franz Tischler, is all too aware of this. "On-time delivery is the nuts and bolts of our work. For us, the construction industry is a sector with highly individual requirements – very unlike work on the assembly line. In this situation, we need a flexible logistics service provider that is able to adapt to the respective customer requirements and projects." And that's what Graßl is good at. So good in fact that it has also taken on the in-plant traffic for Lindner. Every day, a 40-tonne trailer truck is available exclusively for the shuttle service between production and the off-premises warehouses and it also drives to smaller construction sites in the region. In the early morning, it takes the consolidated goods dropped off by various suppliers in the night through the CargoLine network to Lindner's delivery entrance. Franz Tischler is happy that the collaboration with Graßl works so well: "They understand the way we operate and where our pain points lie." A construction site delivery is simply not your usual line of business. Graßl regularly and reliably rises to the occasion, thus closing an additional essential loop

Lindner

The company that started out as an assembly firm for acoustic construction in 1965 with its headquarters in Arnstorf, Bavaria, has been growing steadily ever since then and is today a global leader in the fields of interior fittings, building shells and insulation technology. Founder Hans Lindner's dream of brewing his own beer additionally led to the birth of a hotel chain and several breweries. They have been joined by an agricultural business operating on an ecological basis. It is called "Land.Luft" ("country air") and has its own farm and online shops, as well as a restaurant. In 2020 a vineyard followed, where wine called "Groszer Wein" ("Great wine") is made. Free holidays for the staff in 14 company-owned holiday homes in seven countries is another example of the family's dedication to the greater good.

7,500

employees worldwide

Production sites and subsidiaries in more than 20 countries

www.lindner-group.com

Graßl

... is a forwarding company that was founded as a family business in Deggendorf, Bavaria, in 1932 and which relocated the company's head-quarters to Plattling in 1987. Today it is run in the third generation by the founding family and serves all major forwarding services. Graßl has been a member of the CargoLine network since 1994.

115

employees

32

drivers of its own and **30** subcontractor drivers

11

apprentices pursuing jobs as professional drivers, warehouse logistics experts, and specialists for forwarding and logistics services

www.grassl.de

Selecting the best internationally

As already reported in the spring edition of CargoTime, the top three places among the international CargoLine partners were identified in March this year and the winners honoured at a formal ceremony. Rhenus (formerly Interfracht) - based in Pratteln, Switzerland leads the 2021 performance ranking. Englmayer, based in Wels (Austria), and Lebert, located in Kreuzlingen (Switzerland), follow in second and third place. The fact that Van Duuren (Netherlands) enters the benchmarking scheme and lands seventh is also of note. "The ranking shows to what high extent our international partners embrace the idea behind the European alliance in practice and consistently develop it further," says Bernd Höppner, Managing Director of CargoLine, who is responsible for international development.

In addition, the general cargo cooperation awarded its "Quality Award" to M&M Militzer



(From left to right): Front runners in terms of quality: Hristo Marinov (Deputy CEO, M&M Militzer & Münch, Bulgaria) and Dmitrijs Vorņiku (Managing Director, Cargomax, Latvia/Estonia).

& Münch (Bulgaria) and Cargomax (Latvia/ Estonia). With this distinction, it expresses its particular appreciation to those international partners who fulfil CargoLine's qualitative performance promises to an exceptional degree. ③



(From left to right): Christian Bamminger (CargoLine Coordination, Head of Germany/ Netherlands) from the second-place winner Englmayer (Austria), Thomas Werthmüller, Member of the Executive Board at the front-runner Rhenus (Switzerland), and Markus Weber, Branch Manager at the third-place partner Lebert (Switzerland), proudly show off their trophies after receiving the award for "International CargoLine Partner of the Year 2021"

The Schmidt-Gevelsberg phenomenon



(From left to right) Oliver Schwarz (Managing Director L. Wackler Wwe. Nachf. GmbH) and Markus Hecker (Branch Manager Wackler Wilsdruff), Managing Directors Torsten Huberti and Burkhard Frese (both Schmidt-Gevelsberg, Schwelm), as well as Andreas Scholten (Board International) and Lucas Noerpel-Schneider (Member of the Management Board, both Noerpel Kempten)

Anyone who reaches the top once is very good, anyone who succeeds in doing so a second time is extraordinary, the third time they're a genius, the fourth time, though, a phenomenon. What Bayern Munich is in the football world, Schmidt-Gevelsberg from Schwelm in Westphalia is in the CargoLine network. The logistics specialist received just

under an impressive 12,000 points over eleven categories in the 2021 performance ranking. This is matchless and, as in the previous three years, secured them first place on the victory rostrum. Congratulations!

