

# CargoTime

CUSTOMER MAGAZINE OF  CargoLine



**Systematic protection**

## How logistics companies ensure safety



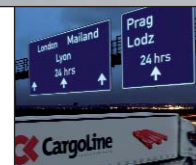
How an old tradition provides economic growth in Eastern Germany [▶ Page 10](#)

**Flexibility is key**



How Cargoline makes the best of the current economic situation [▶ Page 16](#)

**Using opportunities**



How general cargo reaches London, Lyon and Lodz overnight [▶ Page 15](#)

**Europe in just one day**



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## Dear Readers,

We seem to be surrounded by bad news at the moment and the crisis has left its scars on the logistics sector, too. However, we do not believe this is cause for panic measures. Instead it should focus our minds even more closely on the many strengths of CargoLine and the strategic direction we intend to follow into the future. You can read the conclusions that my deputy, Peter Köster, and I have reached on pages 16 and 17.

The global web of transportation routes and data connections is "delicate, brittle and in need of protection" as the weekly newspaper DIE ZEIT wrote following the Mumbai terrorist attacks in December 2008. We have long been working on solutions to everyday security problems for precisely these reasons. One consequence of our considerations is that CargoLine has become a member of s.a.f.e. This organisation supports logistics providers in developing preventative risk management systems. As well as its consulting services, s.a.f.e. also offers certification, which will be completed for all CargoLine partners by the end of the year (page 4 ff.). On page 18, we deal with another very different everyday safety aspect – namely secure loading of shipments.

We have dug up a few surprising facts about Mecklenburg Western Pomerania. The state where tourists now relax and recharge their batteries used to be home to a thriving mining industry that extracted brown haematite. The first ironworks was built in the area as early as 1753. There are more details about the Baltic region and what our partner Sander Spedition is doing with the steel and stainless steel products manufactured there on page 10. Hermann Maier Spedition KG in Singen transports a completely different kind of cargo to over 30 countries – sweets and instant teas manufactured from aromatic Swiss herbs (page 8). All these goods can, of course, be transported using our new service NightLineEurope NextDay (page 15).

I hope you enjoy the latest edition of CargoTime!

**Jörn Peter Struck**  
(Managing Director)

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# Systematic protection

Freight forwarders manage the flow of goods around the world. Yet the global economic system is becoming increasingly vulnerable. Only those businesses that can protect their logistics against criminality and terrorism are capable of surviving in the long term. CargoTime explains why security is a critical factor in sustaining success and highlights the important aspects of risk management in the international movement of goods.

► Whether from pirates off the coast of Somalia, demonstrators at Bangkok Airport or terrorists in the centre of Mumbai – the headlines of recent months have shown that “the network of economic globalisation – that web of transportation routes and data connections linking factories, population centres, transport nodes and sources of raw materials – is delicate, brittle and in need of protection.” This was the clear message from the German newspaper “Die Zeit” as it recently described the current situation. Not that this message is really new information. The calls for protection have been growing ever louder, certainly since the attacks on the World Trade Centre. The result: a host of drastic security guidelines. And with them, the costs and time involved in logistics have also grown.

#### Protection against terrorism: A sword of Damocles?

The best examples are the anti-terrorism directives issued by the EU (see CargoTime 1/2006). According to these regulations, all companies – including freight forwarders – must check the name and address of every sender and recipient as well as every invoice address for each consignment against a so-called “blacklist” in order to avoid any contact with suspect persons, companies or organisations and also stop the consignment if appropriate. In the sector jargon this is known as “compliance”.

Failure to comply can result in jail sentences of up to 15 years, fines of up to 500,000 euros, a drastic restriction on business activities and the risk of being included in a blacklist oneself. “Without sophisticated, continuously updated software we would be unable to comply with these extreme anti-terror requirements,” says Jörn Peter Struck, Managing Director of CargoLine. “The software application in question saves us and our customers a great deal of work.” At lightning speed, it compares all addresses

with the latest boycott lists produced by the EU and even takes into account different spellings and typing errors. “This is the only way for us to find the needle in the haystack,” says Struck.

While the penalties were formulated quickly and unambiguously, many aspects of the practical implementation of the directive have still not been solved today. Consequently there are recurring problems – for example, in the transcription of Arabic names or simple mix-ups. “Now and then our compliance software actually does throw something up,” says Struck. “Fortunately these are usually just misunderstandings due to incomplete address data.” But what if it is not a misunderstanding? What happens to the goods? And who is liable for claims for damages? To this day, the EU has still not provided answers to these types of questions.

The Hamburg Logistics Initiative – which includes the Bursped group (a CargoLine partner) among its members – has decided it will no longer accept this state of affairs. It recently founded the “Supply

Chain Security” working group that formulates suggestions for easing these legal standards. This is because compliance with the anti-terrorism regulations is virtually impossible for small and medium-sized companies. And not just for them. The port of Hamburg, which handles a remarkable ten million containers each year, is also in danger of being paralysed due to the high costs and time involved in checking address data.

#### How to save time and money with bureaucracy

The World Customs Organisation, however, shows that bureaucracy can have its positive sides. It wants to improve general conditions for modern risk management in order to secure international supply chains more effectively. The central element of their initiative is the introduction of the “Authorised Economic Operator” (AEO) status – see CargoTime 2/2008. Companies that attain this status are considered particularly trustworthy and profit from a wide range of customs simplifications as well as faster registration procedures and less frequent checks of goods and documentation.



Compliance software such as the one used by CargoLine checks the name and address of every sender and recipient for each consignment against a so-called “blacklist”.

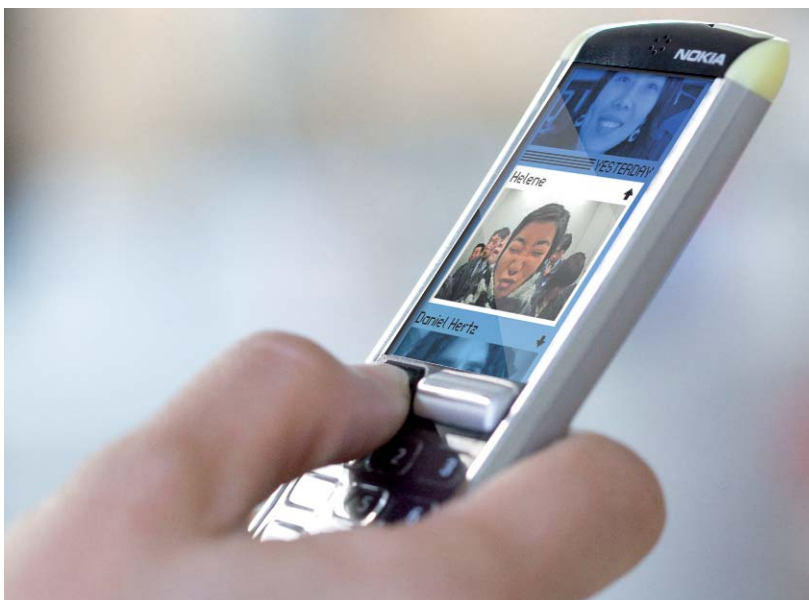
Companies based in the EU have been able to apply for the AEO status since the start of last year. However, only a few have so far taken advantage of the opportunity. This is probably due to the high standards required. For example, any company aspiring to an AEO-F certificate – the most comprehensive form of this status – not only has to document that its books are kept properly and prove its solvency but also meet a large number of security standards.

