

CargoTime

 **CargoLine** CUSTOMER MAGAZINE

Logistics – the job creator

How the sector sets the economy in motion



 CargoLine at transport logistic trade fair hall A5, booth 306 May 10-13, 2011 Neue Messe Munich



Why Geberit puts its trust in CargoLine partner Lebert [▶ page 8](#)

Fitting connections



Why Koch International employee Spojmai Maleksai thinks across boundaries [▶ page 17](#)

A second home



What changes as a result of the new Incoterms and when they come into force [▶ page 18](#)

Fewer clauses



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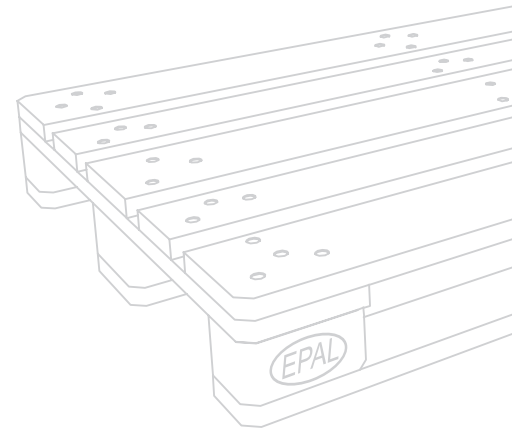
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Dear Reader,

Almost every other episode of "Tatort" ("Crime scene") on German TV is set in a shipyard. Logistics is ridding itself of its traditional shoddy image with some difficulty. And yet, economically, it is one of the most powerful and modern industries with a promising future. A growth of a proud 70 percent has been predicted for the coming 14 years. What other industry has this much to offer?

Already today, the transportation and freight forwarding sector is facing a significant increase in terms of its requirements. Only qualified personnel is able to manage them. Therefore, bachelor and master degrees as well as continued education including e-learning sector, have long been a must in logistics.

Our network has been making a considerable contribution to further increase the appeal of the industry and its professional careers by means of lectures at colleges and universities, widespread training programme within our network and the promotion of dual study programme, to which numerous CargoLiners are firmly committed.

Read about how we and our junior employees are preparing for the future, what benefits our international exchange programme "TravelWorks" has to offer and why people such as the young Afghan Spojmai Maleksai are so valuable to our alliance.

In this edition you will once again have the opportunity to become better acquainted with our partners and customers: for instance with the Geberit Group, known for its sanitary products, which is supported by Spedition Lebert.

Our final pages contain a special something: you'll learn why "size is relative" in contract logistics and what changes the latest Incoterms will bring.

I hope you enjoy the latest edition of Cargo Time!

Jörn Peter Struck
Managing Director

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FOCUS

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Technical expertise, social competence and a willingness to accept responsibility are the essential ingredients for a career in logistics. The third most powerful economic force in the country offers attractive apprenticeships, degree courses and job opportunities.

The load is greater than in the past ▶ 7

The demands placed on logistics companies and their employees are growing. For Birgit Bergemann, Managing Director of John Spedition in Eichenzell, education and training are therefore a matter for the boss herself.

PRACTICE

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Fixed delivery deadlines, an environmentally friendly fleet of vehicles, intelligent route planning and annual environmental audits – these are the requirements of Geberit, a manufacturer of sanitation products. CargoLine partner Lebert is happy to provide all of them.

INTERNATIONAL

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TravelWorks does exactly what it says. The popular exchange programme is helping many CargoLiners to gain international experience.

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With a total warehouse capacity of approx. 1.6 million square metres in Germany alone CargoLine holds trump cards in the contract logistics sector. Heinrich Koch, head of the CargoLine contract logistics working party, explains how the network scores further points in this area.

INSIDE CARGOLINE

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It's a long way from Afghanistan to Osnabrück. Few people know this as well as Spojmai Maleksai – a satisfied employee at Koch International.

CURRENT ISSUES

Fewer clauses: the new Incoterms ▶ 18

They have regulated rights and obligations between contract partners in the international movement of goods since 1936. The latest version of the Incoterms came into force in January 2011.

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From the driver's cab to the lecture theatre

After the automobile sector and mechanical engineering, logistics is the third most powerful economic force in the country. Nevertheless, the industry is still struggling with a shoddy image. Quite undeservedly so, for technical knowledge, language proficiency and a high level of responsibility are the main features of today's training, study and professional careers.