Another familiar face from the previous year landed in second place: the Wackler branch in

Wilsdruff was able to defend this position – though only just – against the third-placed logistics specialist Noerpel from Kempten, a company that has already stood on the winner's podium on a number of occasions under its former name Lebert.

"What is so remarkable is that Schmidt-Gevelsberg was able to boost its already high consignment growth even more, both nationally and internationally," says CargoLine Managing Director Jörn Peter Struck approvingly. He adds that the company from Schwelm is connected with nearly all the other CargoLiners and is actively engaged in various committees in the network – assets that can be the decisive factors in the evaluation.

Among other things, Wackler stood out due to its exceptionally high score in the quality performance indicators, and Noerpel due to a sharp rise in its international shipment volumes. <

Qualitative and quantitative criteria

To identify the "Partner of the Year" and the "International Partner of the Year", CargoLine annually evaluates services such as the delivery rate in the specified quality and period, the completeness of section scans for package tracking, active involvement in corporations' working groups and decision-making bodies, and the degree of connection with the network partners. In addition, the "Quality Award" focuses specifically on selected quality parameters from the overall evaluation.

Bigger, more modern, energy-efficient: CargoLine's new hub

With CargoLine building its own main transhipment warehouse (hub) here, the earth is quaking in Niederaula in eastern Hesse. The new 10,800-square-metre building with its 126 gates will be replacing the corporation's structurally separate central and European hubs, which the shareholder John Spedition in Eichenzell close to Fulda has been operating for the network so far. The cornerstone was already laid in October 2021, and the planning and construction are now proceeding rapidly. The state-

of-the-art building, largely powered by renewable energy and boasting optimised building ecology, is scheduled to be brought into service already in the first quarter of 2023.

The corporation is growing steadily and is therefore needing more and more space. This couldn't be found in Eichenzell, which



is why a new site was needed, explains CargoLine Managing Director Jörn Peter Struck. "We've been seeing continuous growth in consignments for years – partly due to strong new partners and the boom in the B2B segment. The positive development that our digital freight forwarder Cargoboard is undergoing has been accelerating the pace further."

The strategically forward-looking construction decision is worth a double-digit million sum to the corporation. This is an important step towards strengthening the network by adding new partners and achieving additional growth in consignments through new digital logistics business models.

The new facility specifically combines the central and European hub in one building – this way, "the hall and main run processes can be optimised, and the trucks can

arrive in the partner depots earlier," as project manager Uwe Heinbach explains. The cooperation's values and goals, too, are promoted in exemplary fashion: the facility is designed to achieve the 40 EE rating for energy efficiency in buildings and thus to remain significantly below the statutory energy requirements. \$\exists\$

Reader's letter: eco-fuel for diesel trucks

When people read CargoTime, they pay attention. One reader, Dieter Hallerbach, logistics manager at the organic wine importer Riegel from Orsingen close to Lake Constance, wrote to the editors in response to the Focus article in the Spring issue. He had read the "Spoilt for choice" article about alternative drives for commercial vehicles with great interest, he writes, and was pleased that CargoLine had taken up this important topic in such a positive manner.

Yet he wanted to add some practical experience and suggestions on the issue of hydrogenated vegetable oil (abbreviated as HVO and also referred to as hydrotreated vegetable oil). HVO is vegetable oil that is converted into

hydrocarbons via a catalytic reaction with hydrogen (hydrogenation). During the process, the properties of the vegetable oils are adapted to fossil fuels (especially diesel fuel), so that they can supplement them as an admixture or even replace them completely. Hallerbach points out that HVO can be used in any admixture at petrol stations and that all Euro 6 truck engines (possibly older models, too) can easily be operated with it. He suggests that CargoLine partners procure 5,000 litres of HVO fuel as a one-off for their own filling stations as a trial – and to consider any additional costs incurred compared to what diesel costs as a sensible investment on the path to a decarbonised future.

Editor's comment:

Is using HVO greenwashing or not? To judge this, you have to look at the raw materials, as HVO isn't always HVO – or at least, it's not by default environmentally friendly. The C.A.R.E. Diesel® that our reader Dieter Hallerbach recommends, however, fulfils the strict sustainability criteria as laid out in the EU's biofuel legislation. The clearing of forests and wetlands, peat bogs and areas with high biodiversity for cultivating raw materials is strictly prohibited, for example.