Six CargoLine partners have already been awarded such an AEO-F certificate: BHS in Bremen (Germany), Brigl in South Tyrol (Italy), Koch International in Osnabrück, Nellen & Quack in Mönchengladbach (both Germany), Rotra in Doesburg (Netherlands) and Schäfflein in Röhlein (Germany). Twelve are currently applying for the certificate. “Our customers in international goods management rely on having extremely reliable partners who save them time and therefore money,” explains Struck.

### More than a step ahead

The early installation of compliance software and application for AEO status are just a few examples of how CargoLine is taking the initiative. Training courses in securing loads and transporting hazardous substances as well as voluntary lead sealing of all direct, truck-meets-truck and hub transports also contribute to the security package for the network. This is supplemented by the modern CEPRA II track and trace system, an Internet-based service that allows customers to localise their packages in real-time.

And that is not all. For example, the CargoLine partner companies most recently joined “s.a.f.e.” – a “security and action group for enhancing security in the freight forwarding industry” (see interview on page 7). This organisation supports providers of logistics services in developing a preventative risk management strategy to minimise the dangers of theft, robbery or fraud.



s.a.f.e. adds an extra ounce of security to the transport of coveted items such as mobile phones.

The action group also conducts its own investigations. Only recently it uncovered illegal sales of pallets and mesh pallets worth more than 100,000 euros. “Crimes of this nature are far more common in the general cargo sector than terrorism – a topic that is often used to play on the fears of people,” says the Managing Director of CargoLine raising his concerns.

### Especially high security level

As well as competent consulting services, the action group offers certification to its members, which also simplifies the acquisition of AEO status. During this procedure, s.a.f.e. first analyses potential weak spots in the freight forwarder’s operations – every aspect of security is put under the microscope from the company premises and office buildings to the trucks, warehouses and hubs to security measures relating to the organisation and its personnel. Processes such as loading and unloading, compulsory inspections and documentation are subjected to intense scrutiny. Participants must answer a total of approx. 90 questions – many of them “K.O. questions” – for example, if just an alarm system is missing, no certificate will be awarded.

Amm (Nuremberg), BHS (Bremen), Jeschke (Hamburg), Köster & Hapke (Hanover), Schmidt-Gevelsberg (Schwelm) and Wackler (Göppingen) have already been certified by s.a.f.e.; Bursped in Hamburg as well as Nellen & Quack (Mönchengladbach) hold the trump cards with prestigious “s.a.f.e.-plus” certificates, which other CargoLine locations are due to receive soon. This even more stringent certification is for logistics facilities, which primarily provide services for valuable goods and are therefore attractive to thieves. These require an even higher level of security and have to fulfil even more precisely defined criteria during the course of the s.a.f.e. audit, e.g. their video monitoring system must record at 1.25 images per second and the memory capacity should be adequate for at least 30 days.

It is good to know that by the end of the year all German CargoLine partners will be certified according to s.a.f.e. or s.a.f.e.-plus. Our network will then have made another contribution to making transportation just that little bit more secure. ♦

# Playing it s.a.f.e.

They want to leave crime out in the cold – that is why the 45 German CargoLine locations have joined s.a.f.e., the “security and action group for enhancing security in the freight forwarding industry”. Alex Kotsiwos, knows exactly how to counter the risks facing the transportation sector.

## ► Mr Kotsiwos, what are the annual costs of crime to the freight forwarding industry?

According to a study conducted by the EU, crime cost the sector approx. 8.25 billion euros in 2004 and Germany accounted for around 1.5 billion euros of this total. However, the real figure is almost certainly much higher as many cases go unreported and are therefore not recorded in the statistics. In 2009, the damage will again be in the billions as the threats are growing. Another factor is that many providers face significant cost pressures and are trying to save money in the area of security as a result.

## What is being stolen and who are the thieves?

Anything for which there is a ready market. Consumer electronics are a prime area but also tyres, textiles or metals. Sometimes whole vehicles including the trailers simply vanish. The thieves can be from outside but are sometimes employees of the company itself. Usually they are well organised, work extremely quickly and are highly intelligent. They apply for positions as drivers or warehouse personnel to prepare and execute their crimes. So not only does opportunity make the thief, but the thief makes the opportunity.

## Can you name us some of the typical weaknesses?

There are many – they can be in buildings, technology, personnel or the organisation. For example, inadequate checks at interfaces such as the accepting of consignments are a classic problem. Trucks, on the other hand, often lack alarm and GPS systems –

and some companies still operate vehicles covered with simple tarpaulins that can easily be slit open.

## How can companies protect themselves?

By using modern vehicles, alarm and fencing systems, video surveillance, precisely defined access regulations for personnel and vehicles, good lighting of outdoor areas, clear rules for keys and identity documents. Good security personnel who know everybody are also important as are reliable people responsible for conducting inspections, e.g. when lead seals and goods are scanned. Furthermore, office areas and IT systems require special protection to prevent business crime and sabotage.

## “Barcode matching” is a new innovation in video surveillance. What is this precisely?

This system links scan data with video images. So you can see from the video sequence precisely who scans the barcode

## ALEX KOTSIWOS



Alexander Kotsiwos spent 17 years in the police force. Today he is the Managing Director of SSD SAFE-Services

Deutschland GmbH. s.a.f.e. stands for “security and action group for enhancing security in the freight forwarding industry” and strives to optimise security in logistics.

of a consignment for a specific recipient and when this happens. It is possible to track and trace the state of the packages precisely.

## How do you support freight forwarders?

In the ideal scenario, we implement a complete security cycle. First we analyse the weaknesses, then we develop an individual security concept. In addition, we conduct a large number of further inspections – for example, at the interfaces I mentioned earlier. Our work also covers preventative measures, which are among the most important and cost-effective tools at our disposal. Furthermore, we inform and train personnel – especially drivers for whom we offer special training courses on how to behave during robberies. After all, criminals today use every tool available to them: they jam mobile communications, wear false police uniforms, jump onto moving trucks or stage fake accidents. Our training courses have actually saved the lives of some drivers! And their goods as well, of course.

## The German CargoLine partners are currently being certified by s.a.f.e. or have already received their certification. How do they and their customers benefit?

Freight forwarders reduce their level of losses and comply with the legal regulations for the prevention of terrorism. At the same time, they are building an important foundation for retaining market share and improving their image. Their customers profit because both their data and goods are now optimally protected by a reliable partner: consignments are delivered with the greatest possible precision – the ideal basis for keeping delivery promises. ◀



# Ready for lift-off with Swiss alpine herbs

The family-run Swiss company Domaco Dr. med. Aufdermaur AG is a specialist in transforming high quality herbs into sweets and instant teas. Hermann Maier Spedition KG is the freight forwarder responsible for delivering these delicious aromatic products to 30 countries on every continent via the CargoLine network.