► Who would have guessed it? It is precisely the logistics market that is proving to be a boom sector and employer in Germany. If one believes the current analysis of the IHK Training Center in Schwerin, a growth of a proud 70 percent is anticipated by 2025. And this, although the worldwide financial crisis had a considerable impact on the industry: according to the Fraunhofer Institute, the years of growth in the logistics business receded by about eight percent in 2009, and the number of employees working in storage and handling facilities also fell a good five percent. Yet, just one year down the line there was really no longer a crisis to speak of: in January 2010, a World Bank study selected Germany as the most productive logistics location. There are currently 2.67 million people working in this sector, generating 205 billion euros a year. That is almost twice as much as in Great Britain. Additionally, the logistics/freight forwarding business is contributing a good 700,000 jobs as well as sales of 84 billion euros.

Training at the test station

But the job market specialists warn: “The predicted growth potential will not be distributed evenly throughout Germany in a non-selective way, but will be vigorously contended for on a regional basis.” In order to make use of the opportunities and satisfy the increased demands, a reservoir of continuously qualified young specialized workers is needed. Yet where will it come from? Indeed, over half of the young people who have successfully completed their logistics training are hired by the companies providing the training. But many trainee positions remain empty since good students frequently compete for other professions – whether it be because of the shoddy image that still clings to freight forwarding operations or because they do not know what a multitude of opportunities a training in the transport industry offers them.



Truckers are a company's calling card.

CargoLine does not wish to leave it at that. “We have been committed for years to new training initiatives and higher education study programme,” Managing Director Jörn Peter Struck emphasizes. In other respects, too, the wind of change is blowing: during the past five to ten years the most important training courses have been dusted off, updated and designed to meet the technical requirements of a globalized movement of goods. First and foremost, the focus is on the professional business careers in freight forwarding and logistics services, specialist in warehouse logistics, warehouse specialist as well as professional drivers. Many freight forwarders also train people to become office administrators and IT specialists.

Leaving the shoddy image behind

In crime films the script authors like to have someone killed in a shipping facility, which is usually portrayed as a small, dark, smoky shack. Today, shipping facilities are ultra-modern workplaces with scanners, video cameras, subfloor conveyor systems, automated small parts warehouses and so much more. A dispatcher no longer works with a pad and pencil but plans routes using software. And an employee in sales or services must have a good command of English. The international movement of goods with well-trained logistics managers on the customer side as well as tailor-made

logistics solutions require the best qualifications. “Any company that wants to grow with its clients cannot avoid competing for the best heads with other industries and constantly improving the qualifications of its employees,” Struck emphasizes.

A good 700 young people – about eleven percent of all CargoLine employees – are currently benefitting from this approach. A number of partner firms have been lauded in the press on multiple occasions for their commitment to training. In 2006, the Minister of Education, Annette Schavan, visited Lebert in Kempten. Also, many CargoLiners are forming partnerships with higher education and actively promoting the dual study programme in logistics management (see Interview, page 7). Other courses of study with an emphasis on logistics and a bachelor's degree are now being offered at numerous locations in Germany. Based on this, several specialized colleges are offering a “Master of Logistics Management”.

Truckers are well-trained specialists

A good example of how a professional career changes is that of the professional driver. What is romanticized on the television channel DMAX as a particularly masculine and adventurous truckers' world has long since become a challenging specialist career for both genders. Beer-bellied machos are absolutely not the first choice: since they represent freight forwarding to the customers, they are the company's calling card. Therefore, what is wanted instead is a well-groomed appearance, expertise and a broad set of skills.

The training to become a professional driver in Germany has been recognized by the state since 1973, and the job title is protected. Until then, the trucker was only an “unskilled worker with a driver's license”. Since 2001, a three-year training programme as a skilled worker has been ►



stipulated. Yet the prejudices remain. The few professional qualifications that were required previously still contribute to a bad image for this professional group. Meanwhile, the economic significance of commercial road freight transport is steadily growing. The increasing use of technology and the organisational change in the logistics industry require comprehensive qualifications for the driving staff. Besides the technical aspects, customs clearing and loads securing, today's trainees are learning the business side of things. Furthermore, since October 2006, higher training and performance standards for safe driving have been required, which enhances the profession. Even so, the need for good drivers is high, primarily since the Federal Armed Forces is especially since the German Federal Armed Forces only conducts demand-oriented training. Young people have excellent prospects for success if they decide to go for this challenging and interesting career with its long-term job security.