Further information (in German) is provided at:

https://toolfuel.eu/care-diesel-innovativnachhaltig www.adac.de/verkehr/tanken-

www.edi-hohenlohe.de/xtl-info/care-info

kraftstoff-antrieb/benzin-und-diesel/care-diesel

CARGOTIME 2/2022
 ∴

Transported – at a tearing

CargoLine and the Upper Austrian logistics company Englmayer have been cooperating in a spirit of trust for almost 20 years. The awardwinning international partner cultivates business relations in particular with Eastern European countries.



reath-taking speed, roaring engines – this, too, can be part of the modern logistics world. In the spring of 2019, the Englmayer Spedition freight forwarding company in Wels, Upper Austria, received a "racy" order: the world-famous motorbike racing company KTM from Mattighofen, an hour away, urgently needed deliveries and collections of the powerful prototypes in the MotoGP class at the World Motorcycle Championship. Spare parts, accessories and fan merchandising had to be delivered "just in time" directly to the racetracks across Europe: to Spain, through France to Italy, the Czech Republic, Austria, England, San Marino and back to Spain again. Englmayer organised the scheduled transports and intermediate storage arrangements through the CargoLine network to wonderful effect – not only to the joy of the customer, but also to the KTM fan community.

In the heart of Europe

Austria has one of the best and most state-of-the-art road systems in Europe. Four of the most important European transport corridors intersect here. If the "Trans-European Network - Transport", in short TEN-T – a multimodal transport network of rail, road, waterways, terminals and airports as envisaged by the EU – should essentially become a reality by 2030, the centrally located country in the Alps will assume even more importance. Englmayer Spedition is all too aware of this. It had already begun to consolidate and expand



Logistics – totally personal

its transports to the neighbouring Eastern European countries before Austria's accession to the EU in 1995. After eastward enlargement of the EU in May 2004, this development was mightily boosted, which in turn led the expanding logistics company to now be represented in the Czech Republic, Slovakia, Bosnia, Serbia, Romania, Hungary, Croatia and Slovenia with their own solid country organisations.

The forward-looking transport experts had already joined the general cargo alliance one year before. Christian Bamminger, responsible for network coordination as well as for managing Germany and the Netherlands at Englmayer, describes it as follows: "Having access to a well-developed partner network



makes sense and is necessary for us in terms of time – especially in the so-called DACH region (German, Austria and Switzerland). In addition to the daily connections to and from

≫ CargoLine is an

ideal network of

partners for us. «

Christian Bamminger

Germany and Europe, it is very important for us to be able to apply clear IT structures and uniform handling processes with consistent standards. CargoLine provides all of these. The communication and track-

ing platform "Cepra" is also unparalleled in terms of its simplicity of operation and in terms of its scope."

Tradition and modernity

What began in 1858 with two horses pulling barrels behind them evolved to become the "Speditions-Bureau der k.k. österr. Staatsbahnen" (translated loosely as the "freight forwarding office of the royal Austrian state rail") and the "Agentur des Hauptzollamtes Wels samt Eilgut-Expressdienst" (the "Agency of the Wels main customs office with express freight service") around the turn of the century. In 1915, the largest business volume to date was achieved with 24 horses. Today, they own well over a hundred trailers and trucks, each with several hundred horsepower under

the bonnet. As an independent family-run business, however, the company remained true to its tradition for a long time: the last horse was only sold in 1966.

The high level of growth, particularly in the countries of Eastern Europe, has seen major increases in sales revenue in recent years. The share of private customer deliveries grew during the coronavirus pandemic from previously two percent to a double-digit percentage of the total volume. The company slogan "Logistik ganz persönlich" – the English version is "Logistics – totally personal" – refers to Englmayer's flexible loading and individual service in the B₂B sector, but has acquired a fitting additional meaning along the way. Englmayer has positioned itself as a sustainable company with responsibility towards the environment, society and the economy. Operational processes are certified according to ISO 14001 ecological standards and are regularly analysed and optimised. A biomass heating system, its own generation of electricity from hydropower and photovoltaic systems, the use of liquefied petroleum gas trucks for general cargo and the consistent

renewal of the company's own vehicle fleet complement the overall picture.

The company regularly offers young talent interesting and secure apprentice positions as

forwarding agents or, after graduating from high school, as DA (Dual Academy) "Logistics Management" professionals. Digitalisation in logistics is picking up speed dramatically. That is why Englmayer promptly decided to support the digital freight forwarder Cargoboard, which was founded in 2019 as a CargoLine subsidiary. The Austrians are now helping to develop this young start-up in their own country, too. "We see great potential here and chiefly expect to see a foray into a new market segment," says Bamminger.