► The smell of a Swiss meadow in spring is incomparably fresh and fragrant. Peppermint, primrose, lungwort, plantain and ribwort, marigold and yarrow flourish in profusion. Every year in early April, the herb farmers begin large scale cultivation of these plants. The harvest continues into September throughout the various regions of the alpine state. Most of these plants are traditional medicinal herbs and have been in use for hundreds of years. Nearly 500 tonnes of dried herbs find their way annually into teas and concentrated extracts. Some of this harvest is used in the fine herbal lozenges, pastilles and instant teas manufactured by Domaco, the long-established company based in the town of Lengnau.

## The inventor of tea granules

About 40 years ago Alfons Meier, the company's Managing Director at that time,

invented instant tea. This unique granular product is manufactured using a special process. Dextrose or sugar is coated with herbal extracts or fruit concentrates. Together with other ingredients such as black or green tea and citric acid, the solid mass is moistened slightly and formed into granules. The gentle drying process lasts just two minutes and takes place in a stream of air at 50°C. "We dry the product on a vibrating conveyor belt. The granulate is blown into the air backwards, turned and dried in mid-air," explains Bernhard Vogt, Domaco Sales Manager. This increases its physical surface area, completely homogenises the product and makes it instantly and completely soluble in hot or cold water or milk. No additives are used in the production of this environmentally friendly and natural production process.

Domaco was founded in 1922 and acquired in 1962 by Alfons Meier and his wife. From an initial workforce of just 15 employees, the family-run company has grown to employ around 200 staff today. It also develops and manufactures a wide range of products on behalf of other companies. Its own brands are sold in many German supermarkets and chemists under the names Vitalp, Dr Doolittle's, Belart and Tiki. In 1982, the company relocated to Lengnau in the canton of Aargau and expanded its production area to more than 15,000 square metres in 1993 and 2004. Here the com-

pany employees granulate, agglomerate, mix and make instant components for drinks, press tablets, conjure up premium quality jellies from aromatic fruit juices, boil, pour and shape sweets and soft pastilles. Demand for these Swiss specialities is strong. Domaco has customers in more than thirty countries around the world – so well-designed, professional logistics are essential.

## A traditional company with global contacts

For more than 17 years, Domaco has entrusted the transportation of its products almost exclusively to Hermann Maier Spedition KG in Singen – one of the pioneers of the German freight forwarding industry. This long-standing family company was founded by Hermann Maier as early as 1927. In 1995, it joined CargoLine and one year later became a shareholder in the alliance. Its modern fleet of vehicles meets the very highest standards: rigid trucks with tail-lifts for local deliveries, articulated trucks with sliding roofs for loading with cranes and truck-trailers for attaching swap bodies. The majority of the vehicles meet the very latest technical stan-



## DOMACO

Domaco Dr. med. Aufdermaur AG is a family company founded in 1922 and based in the Swiss town of Lengnau. It produces herbal sweets and instant teas marketing them both under its own brands and on behalf of other companies. Approx. 200 employees serve a market that spans thirty countries around the world. [www.domaco.com](http://www.domaco.com)



dards and produce minimum emissions in accordance with the EURO 5 norm.

Each day, over 70 transports leave the freight base as they depart on their journeys around the world. For European deliveries, the company uses the system transports provided by the CargoLine network with its partners in the alliance. The Swiss manufacturer of herbal teas understands the value of this service as its logistics are all based on the “just-in-time” principle, explains Thomas Frey, Supply Chain Manager at Domaco. “If our customer in England requires tea granulate on 11 February, we start the production process on 6 February and Maier picks up the finished goods on 9 February. This means we need no warehouse facilities.” The confectionary tins are also delivered twice a day in the final customer layout including labels. The tins of tea are packed on europallets and loaded by the freight forwarder, who also handles all further processing and customs procedures.

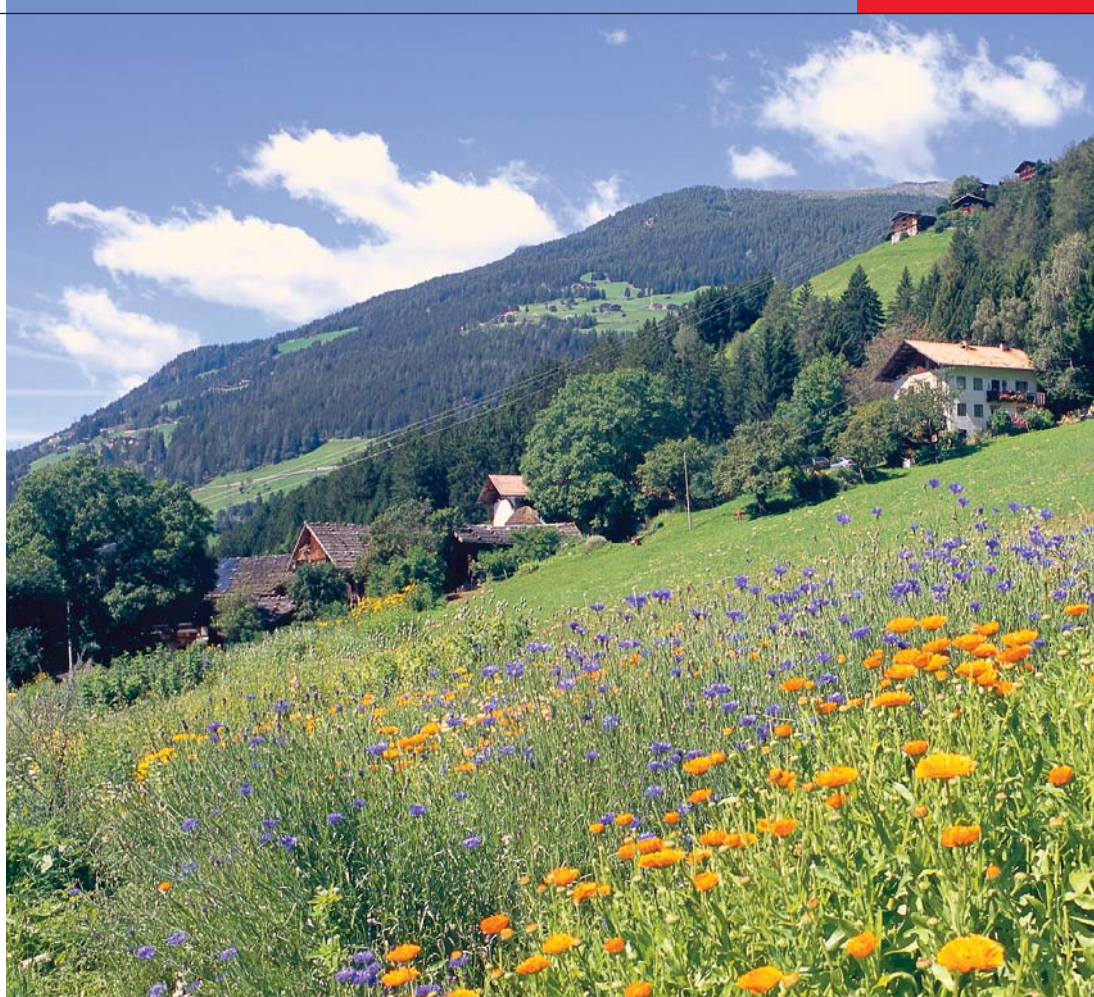
### A partnership of equals

The service provided by the Maier family business in Singen leaves the company operated by the Meier family in Lengnau satisfied in every way. “Occasionally we used other freight forwarders,” says Frey, “but we were not particularly pleased with their service as they did not understand our company philosophy. A freight forwarder is also our representative to the customer – like a calling card – so using the right partner is extremely important to us.” This is why the company has expanded its partnership with Hermann Maier Spedition KG to cover the whole of continental Europe. “We work together as equals, almost like a family relationship. We communicate quickly and effectively; nothing is put off until later.”