Advanced training in the alliance

Just as important as good training is regular advanced training in a career that is becoming increasingly complex. International transportation, for example, requires good English as well as knowledge of the import/export business. The EU expansion demands a high degree of intercultural com-

petence, and numerous processes such as the customs procedures are being handled entirely on an electronic basis. Even the multifaceted contract logistics – a specialty of many CargoLine partners – presents new challenges for the employees. The so-called “soft factors”, which have an effect on customer relations and the quality of every business, need to be upgraded continuously. How do I conduct a positive telephone conversation? How do I handle service complaints? And how do I deal with my employees? CargoLine provides the answers: it set up an academy, which offers compulsory training courses as well as voluntary training courses on a wide variety of topics. For the most part, the courses are conducted by well-known trainers from

the Lobraco Akademie and usually take place at the CargoLine Training Centre in Dietzenbach, but also at partner companies to some extent. Up to 900 employees participate every year. In addition, several courses such as process or product training courses in several languages can be conveniently completed by e-learning at a PC in the office or at home. This online tool contains best practice examples of knowledge transfer. Anyone wishing to learn more about what the alliance's course offers can get information at the educational and career day fairs where the network partners are represented on a regular basis. In addition, every CargoLine partner would be pleased to receive applications (addresses at: www.cargoline.de). ◀

▶ DUAL STUDY PROGRAMME IN “LOGISTICS MANAGEMENT”

A “dual” study programme can be completed as a fully equal alternative to a “normal” study programme. It offers alternating theory and practice phases – usually a three month cycle between college and industry. The learning modules are closely coordinated so that reciprocal impulses and knowledge transfers in both directions are possible. Admission requirements are a general high school diploma as well as an employment contract with a partner company. Besides covering the fees, the latter also pays the student a monthly stipend. A key element of the six semester study programme in “Logistics Management” is the classes that teach the specialized knowledge of logistics. The curriculum is complemented by modules from the fields of business management, law, EDP, foreign languages and soft skills. Students graduate with the academic degree of a “Bachelor of Arts” (BA).

“The load is greater than in the past”

CargoTime spoke with Birgit Bergemann, Managing Director of freight forwarder John Spedition in Eichenzell, about the new challenges in the education and training field and experiences with the dual study programme in “Logistics Management” in Mannheim and Fulda.

► **Ms Bergemann, how many trainees are working for you at John?**

Birgit Bergemann: About nine on average – everyone without exception is a future freight forwarding specialist. In addition, in recent years there has always been one student from the so-called Berufsakademie, the university of cooperative education.

You are participating in the Chamber of Commerce Action Weeks on “Training” with the motto: “Training is a top priority for us!” Why do you emphasize it so?

Good training lives from personal contacts at all levels. That is why I personally conduct the final interviews and go through the detailed planning with the head of training. In addition, I am present on the first day, and, after the first year of training, I conduct an individual interview with each apprentice. So we stay very close to the action. For years we have also been sending those young people to CargoLine’s international partners to gain experience. Success speaks for itself: we hire almost all of the trainees. At a 100 percent rate in the past few years!

Training vacancies often remain unoccupied in the industry. Does this have to do with a decline in the quality of the candidates?

Yes, definitely. The school performance and language skills often leave a lot to be desired. Then the freight forwarding companies have a shoddy image that tends

to stick in people’s minds – which is far from reality. An advanced technical college entrance qualification, the “Fachabitur”, or a general qualification for university entrance, the “Abitur”, has been a minimum requirement for us for a long time. But to reach pupils with these qualifications, one must clearly do more than in the past. Together with other companies in the city and district we are conducting applicant training programme in the schools and presenting the various careers. Furthermore, at the moment the regional working group on “School – Industry” is drafting a marketing strategy only for training and new study opportunities.

Like many CargoLiners you are working with a higher education institution on a dual study programme in “Logistics Management”. How did it happen, and what experiences have you had?