International partner of the year

With so much business success, increased networking, a high level of service and responsible company management, it's no wonder that Englmayer was able to land second place in the international CargoLine partners' performance ranking in March of this year and has twice in previous years also ranked first. Christian Bamminger is delighted to be receiving the recognition, all the more so because for years he has also been passionately involved in the network's International working group. In his opinion, CargoLine "has developed into the most important general cargo cooperation in Europe." Yet since it is a German initiative, it is also understandable that "German thinking" influences the processes and decisions at times. He therefore sees it as his task to introduce the perspective of an international partner at the meetings to thereby also stimulate "a discourse that encompasses other perspectives." The Managing Director for International Affairs Bernd Höppner gladly accepts the impulse, saying that "it's good if a partner is able to keep things real. It's the only way we can offer our customers a consistently improving service."

Englmayer in figures

700 employees

26

trainees/academics in dual study education programmes in Austria

21

branches in 10 European countries, 5 branches in Austria

7

foreign subsidiaries, of which 3 are CargoLine partners (Croatia, Slovenia, Hungary)

2.85

million shipments annually

85,000

square metres of logistics space

170

million euros in annual turnover

100

trailers in European long-distance transport, 700 trucks for distribution in local transport and 390 swap bodies

www.englmayer.at

Interactive shipment management: new helpful services for shippers

In the year 2022 alone, CargoLine is investing a six-figure sum in the expansion of portal.cepra.de, its cross-partner customer platform. The most noticeable outcome has been that more and more so-called microservices are emerging. They allow shippers to conveniently and time-effectively manage their transport orders and customer accounts at a single location and to seamlessly communicate with "their" CargoLine partner.



on't you just love not being able to find that one specific document? Or having to retrieve information from documents stored in several different digital locations? Especially when you have a customer on the line who desperately needs information about when their order is due to arrive – or when you as a shipper yourself have a question about transportation costs or your pallet account.

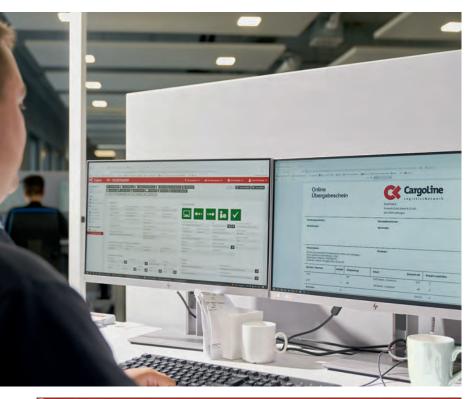
In instances like this, portal.cepra.de can help: what CargoLine set up in 1999 purely as an online shipment tracking tool has expanded particularly in the last five years to become an extensive digital customer portal. Manufacturing or trade companies stand to benefit from this in two respects: firstly, they find numerous individual processes consolidated on one platform. And secondly, with the services provided they can score points with their own customers — no minor feat in times of Internet ratings, even in the B2B sector.

Less effort thanks to microservices

Upon being provided access from the appropriate CargoLine partner, Cepra grants shippers the following functions, to name just a few:

More precision: Estimated Time of Arrival (ETA) provides information about how many stops are needed before the delivering truck arrives at the recipient's address. If the delivery is delayed due to traffic conditions or other obstacles, the forecast is automatically

- adjusted. Commercial customers in particular gain process reliability as a consequence. End customers in turn can better coordinate the receipt of their delivery with other activities they have that day.
- > More clarity: document management allows, among other things, tariffs, invoices, contract documents and delivery receipts to be saved and viewed.
- > Information 24/7: a tariff calculator allows customers to determine the transport costs of a consignment on the basis of their current customer conditions, around the clock every day.
- **> More transparency:** access to the pallet account and the option of communicating directly regarding the status.
- ➤ More safety: performance of automatic dangerous goods and compliance checks.
- > Fast help: integrated complaints and claims management
- > Seamless communication: the exchange of information between CargoLine partner and customer can be moved to the portal. This means that a shipper will find all the e-mails and information about a consignment in one place and doesn't need to switch between different applications.
- > More convenience: order logging directly in the portal and the connection of an order with the related consignment tracking.
- ➤ More environmental protection: provision of CO₂ footprint per consignment and soon the option of off-setting this via a third-party partner like atmosfair, too.





> Plus points for supplier assessment: the customers have the option of running statistics about their transports, such as transit times and damage rates, and use this to underpin their reputation as reliable suppliers.