With so many interests in common, it was a simple task to persuade the freight forwarder to set up a consignment warehouse

for Domaco in Singen. Another warehouse will soon open in France, which ensures that customers throughout Europe will receive their deliveries with even greater punctuality. However, for Spedition Maier true partnership also includes responding with unconventional help during unforeseen emergencies. Production Manager Jens-Peter Michel remembers an incident that took place two years ago: it was a weekend and the worm gear on a kneader at Domaco had failed. “We picked up the part on the Friday evening and took it to Germany to be repaired. The spare part was in Switzerland by the following Monday and production continued smoothly.” Thomas Frey, too, emphasises the high quality service. “Last year we had a major tea sales drive in Germany with 700 pallets. We completed production sooner than planned and had to order six additional trucks from Spedition Maier at short notice. They had to reach us within hours or we would have had no storage space left.” In future, Spedition Maier will also take on a significant portion of order picking for Domaco. This will allow us to provide our customers with even more flexible service and eliminate the need to purchase a whole pallet. “It takes us even closer to the market,”

says Frey. “By the way,” he notes, “the sales drive was for our “Relax & Good Night Tea”, a calming blend of herbs.” When the campaign was over, the telephones at Domaco simply did not stop ringing. “People wanted to know where they could buy the tea because they couldn’t sleep as well without it. So we have introduced it into our standard range in Germany.” Now, at last, these customers can sleep peacefully once more. ◀



### SPEDITION MAIER

Hermann Maier Spedition KG is based in Singen and was founded in 1927. Together with its central logistics centre in Singen, it also operates further branches in Germany and Switzerland. The main business areas of this traditional family-run company are national and international general cargo as well as contract logistics. It has been a member of the CargoLine alliance since 1995 and a shareholder since 1996. [www.spedition-maier.de](http://www.spedition-maier.de)

# With flexibility through the crisis

These days, Mecklenburg-Western Pomerania is better known for its tourism industry than for its industries. Yet the products manufactured by Torgelower Metallwaren GmbH are used throughout Europe and overseas. CargoLine partner Sander Spedition in Rostock is responsible for the rapid and flexible delivery of these products.

► Good news is scarce these days. And yet it is out there: in the small town of Torgelow on the shores of the Szczecin Lagoon in Mecklenburg-Western Pomerania close to the border with Poland. This peaceful, secluded town with a population of 11,000 is home to Torgelower Metallwaren GmbH, which has been working away quietly, building its own success story since 1991. The contract manufacturer produces steel, stainless steel and aluminium parts for global companies such as ACO Group in Rendsburg, J. Eberspächer in Esslingen and Wolf Klimatechnik in Mainburg including brackets for vehicles, fastening elements for solar modules, accessories for wind turbines and gutters for the construction industry.

The company is not suffering from a lack of orders. "In the last few months, business has slowed down a little, but overall our order book is well-filled," explains the company's relieved Managing Director, Bernd Petzel. On the contrary, the company has just put its new production hall into operation. Altogether, it now has more than 3,000 square metres of production area at its disposal. The large number of orders the company was receiving made expansion a necessity. "Certainly our orders for the automobile industry have fallen," Petzel admits. "But on the other hand we offer such a wide range of products for a variety of industries, and especially for the rapidly growing green technology sector, that we

can compensate for the decline in that area with expansion in others."

## Entrepreneur overnight

Nobody could have predicted this success when the company was founded in 1991. Until then Torgelower Metallwaren had been part of the state holding company "Fortschritt Landmaschinen", VEB Sirokkogerätewerk Neubrandenburg, Plant Section Torgelow. The factory, whose heaters made history as parking heaters for the Trabant car, was considered uncompetitive after reunification. The Torgelow part of the state holding company was re-privatised, a step that resulted in new companies such as Torgelower Metallwaren and Eberspächer Heizgeräte Torgelow. Bernd Petzel has never had any second thoughts about his leap into cold water and has all but forgotten the difficult beginnings.

Initially, Petzel faced the competition with a team of eight employees; today the company has a staff of 50 and achieved sales of 5.1 million euros in 2008. Its customers are primarily based in Southern Germany and the state of Schleswig-Holstein; its steel and stainless steel products are also highly regarded in other European countries, especially France, the Netherlands and Austria. Overseas markets such as Brazil and the USA, where green technologies are in great demand, promise well for the future.

## Flexibility above all

As well as its broad range of products and well-trained employees, Torgelower Metallwaren's greatest asset in surviving in this difficult competitive market has been its flexibility. "Processing steel and stainless steel has a long tradition in Torgelow. The state of Prussia established an ironworks here as early as 1753 after brown haematite was discovered in the area," says Petzel explaining the existence of a big metals industry. Brown haematite is hardened sediments such as sand, clay or silt with a metal content of up to 45 percent. It lies close to the surface and used to be mined in Torgelow using pickaxes and spades.

"We decided at an early stage to specialise in small- and medium-scale series production. We can react very quickly, by which I mean between three and four weeks, to new production requirements or custom products – for standard products the

## TORGELOWER METALLWAREN GMBH

Founded in 1991, the contract manufacturer of mountings, anchoring clips, gutters and more from steel, stainless steel and aluminium has achieved growth rates of between five and ten percent each year of its existence. It supplies industries such as civil engineering, air conditioning technology and the automotive sector as well as manufacturers of biogas, solar and wind power plants. In 2008, its 50 employees achieved sales of 5.1 million euros.  
[www.torgelower-metallwaren.de](http://www.torgelower-metallwaren.de)





response time can even be less than two weeks. That gives us a clear advantage over large companies,” adds Petzel. The company also manufactures its own tools. Due to this extensive range of equipment it has a widely diversified base and can even satisfy unusual requests from its customers.

### Service round-the-clock

Flexibility and speed are two of the characteristics the company also expects from its transport and logistics provider. “With our backs to the border and all of Germany stretching out in front of us, our freight forwarder has to compensate for the difficulties of our location,” says Petzel. This disadvantage poses no difficulties for Sander Spedition from Rostock. Its trucks arrive every day in Torgelow to pick up products and feed them into the pan-European CargoLine general cargo network. Sander handles overseas orders through its CargoLine partner Bursped in Hamburg. Collections take place round-the-clock fitting in with the production schedule of three-shift operation. An hour before collection, Sander often does not know what quantities the customers of Torgelower Metallwaren have ordered or which destinations have to be served. This demands a high degree of flexibility from the freight forwarder, which also handles the empties.