About ten years ago, the Berufsakademie Mannheim, as it was known then, came to us to present a dual study programme in logistics. Such a study programme was virtually unheard of at the time: three months of theory at the Berufsakademie and then three months of practice at a company. We soon decided to get involved. At first we accepted only one student to see how things developed. The experience was outstanding. Then we became more courageous. To date a total of six graduates have pursued a successful career with us. As a personnel strategy, I now offer this study programme – instead of the commercial training – to suitable candidates.



How did you acquire the Fachhochschule Fulda as a new partner?

Two to three years ago this university of applied sciences wrote to freight forwarding and industrial firms, whose line of work was related to logistics. We were enthusiastic. Most of our students come from the region, so cooperating with a local university is a great advantage. Also, the direct communication between educational institution and industry is more likely to evolve naturally. During the planning of the new study programme for the 2011 winter semester, I was involved in the decision to focus programme content in equal measure on industry and transportation.

Where is the logistics market headed and what qualifications are necessary?

The volume of transport is going to increase immensely. We therefore expect the industry to develop positively in future. At the same time, qualified people will be in demand not only for pure transportation but also for complex logistics solutions. Consequently, on-the-job training alone will not be enough; operational knowledge will also be necessary. ◀

Fitting connections

Transportation of Geberit's sanitation products between its factories and central warehouse – as well as to its customers – runs on a tight schedule with specified delivery times. CargoLine partner Lebert meets these high requirements – including its customer's rigorous environmental protection standards.

- Water is at the heart of our lives and, as the most important nutrient, the prerequisite for all life on our planet. It plays a key role in determining the climate, the future of our planet and economic development. Yet water is not evenly distributed. There are many people who have no access to clean water or basic sanitation. In India, the average water consumption is 25 litres per person per day. In Germany this figure rises to 129 litres and in Dubai to an astonishing 500 litres. Every day, the average German citizen uses up to 40 litres for showers and 30 litres for washing clothes. A further 40 litres literally go down the drain when flushing the toilet.

Sustainable sanitation technology

"Rising energy and water consumption by a growing global population are one of the greatest challenges facing mankind," says the sustainability report published by the Geberit Group, the European market



The multilayer pipe Mepla, whose central aluminium layer provides high stability with a minimum quantity of metal, assures optimal water quality over decades.

leader in sanitation technology. Environmental responsibility, production methods that conserve precious resources and water saving sanitation systems are therefore important aspects of the company's phi-

losophy. The company's innovative flush/stop cistern, which has been in production since 1988, has already saved 8,800 million cubic metres of water – two and a half times the annual consumption of all households in Germany.

The Geberit range comprises six product lines for sanitation and plumbing systems allowing individual components to be connected into a complete sanitation system. These are developed into integrated systems that take into account the premises, their function and their users. Among other major projects, the company recently provided the complete plumbing system as well as house and roof drainage for the "Westside" leisure and shopping centre in Bern designed by star architect Daniel Libeskind.

Between Lake Constance and the Danube valley

Until one year ago, wholesalers and construction sites were supplied from a number of production locations. The goods arrived separately and at different times. Thanks to the new logistics centre, which opened in February 2010, this problem has been consigned to the history books. The majority of all Geberit products are bundled in Pfullendorf and transported from there to customers throughout Europe.

Here, a total of approx. 10,000 different items are picked for delivery every day in an automated warehouse and transport system with 14 picking and packing stations using speech recognition software. The pallet system transports packages via conveyors to 19 packing and delivery stations.

The new logistics centre is a vital asset. "It allows us to reduce the number of



The Geberit test tower is a demonstration and testing system helping the company identify, visualize and solve potential sanitary problems.



transports and therefore utilise our vehicle capacity more effectively,” says Michael Stehle, Head of Transport Management, Geberit Group. “Our customers like that – and so does the environment.”

Guaranteed delivery times

Lebert & Co. GmbH, located in Baienfurt, is one of Geberit’s principal freight forwarders and “a significant component of an optimum delivery process”, Michael Stehle points out. After all, the CargoLine partner serves Geberit’s largest market, Germany. Moreover, it also supplies Spain through its cooperation with CargoLine’s Spanish partner Salvat.