Everything at a glance

An extended rights management system has recently been introduced, too. This allows shippers to flexibly manage all consignments in a single account, whether this be distribution, procurement or receipt. It's particularly interesting for companies that have a business relationship with other CargoLine customers. Where a company previously required several Cepra accounts in this kind of situation—one for the transport orders that it itself commissions, one as a supplier for another

network customer via its CargoLine partner, and in some cases yet another as recipient of consignments from a third shipper within the cooperation – it now only requires one single account for all of these transport orders. All relevant data can be viewed by both the consignor and the recipient at any time. This provides both parties with a greater level of security in the processing procedure.

"With Cepra, we are offering a platform that displays all the processes of a supply chain. And the portal is just as substantial or lean as the user needs it to be," says Heinz-Peter Beste. He is not only a management board member of the CargoLine shareholder Koch International, but also heads the cooperation's IT working group. As such, he shares responsibility for the conception and design of the portal, which is worth a six-figure sum

to the network alone in this year. "What sets CargoLine apart is that we as an association of medium-sized companies make things happen in terms of content and finances in a way that only few general cargo alliances in this country can," he adds with some pride.

Those who want to can even carry over information such as the consignment status to their own IT systems in real time via an interface (API, Application Programming Interface). This is of particular significance for customers with large shipment volumes.

Endless possibilities

In order to further increase benefits and service for shippers, additional functions are already in the making, for example:

- > Integration of other business areas such as sea freight, which will be offered across the network under the name "SeaLine".
- > When entering orders, the software will be able to recognise whether a similar order has already been entered in the past. If this is the case, the system automatically suggests similar data, which, if correct, can be carried over
- ➤ A joint payment management via the platform for CargoLiners and their customers.

"The needs of shippers and recipients as regards the scope of and access to information have changed drastically in recent years. Accordingly, we are not only rapidly developing new and useful applications for the portal, but are thinking beyond the here and now as well. We were one of the first general cargo forwarders, for example, to be able to offer its customers ETA, information about when the consignment would be due to arrive," Sebastian Grollius, Head of IT at the CargoLine's system headquarters, says with a smile. He is consistently expanding Cepra with Peter Beste and the IT working group. He is currently preparing the next major step, which, once finalised, will mean that customers will no longer have to take action to request the status of their consignment or place an order.

Curious? Then you can already look forward to the spring edition of CargoTime, in which we'll be introducing this exciting new function. ❖

Transport logistics. Contract logistics. Right across continents. One of our partners is never far away.

> German postcodes starting with 0...

L. Wackler Wwe. Nachf. GmbH 01723 Wilsdruff

Finsterwalder Transport und Logistik GmbH o6112 Halle/Saale

Franz Transport GmbH 07580 Ronneburg

> 1...

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> 2...

Sander Logistics GmbH 21129 Hamburg KG Bursped Speditions-GmbH & Co. 22113 Hamburg Sander Logistics GmbH 25524 Itzehoe CargoLine Apen c/o CargoLine GmbH & Co. KG

BHS Spedition und Logistik GmbH

> 2

28197 Bremen

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HARTMANN International GmbH & Co. KG 33106 Paderborn

Erich Schmelz GmbH & Co. KG Internationale Spedition 34123 Kassel

John Spedition GmbH 36124 Eichenzell

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Rhenus Freight Logistics Mönchengladbach GmbH

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BTG Feldberg & Sohn GmbH & Co. KG 46395 Bocholt

Rhenus Freight Logistics GmbH & Co. KG 47229 Duisburg

Heinrich Koch Internationale Spedition GmbH & Co. KG 49090 Osnabrück

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CargoLine Polch

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Schmidt-Gevelsberg GmbH

Internationale Spedition 58332 Schwelm

Rhenus Freight Logistics GmbH & Co. KG 59425 Unna

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CargoLine Karlsruhe

c/o CargoLine GmbH & Co. KG

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Streck Transportges. mbH 79108 Freiburg

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Kochtrans Patrick G. Koch GmbH

85375 Neufahrn

CargoLine Gersthofen

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Noerpel Kempten GmbH

87437 Kempten

Noerpel Baienfurt GmbH

88255 Baienfurt

Honold International GmbH & Co. KG 89231 Neu-Ulm

> 9....

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Streit+Co Internationale Spedition GmbH 93083 Obertraubling

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Cargomax SIA LV-1012 Riga

Nortrail – Norsk Trailer Express AS N-0614 Oslo

Van Duuren Districenters B.V.

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PT-2671-901 Loures (Lisbon) Lusocargo-Transitários SA

PT-4470-777 Maia (Porto)

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