Bernd Petzel and Frank-Jörg Lewerenz, Sales Manager at Sander Spedition, have

been working together for years. “People from Mecklenburg are typical Northern Germans: they express themselves sparingly at first and are somewhat distant to strangers – but are intensely loyal once they come to know you,” smiles Lewerenz. The close relationship has certainly been cemented by the uncomplicated way the team at Sander Spedition responds to tricky situations. “Two years ago, Torgelower Metallwaren had an urgent special order for a construction site in Bavaria. However, there was a mistake in the delivery address we had been given so the metal parts had been delivered to the wrong site just before building was due to begin. We moved heaven and earth to locate the missing parts and get them to the right construction site within just a few hours,” remembers Lewerenz.

### Big plans

In 2009, the contract manufacturer intends to concentrate more closely on the green technology sector and further increase its share of the global market. So it is fitting that since August 2008, Sander Spedition has also been environmentally certified as a member of the CargoLine alliance in accordance with DIN EN ISO 14001. Two new services have recently been introduced which also benefit customers of Torgelower Metallwaren in the European market: NightLineFix, delivery on a precise day to a location specified by the customer, and NightLineEurope NextDay for overnight

delivery of consignments to many of Europe’s regions and industrial centres.

“Sander Spedition is a medium-sized company and as uncomplicated as we are. It is a dependable partner with whom we can work together constructively,” concludes Petzel. The two companies are currently considering how they can extend their partnership from pure distribution to pan-European procurement. ◀

## HANS SANDER GMBH & CO. KG

The most northeastern CargoLine partner operates a three-shift general cargo handling, procurement and distribution service. It guarantees delivery in Mecklenburg-Western Pomerania and Northern Brandenburg within 12 - 24 hours and throughout Europe within 24 - 96 hours. 36 employees operate the 4,400 square metres warehouse and cargo handling area. The owner-operated company is certified in accordance with DIN EN ISO 9001:2000 including the HACCP concept and is also 14001 certified. The company is additionally preparing for s.a.f.e. certification, which will be completed by the end of the year.  
[www.sandersped.de](http://www.sandersped.de)

## An enviable image

► Every October, the whole logistics sector holds its collective breath as it awaits the results of the image rankings produced by the journal "Logistik inside". In 2008, CargoLine again had plenty of reason to celebrate. Repeating the feat of 2007, it was the only general cargo alliance to achieve a Top 10 position in the category "Freight Forwarding & Contract Logistics". Only eight large companies from a total of 28 logistics providers in this category collected more points than CargoLine.

The rankings analyse the image and brand recognition of some 100 leading providers of logistics products and services in Germany. They are the results of a survey conducted for the journal by the market research institute TNS Emnid from Bielefeld, which gathers information annually from 300 logistics decision-makers in German industrial and commercial companies (customers and non-customers). ◀

## In CargoLine we trust

► Six CargoLine partner companies – BHS (Bremen), Brigl (Bozen, Italy), Koch International (Osnabrück), Nellen & Quack (Mönchengladbach), Rotra (Doesburg, Netherlands) and Schäfflein (Röthlein) – have already been awarded the prized AEO-F certificate (Authorised Economic Operator) since its introduction in 2008. The certificate identifies the freight forwarders to business partners and international customs authorities as authorised economic operators and therefore exceptionally trustworthy, highly reliable partners in international goods management. "F" stands for "full" and indicates the highest level of certification. In addition to this, the CargoLine partner companies most recently joined "s.a.f.e." – a "security and action group for enhancing security in the freight forwarding industry".

## Precision landings with NightLineFix

► NightLineFix promises punctual delivery on an agreed day – not the day before or after. "We have major customers, such as chemists or food retail chains, who only want to receive deliveries on specified days. Since the introduction of the NightLineFix delivery option, we have been able to meet their wishes much more effectively. And our customers are

more satisfied because the service makes it easier for them to plan the stocking of their central warehouses and shops," says a delighted Sarah Böhm, Dispatch Manager at Mank GmbH, a customer of CargoLine partner Balter Logistics.

### Made and delivered to measure

Mank is based in Dernbach near Neuwied and manufactures napkins,



coasters, tablecloths, bibs, glass covers and a host of other paper products. Alongside its standard goods, the company also offers individually designed and printed products, contract and made-to-measure production as well as converting services for a variety of industries. Its high quality products have already won Mank many well-known customers in the gastronomy and discounter sectors,

for whom punctual service is at a premium. "Too early" or "too late" is simply not an option – particularly at times when these goods are on special offer. "In 2008, we dispatched about one third of our consignments via NightLineFix," says Böhm. "And because we can depend on our freight forwarder Balter Logistics to deliver punctually, we can even market this service actively to score points with existing and potential customers."

### Fresh air in the warehouse

Mank also benefits from NightLineFix in other ways. By handing over consignments to Balter Logistics at least two days before the fixed delivery time, the company also has more capacity in its own warehouse and can plan production more flexibly. [www.mank.de](http://www.mank.de) ◀

## CargoLine tests central scheduling system

► As part of the CARGO eXchange project, Fraunhofer ATL and CargoLine are investigating whether a central scheduling system following the American model can be used in Germany. The study, which is being promoted by the German Federal Ministry of Economics and Technology (BMWi) as part of its "Intelligent Logistics" programme, aims to improve the capacity utilisation of vehicles. This could relieve traffic pressure on roads, reduce the burden on the environment and improve the efficiency of the participating companies.

### "ATLF" as the role model

Although medium-sized companies are often linked through freight forwarding

alliances such as CargoLine, they usually handle their scheduling independently. As a result, their fleets of vehicles are not always used to their maximum efficiency. In the United States, "Advanced Truckload Firms" (ATLF) have been using central scheduling systems successfully since the 1990s. These help to coordinate a large number of tractors and semi-trailers operated by different freight forwarding companies throughout the country.

Other participants in the project are the CargoLine partner Schmidt-Gevelsberg from Schwelm and the software provider Wanko Informationslogistik. The evaluation of the project is planned for 2011. ◀



Bursped, bearer of the s.a.f.e.-plus certificate.

Amm (Nuremberg), BHS (Bremen), Bursped and Jeschke (both Hamburg), Köster & Hapke (Hanover), Nellen & Quack (Mönchengladbach), Schmidt-Gevelsberg (Schwelm) and Wackler (Göppingen) have already received the s.a.f.e. or even s.a.f.e.-plus certificate. By the end of the year, the remaining CargoLine partner companies will be certified accordingly, too. ◀



## New partners

► Since 1 April 2009, the freight forwarders Zufall in Göttingen and herotrans in Irxleben near Magdeburg have been active for CargoLine. The previous partner companies in the region, ABX Kassel and Magdeburg, have correspondingly left the alliance. On 1 July, Streck in Freiburg (for ABX Lahr) and Kochtrans in Neufahrn (for ABX Unterschleißheim) will also join the network. Negotiations are currently underway to find a successor for the ABX location in Dietzenbach, which will leave the alliance on 31 December.

“From our point of view, the takeover of ABX by DSV made it necessary to terminate the franchisee contracts early. We have done this to our own

advantage,” reports a pleased Jörn Peter Struck, Managing Director of CargoLine. “All the new partners are well-known companies, medium-sized and owner-operated. They fit in perfectly with the philosophy of our alliance and meet our high quality and IT standards. We can therefore continue to offer our customers first-class nationwide service and maintain the integrity of our network.”