One of the key factors Michael Stehle looks out for when selecting a freight forwarder is a tightly knit network with its own branches in the countries it supplies to. Lebert regularly delivers directly to 38 CargoLine partners. Of these, Finsterwalder in Halle alone runs up to ten articulated trucks daily providing intra-company transportation between Geberit’s production facilities in Lichtenstein, Saxony, and its central warehouse. In truck-meets-truck traffic with the CargoLiner Bursped, Lebert also handles deliveries to the north of the country, for example to a wholesaler in the Hamburg area. “Without a functioning network, it would be impossible to meet the customer’s requirement of deliveries between seven and nine a.m.,” says Martin Kleinheinz, Sales Manager at Lebert in Baienfurt.

Meeting delivery deadlines is crucial for Geberit. Many of its customers have fixed – and often very tight – time slots during which deliveries must take place. “Lebert achieves excellent marks in this area,” says the group’s transport manager in assessing the freight forwarder’s performance. ➤

The design covers in white or black glass make it a quick job to replace a conventional WC with Geberit AquaClean, be it an enhancement solution or a complete one.



A precision mechanism

Of the approx. 100 trucks that arrive and depart each day, around 35 bear the CargoLine logo. The alliance provides 60 swap bodies, which are on permanent stand-by on the premises and operated by the sanitation specialist's yard managers. Schedules for departing and arriving transports are scheduled to the hour. "This is only possible because every aspect of the operation is closely linked," says Michael Stehle referring to the reliable partnership with Lebert. An understanding of the process – on part of both the consignor and the freight forwarder – and smooth, effective communication are key prerequisites for achieving this goal.

Three employees of the CargoLine partner work full-time at the central Geberit warehouse in Pfullendorf. Naturally, there are also interfaces between the IT systems, e.g. for electronic invoicing of freight costs. The status of each consignment must be reported to the SAP system so that Geberit can check the punctuality of every delivery at any time.

Work is evaluated at a monthly status meeting. But these discussions are also used as an opportunity to assess the logistics

procedures that link the factories, logistics centre and customers – and find new ways to optimise them. The smooth introduction of electronic freight invoicing between Geberit and Lebert is the latest example of this process of improving together.

Annual environmental audit

For environmental reasons, Geberit prefers its consignments to be transported by rail. Consequently, around 95 percent of all shipments to Italy are transported in this way. Michael Stehle and Martin Kleinhainz have also investigated the possibilities for pursuing this strategy in Germany. However, Deutsche Bahn is currently neither flexible nor reliable enough to meet Geberit's requirements.

In the interests of sustainability, however, all the company's freight forwarders must comply with high environmental standards. Among other things, Geberit expects them to run an environmentally friendly fleet of vehicles, implement intelligent loading and route planning and also perform an annual environmental audit – Lebert is doing this for the first time for 2009. Both are convinced that the CargoLine partner will not only meet the high quality standards but also the environmental protection criteria. ♦

► LEBERT & CO. GMBH

Founded in 1954, Lebert & Co. sees itself as a medium-sized service provider as well as a partner in the CargoLine network offering all the products and services expected of a modern logistics company. The company employs approx. 400 employees at its facilities in Kempten, Baienfurt and Erbach as well as in Kreuzlingen and Appenzell, Switzerland. They operate a cargo handling area of more than 20,000 square metres and over 50,000 square metres of logistics area.
www.lebert.com

► GEBERIT GROUP

In 2009, the Geberit group's 5,600 employees at 15 specialised production facilities generated sales of 2.2 billion Swiss francs. The group has representatives in 40 nations around the world, sells its products in 106 countries and has been listed on the Swiss stock exchange since 1999.
www.geberit.com

Swap Vejle for Kempten

Different countries, different customs, different ways of doing things: many Cargoliners are gaining international experience through the “TravelWorks” exchange programme.

► As apprentice Aleksej Dolheimer enters Otto Hansen’s large open plan office in the Danish town of Vejle, he looks around in surprise. Around 50 employees are busily at work, many of them on the telephone, yet the office is surprisingly quiet. This is due to the headset telephones used by the staff. Although these are common in Denmark, they are only slowly being accepted in Germany. “The telephone does not ring for an incoming call and you automatically speak more quietly. It was very pleasant,” he says remembering his international work experience placement in September 2006. Aleksej Dolheimer is now a graduate with a BA in Business Administration, Freight Forwarding, Transport and Logistics working for John Spedition.