The new partners either have been or will be integrated into the CargoLine Track & Trace system and subjected to quality audits several times a year. In addition, Hugger Spedition + Logistik in Aldingen has been operating for CargoLine in the Southern Black Forest area since 1 April. ◀

## On ice



► CargoLine was at the heart of the action as the U-13 team “Swiss Eastern Selects” slapped the puck into the quarter-finals at the PeeWee Ice Hockey World Cup. On the initiative of Swiss CargoLine partner and ice hockey sponsor Interfracht-Tolimpex, the logo of the general cargo alliance was emblazoned on the shirts of the young players.

The junior hockey tournament, which took place from 11 - 22 February in Québec (Canada), is considered the most important for the Pee-Wee class in the age group of 13 year olds (year of birth 1996). The inter-

est was correspondingly high with crowds of up to 10,000 supporters following the games in the Pepsi Colisée. The event was also broadcast live on the Internet. ◀



## CargoLiners with a heart



Anja Eli-Klein (left) is delighted about the donation of 3,000 euros for Bärenherz, presented by Birgit Bergemann and Klaus Schröder of John Spedition.

► Anja Eli-Klein, Public Relations Officer at the Bärenherz (A Bear’s Heart) Foundation in Wiesbaden, could hardly believe it. “3,000 euros for our children’s hospice – this will allow us to give so much help to our terminally ill children and their parents!” The cheque was handed over by CargoLine partner John Spedition in Eichenzell near Fulda. In 2008, as it does every year, the company decided not to send Christmas presents to its customers and donated the equivalent amount to the charity. “Due to our association with CargoLine and the astonishing commitment of the hospice staff, our donation this year is to Bärenherz,” explains Klaus Schröder, Managing Director of John Spedition.

### A kitty for sick children

CargoLine has been a sponsor of the Bärenherz Foundation since 2007. The organisation provides financial

support for, among others, the children’s hospice of the same name, which was honoured with a Bambi Award in 2008 ([www.baerenherz.de](http://www.baerenherz.de)). Children and young people with a seriously reduced life expectancy come here to receive care and medical treatment either as short-term or long-term therapy. In addition, the institution provides individual support to parents and siblings during the illness and after the death of the child.

Recently, the employees at CargoLine’s system headquarters donated 1,300 euros from their office kitty. The general cargo alliance also took the initiative of decorating twelve of its swap bodies with the foundation’s logo and donation hotline number 0900 1130110. Miniature versions of the truck with a scale of 1:87 can be purchased from <http://www.cargoline.de/profil/baerenherz> with the proceeds being donated to the Bärenherz Foundation. ◀

## Overachievers

In 2008, CargoLine was able to increase turnover and number of shipments again through organic growth and despite the slowing economy; its aims were more than achieved. The figures in detail:

Turnover in euros	1.3 billion (+ 7.1 percent)
Employees	6,439
Number of partners (of which shareholders)	45 15
Number of domestic daily line hauls	1,225
Number of swap bodies	4,136
Number of trucks	3,752
Number of shipments	10.3 million (+ 6.2 percent)

# Innovative and ecological

For over 30 years, the Swedish logistics specialist TransFargo has been finding solutions to puzzling transport problems, all the while committing itself to protecting the environment.



► Many Germans associate Sweden primarily with crispbread, elks, exciting crime thriller TV series and cheeky kids such as Pippi Longstocking. But, naturally, there is a great deal more than that to this remarkable country. The Swedish economy has a strong orientation to exports and is typified by a number of major global companies such as ABB, Electrolux, Ericsson, H&M, Ikea and Volvo. It is home to a broad spectrum of competitive international industries from the wood, cellulose and paper sectors, to automobile construction, electrical and information technologies, biotech and renewable energies. Sweden's most important trading partners are Germany, the USA and the other Scandinavian countries. Its economy benefits from a well-developed infrastructure, an excellent road system and a willingness to invest in human capital, research and development as well as moderate taxation on businesses. For all these reasons, Swedish companies enjoy a world-wide reputation as innovative and unconventional problem solvers.

## New concepts in the network

TransFargo, the transport and logistics company founded over 30 years ago by Hans-Gunnar Andersson, has never had a problem with unconventional solutions – in fact they are a company philosophy. “There are always opportunities for people who are open to alternatives and new ideas,” he emphasises underlining the importance of flexible logistics structures in networks. Back in 1993, he founded Nordic Chain together with three other freight forwarders. It was the first and remains the only independent cargo alliance in Northern Europe.

Companies such as Hewlett-Packard recognise Andersson as a reliable partner and have entrusted the company with overall responsibility for their spare parts sales in Sweden. Other well-known customers include Absolut Company, Akzo Nobel, McNeil (formerly Pfizer) and Tetra Pak. Since September 2008, TransFargo has operated the central spare parts warehouse

for Fujitsu Siemens in Kista together with the depots in Malmö, Gothenburg, Växjö, Linköping and Örebro. TransFargo's quality management has already been certified to international standards since 1995.

For Andersson, good employees and strong network partners are the crucial factors in his business. On 19 January 2009, after a long period of successful cooperation with individual CargoLine partners, his company also began nightly services to CargoLine's European hub in Hauneck. This opens up opportunities for even faster transports to Northern Europe. The opening of TransFargo's new logistics centre in Sunnana near Malmö also benefits the partnership. This new, functional and energy-efficient centre will reduce the company's CO<sub>2</sub> emissions by around 300 tonnes per year.

Recognising the importance of protecting the environment is particularly important to Andersson. TransFargo is environmentally certified in accordance with the ISO 14001:2004 standard and a “Pioneer Member” of the global Internet platform “Global Responsibility” for its commitment to quality, ethics, environmental protection, health and safety at the workplace. ◀

## TRANSFARGO

The transport and logistics company TransFargo was founded in 1978 and is based in Malmö with further branches in Gothenburg, Stockholm and Örebro. Today, it is the largest independent general cargo freight forwarder in Sweden. The quality tested company is a driving force in strong logistics networks. Its 130 employees achieve annual sales of 46 million euros.  
[www.transfargo.se](http://www.transfargo.se)

# Europe in just one day



NightLineEurope NextDay delivers general cargo overnight directly to recipients in many conurbations and economic regions around Europe.

▶ Europe has not just grown closer politically but also economically and logistically. Whether a customer in Edinburgh urgently needs a delivery from Milan or a spare part from Hamburg is required immediately at a branch in Lodz – the dependencies and the expectations of ever shorter transit times in cross-border goods and cargo transport are growing.

CargoLine has developed a new product to satisfy this need: with NightLineEurope NextDay consignments reach their recipients

in many areas of Europe (see map/postal codes overview) on the day after collection.

Consignors can pass their NightLineEurope NextDay consignments to their CargoLine partner together with other general cargo shipments or hand them over separately. Consequently they need only use one service provider, take note of one set of handling guidelines and check just one invoice – one-stop shopping at its best.

## The advantages at one glance:

- ▶ Delivery of your shipment directly to the recipient located in specified countries and regions in Europe (see map/table) within 24 hours.\*
- ▶ All shipments managed from one source.
- ▶ Pan-European availability (see map/table).
- ▶ High transparency with Track & Trace.

\* Time period 24 hours/1 day = pick-up day A, delivery day B.

## Coverage

### NightLineEurope NextDay (countries/postal codes)

**All postal codes:** Austria, Belgium, Denmark, Germany, Luxembourg, the Netherlands, Switzerland

UK

London, AL, BN, BR, CM, CO, CR, CT, DA, EN, GU, HA, HP, IG, KT, ME, RH, RM, SG, SL, SM, SS, TN, TW, UB, WD

Italy

2, 3, 4 (except 47, 48)

France

01, 02, 08, 10, 21, 25, 39, 51, 52, 54, 55, 57, 59, 60, 62, 67-71, 75, 77, 78, 80, 88-95

Poland

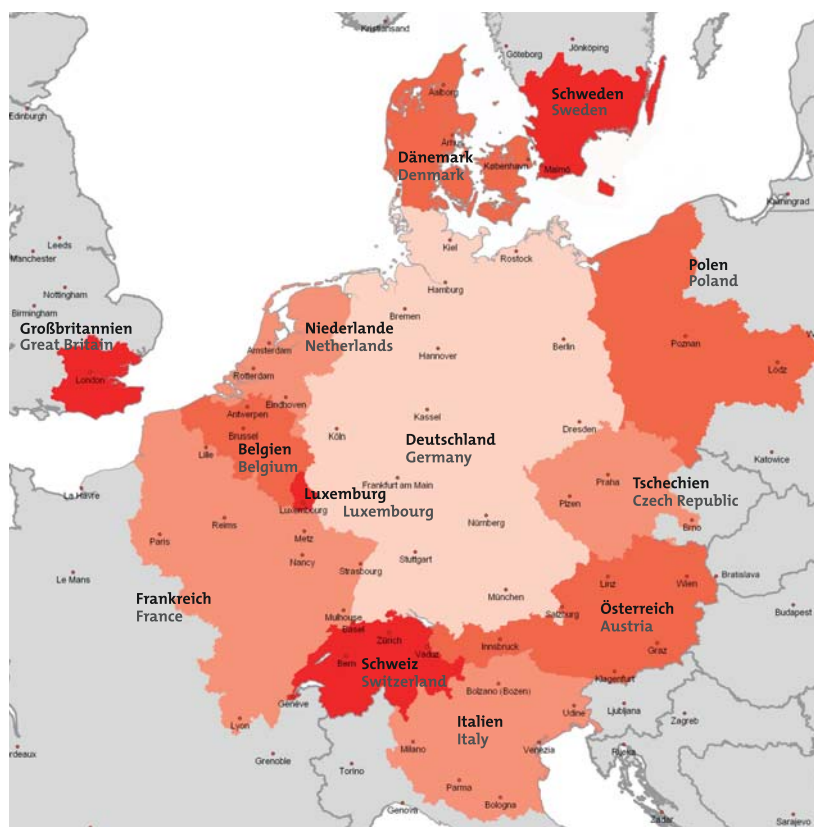
5, 6, 7, 9

Sweden

2, 3

Czech Republic

1, 2, 3, 4, 5, 60-66





# Crises present opportunities

Bad news seems to be exuding from every corner of the world. The transport and logistics sector has not been left untouched by these developments either. CargoTime spoke with Jörn Peter Struck, Managing Director of CargoLine, and his deputy Peter Köster about the prospects for the general cargo alliance and its strategy in 2009.

► **Mr Struck, Mr Köster, what is your assessment of the current economic situation?**

*Peter Köster:* Unlike previous recessions, the current economic downturn has been fast and much more dramatic because the global economy is so closely integrated. But crises also present opportunities. If banks and industrial groups do their homework, we should conquer this crisis and experience a healthy purging of the market.

*Jörn Peter Struck:* For me, the main questions are “when will we reach the bottom” and “how long will the crisis last”. We as CargoLine can survive the crisis. However, without these two pieces of information our reaction will be slower.

**What is CargoLine doing to counter the situation?**

*Jörn Peter Struck:* Fortunately, we used the boom years of 2007 and 2008 to optimise e.g. our workflows both for the network and for our partners. The results of these measures are helping a little in cushioning the enormous cost pressures the sector is now experiencing. The completely bewildering decision to increase the motorway tolls in Germany at the beginning of the year is almost impossible to pass on to customers and the price of diesel will rise again. Our advice to the franchisees is not to employ the lawnmower method of across-the-board cuts. Instead they should use every opportunity to reduce costs creatively so we do not lose important employees or partners whom we will urgently need once the crisis is over! Quite apart from this, now is a good time to carry out measures that aim to optimise qual-

ity and which are otherwise put on the backburner when business is booming.

**What measures are you taking yourselves?**

*Jörn Peter Struck:* We are taking a number of measures from streamlining processes at our partner companies and throughout CargoLine to offering training courses and the first pan-CargoLine employee survey, which we have just completed. We hope this will highlight other opportunities to increase the efficiency of our alliance.

**What position will CargoLine be in at the end of the year?**

*Peter Köster:* In 2008, we still had six percent growth in consignments despite the economic downturn in November and December. The crisis will leave its mark both in terms of sales and the number of consignments delivered. However, I am firmly convinced that by the end of the year we can expect slowly but constantly growing vol-

umes once again. The decisive factor will be that we can maintain the high quality of our network and expand our range of products throughout Europe. Attempting to compete with the majors on price alone is doomed to failure from the outset.

*Jörn Peter Struck:* I agree – our quality and new products will help us to win new customers and compensate for the drop-off in orders from existing customers due to the economic downturn.

**Can CargoLine continue to guarantee a pan-European network in the future?**

*Peter Köster:* The exit of the ABX companies means we have to rebuild parts of our network very quickly. And this is a good thing, too, because due to these new partners, medium-sized freight forwarders will continue to be the driving force behind CargoLine and will give us greater strength. It is what makes us different and our consignors always recognise this as one of our outstanding characteristics.

**But the new partners of CargoLine are mostly active in other alliances...**

*Jörn Peter Struck:* That's right, but our customers need not worry. We continue to offer complete coverage for collection and distribution nationwide.

*Peter Köster:* Precisely, the most important thing for us was that Zufall, Streck, Kochtrans, herotrans and Hugger are able to provide distribution and procurement with at least the same quality as our previous partners. Naturally, we have also made sure that the network will be strengthened by our new partners and their consignments.

**Does this solve the problem caused by the exit of ABX?**

*Jörn Peter Struck:* Almost - ABX Dietzenbach will leave CargoLine on 31 December 2009. We are currently negotiating with sev-



Knows how to “do Europe”: Jörn Peter Struck.





eral freight forwarders who could replace the location with no loss of quality.

#### Medium-sized or large group?

*Jörn Peter Struck:* Medium-sized of course! Although good, independent medium-sized companies are becoming a bit thin on the ground. On the other hand, we have noticed that we have become of interest to freight forwarders who would not even have negotiated with us five years ago. That speaks volumes for our network.

#### What challenges does CargoLine face over the next few years?

*Jörn Peter Struck:* For an alliance there is actually only ever one top priority – the integrity of the network. To do this, we have to hand our partners the tools that help them survive through difficult times. The combined experience of all our partners and the transfer of know-how within our network are just such decisive instruments.

*Peter Köster:* It is also important that the quality within the network remains at the same

high level and that we continue to work together as partners and expand our IT landscape further across Europe.