Back then, “TravelWorks” was in its infancy. CargoLine’s exchange programme offers apprentices the opportunity to gather international experience at the very beginning of their professional careers. But experienced employees are also active participants in the initiative. For example, Roberto Foscan from Brigl in Bozen (South Tyrol) worked for two weeks at John in Eichenzell. He believes that even “old hands” like him can profit from the exchange because, with years of experience, he is in a better position to make comparisons. And, of course, it is never too late to learn.

TravelWorks does exactly what it says

Colleagues from other countries often notice that responsibilities and departments are more strictly separated in Germany. Also that more processes are automated

here – an aspect that many welcome and want to push forward at their own companies. On the other hand, other countries have a more modern outlook on communication. Denmark saves an enormous amount of paper through the increased use of scanners and emails – an area where we have plenty of room for improvement. “In Poland, carriers and customers communicate using a messenger, which is practical and cheap,” says Christoph Wydra, an apprentice at John Spedition. Although his parents are originally from Poland, his education in typical Polish working practices only began during his work placement at Labatra – the Polish CargoLine partner.

Yet TravelWorks does not just offer insights into other working worlds. “Every evening, I ate with my colleagues and tried all the local specialities of the Allgäu region,” reports Lisbet Klausholm. “And at the weekends we went to the mountains together – an amazing experience!” The young Danish employee from Otto Hansen in Vejle only recently completed her work placement at Lebert in Kempten. “It is great when you have the chance to get to know the people you work with every day outside work.” She also took the opportunity to improve her German, otherwise everyone communicated in English. The language barriers that used to exist are diminishing rapidly – after all, Europe is growing ever closer.

Overcoming inner boundaries

Wherever participants in the exchange programme have travelled so far, the comradeship they have experienced and the oppor-

tunities they have taken to meet new people and encounter different cultures have made a significant contribution to an understanding between the companies in different countries, and formed a bond between all concerned. Lisbet’s colleague Louise Lund agrees completely. As part of the TravelWorks programme, she took the long journey to Interfracht in Switzerland. In doing so, she not only crossed geographical borders. “I had never travelled so far by myself before and shed a few tears during the train journey. But the lady who met me at the station was just lovely. Everyone was so friendly and helpful! When it was time to go home, I was ready to try out a lot of new things.” Shortly afterwards, Louise Lund began working for Otto Hansen on the island of Seeland. Today, she handles imports from Germany for the freight forwarder. ◀



DocStop provides first aid

► When you are travelling there is one thing you really do not want – to become sick while on the road. Unfortunately, illness is sometimes simply a fact of life. So the question is: when a trucker is far from home and suffering from an acute illness – where can he or she find a doctor and treatment?

Until now, it has been either difficult or impossible for the professional driver to find the answer. How many surgeries do you know that have close, convenient parking for a heavy goods vehicle? Does the doctor even have time for an unplanned patient? If the driver has to wait a long time for an appointment, will this disrupt the complex schedule of the delivery run?

The association “DocStop for Europeans” led by Joachim Fehrenkötter and Rainer Bernickel has set itself the task of improving on-the-road medical provision for all truckers – a measure they are sure will also make a significant improvement to road safety. The doctors connected with the association are located close to service stations, truck stops or sites

* Calls from a German landline will be charged with 14 cents/minute. The maximum charge for calls from mobile phones is 42 cents/minute.



run by freight forwarders where drivers can park. Treatment is immediate. If the diagnosis permits, the trucker can then quickly continue his or her journey having received appropriate medical treatment. Information about the closest DocStop doctor is available via the ADAC 24-hour hotline* 01805 112024, in MAP & GUIDE or at www.docstop-online.eu.

Professional drivers from Germany show the doctor their health insurance card and the insurer will then handle payment for the treatment. Truck drivers from other European countries must either use their European health insurance card or pay in cash and send the invoice to their health insurer upon returning to their home country.