#### A propos Europe: How is the new product NightLineEurope NextDay being received by customers, which guarantees delivery abroad on the day after collection?

*Peter Köster:* Very well! Since January, we have been able to more than double the number of consignments using this service – and many of these customers are “serial users”. This means that the product is working. Although so far most deliveries have been from Germany to other countries, we have already delivered quite a large number of pan-European consignments.

*Jörn Peter Struck:* For a long time, CargoLine had the image of a national partnership. This has changed fundamentally – with NightLineEurope NextDay we are proving more than ever that we can “do Europe”. Every freight forwarder can deliver within a certain radius overnight. But nobody defines this as clearly as we do and with such a regular service throughout the complete network.

#### Mr Köster, you have been in your current position of Deputy Managing Director for less than a year. Is this how you imagined your job?

*Jörn Peter Struck:* He thought he would be the “good cop” in our duo, now he’s always the “bad cop”. *(laughs)*

*Peter Köster:* Exactly, I was tricked into taking the job by false promises! But no, seriously: my area of responsibility, everything to do with production, is clearly separated from Jörn Peter Struck’s area of responsibility and I can use my 40 years of experience

as a freight forwarder and authorised signatory at Schmidt-Gevelsberg to CargoLine’s advantage. So there is relatively little that is new in the job except that I have switched sides from the franchisee or shareholder to the system headquarters. I found it amazing what just 15 employees at the system headquarters manage to achieve. I think people outside don’t realise how much they do.

#### Why was a deputy needed?

*Jörn Peter Struck:* We have grown strongly both at a national level and in Europe. But all our partners need the same level of support as they received previously. At the same time, the role of and demands placed on the system headquarters have also increased. The CargoLine partners are very closely interlinked – there is a common IT platform, central clearing, strictly defined workflows to which all partners must adhere, a corporate design for the whole alliance, joint training courses, continuous processes of change affecting every partner, key account customers and much more that we manage from here. The time just came when we realised we needed a second set of shoulders to carry the load.

#### A final question: Will CargoLine emerge from the crisis unscathed or even strengthened?

*Peter Köster:* Nobody can say right now whether we will emerge strengthened. But the medium-sized sector has experience in dealing with crises. We will definitely survive this situation better than many others.

*Jörn Peter Struck:* I believe that too. Cost pressures are forcing us to optimise every process imaginable. As a result, we will eventually come out of this crisis stronger than we entered it. Our structure as an alliance also helps in this regard because all our franchisees feel responsible for CargoLine. We work hard at ourselves and will profit from our network, the quality of our products and our partners. ♦



Impressed by the quality of the network: Peter Köster

# Securing cargo – who is responsible?

► Manufacturers often believe that their responsibility for load safety ends when they hand over their goods to the transporter (freight forwarder, carrier). “Yet nobody knows a product as well as its manufacturer. So he’s the one who knows how best to secure the load for transportation too,” says Uwe Wesselhoeft, Dangerous Goods Officer for the CargoLine network and a recognised trainer in methods for securing cargo.

This understanding was the basis for § 412 HGB (German Commercial Code), which supplements § 22 StVO (German Road Traffic Act) regarding the responsibility for securing loads. The paragraph from the German Commercial Code (HGB), which closely follows the Convention on the Contract for the International Carriage of Goods by Road (CMR), states that is the obligation of the consigner (usually the manufacturer) and the transporter that the goods to be transported must be loaded in a manner that takes account of both transport and road safety. It also regulates liability. The paragraph from the German Road Traffic Act (StVO), in contrast, focuses on the vehicle driver, the owner and the shipper, i.e. the party who was responsible for loading the vehicle.

In addition, all those involved in the transport must comply with the Regulation on the Carriage of Dangerous Goods by Road and Rail (GGVSE) and the European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR). Among other things, these regulate the loading and handling of dangerous goods that must be secured with particu-



“Oh come on, this is far too heavy to move!” the shipper thought to himself.

lar care in order to prevent leakages of hazardous substances.

## Proper packing is half the battle

“Loading safely for transport” means packing, stacking, stowing, lashing, wedging, bracing and securing the goods in such a way that they do not slip, sustain damage themselves or damage the vehicle even during sudden evasive manoeuvres or emergency stops. Wesselhoeft debunks the myth that high weight alone can secure the load. “Impacts at just 20 km/h or abrupt braking manoeuvres at 60 km/h can shoot even heavy, poorly secured cargo straight at the driver’s cab and cause considerable damage,” says the expert. The recognised technical regulations contained in VDI guideline 2700 (Association of German Engineers) must be applied in order to make a load safe for transport. This guideline also

contains formulae for calculating the parameters required for securing loads correctly.

## Picking the appropriate vehicle

Not only must the load be safe for transport – the vehicle transporting it must also be roadworthy and safe to operate. This means that the carrier (owner, contractor) must provide a roadworthy vehicle that is suitable for normal contractual transportation of the cargo and taking account of the prescribed dimensions, weights and axle loads.

## Severe penalties

While breaches of § 412 HGB can only be punished by a court, the police can act against the incorrect securing of loads according to StVO or GGVSE. The following legal consequences can apply for the driver, the shipper and the vehicle owner (carrier): the police may prevent the journey from being continued until the load is secured correctly, file charges with a fine and three penalty points in Flensburg on the driver’s licence, press criminal charges with fines or imprisonment in the case of accidents due to incorrectly secured loads and the above parties may be liable for the payment of damages.

But regardless of the penalties, accidents due to the incorrect securing of loads can be avoided and it is unacceptable to endanger people and property through such careless behaviour. This should be reason enough to train everyone involved in the transportation industry in the securing of loads and refresh this knowledge regularly. ◀





### Warehousing Logistics

Comprehensive warehouse management for a wide range of industries.

### NightLine

System-managed general cargo service with 24-hour standard delivery time within Germany, 24–96 hours across the rest of Europe.

### NightLine Europe NextDay

Delivery within 24 hours in many countries and regions in Europe directly to the recipient. Pan-European availability.

### OrderLine

Delivery of vendor parts, raw materials, products, containers or return shipments at precise times and locations throughout Europe.

### NightLine NextDay

Delivery one working day after collection between 8 a. m. and 4 p. m. or during normal working hours.

### ServiceLine

Tried-and-tested CargoLine products with value-added services such as delivery free at place of use, unpacking, and removal and disposal of packaging materials.

### NightLine Plus

Delivery on request by 8 a. m., 10 a. m., noon or between 6 and 10 p. m. on the following or any other working day.

### NightLine Fix

Delivery on an agreed date, not the day before or after.

## A passion for transport

Since 1993, we have been passionate about transporting your goods throughout Europe. Whether you need standardised and system-managed general cargo transports, procurement and distribution logistics or warehousing, around 70 renowned partner companies both in Germany and abroad are there to provide these services. Moreover, our partners have extensive experience and dense networks in air and sea freight. And, so you can locate your shipments anytime, anywhere, all our partners are connected to the CEPRA II Track & Trace system. CargoLine. "Am Stück. Gut." [www.cargoline.de](http://www.cargoline.de)



**CargoLine**  
Logistics Network



# “Am Stück. Gut.” Right across Europe. One of our partners is never far away.

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