If you wish to support the association – like Federal Transport Minister Peter Ramsauer, entrepreneur Dr Bernhard Krone or celebrities such as Jürgen Drews, the band TruckStop and many others – or simply find out more, just go to www.docstop-online.eu. ◀

Heart in the right place

► The employees of Schmidt-Gevelsberg spontaneously decided to use their last general company assembly to collect for the Bärenherz Foundation. The foundation, among other things, provides financial support for the children's hospice of the same name, which was honoured with the Bambi Award 2008. The impromptu collection raised a remarkable 1,240 euros. Impressed by the generosity of their employees, the company management immediately doubled the sum and wrote a cheque for 2,480 euros to the foundation, of which CargoLine has been a sponsor since 2007.

www.baerenherz.de. ◀



A new shareholder – Pfefferkorn

► On 1 January 2011, CargoLine was pleased to welcome a new partner and shareholder – Pfefferkorn Spedition, a subsidiary of the Fritz Group in Heilbronn. “Pfefferkorn is a well-established, medium-sized, owner-operated company which fits in perfectly with the structure, development, quality aspirations and strategic outlook of our alliance of equals,” says a delighted Jörn Peter Struck, Managing Director of CargoLine about the new arrival. Pfefferkorn and CargoLine are no strangers. The prime mover in Heilbronn took over the general cargo alliance's distribution activities in its region two years ago. The company has already made its name as a provider of contract logistics in the region and is participating in the alliance's working party of the same name. ◀

eska is on a roll

► What child in a DIY store is not fascinated by the paternoster, whose colourful carpets roll at the touch of a button presenting a seemingly never-ending procession of new floor coverings? For 35 years, eska from the town of Eichenzell in Hesse has been manufacturing storage systems such as these but also for tyres, cable drums, pond linings and much more. And for a quarter of a century, the freight forwarder John Spedition has been transporting them to customers in every corner of Europe. The greatest challenge in the deliveries, which the CargoLine partner handles as general cargo, part or full loads, are the tight deadlines. Eska's fitters have to install, replace or reset the paternosters on-site within just three to five days. So the trucks operated by John cannot afford any delays. www.eska-lagersysteme.de

Flexibility is the trump card

The company's second area of business is as life-saving as the area of eska Schneider commercial storage systems is fascinating. Pedestrians are particularly vulnerable in warehouses, industrial buildings, airports and any situation where the paths of people and vehicles cross in confined spaces. The flexible yellow-black “A-Safe” safety barrier system ensures that pedestrians and machines are separated



The “A-Safe” safety barrier protects people and objects.

by clear and robust barriers that prevent accidents effectively.

The safety barrier system also protects equipment against damage. Made from polymer based materials, “A-Safe” deforms on impact and is capable of absorbing loads of up to 1.5kN. It effectively prevents or minimises dents and damage to shelf units, industrial access gates, pillars, transport equipment and paintwork. And it does this without breaking itself. After initially deforming, the safety barrier springs back into its original shape. Small wonder then that the freight forwarder John does not just transport this economic alternative to steel barriers but has also installed them in its own warehouse and cargo handling area.

www.eska-lagersysteme.de ◀

Streck acquires A.S. Spedition

► Since 1 November 2010, CargoLine partner A.S. Spedition-GmbH in Steinen has got a new owner, Streck Transportgesellschaft mbH with its headquarters in Lörrach. For the new owner, this is its second facility in the CargoLine network after Freiburg. Streck was therefore already well acquainted with the alliance's quality requirements and processes so the transfer to new ownership presented

no problems. This acquisition now offers the freight forwarder the opportunity to increase its presence in the general cargo market in the border triangle of Germany, France and Switzerland. In return, customers of A.S. will profit from the Lörrach company's extensive experience in the areas of transport and contract logistics as well as sea and air freight. ◀

Research to protect the environment

► The watchwords of the moment are "CO₂ footprint" and "green logistics". But how carbon neutral is a consignment in reality? Are the criteria used for judging this actually relevant – and are they always identical?

As part of the joint project "Green Logistics" run by Fraunhofer IML, the CargoLine's partner Schmidt-Gevelsberg is designing a standardisable process for calculating the emissions generated by a consignment and the sender. To do this, the transport and logistics provider takes a detailed snapshot of every element in the chain including all the carriers, offices, cargo handling areas, warehouses and open-air sites in order to determine which are the drivers of pollutants such as CO₂ or particulates. Unlike methods based on statistically assumed values, calculating the matrix in this way makes it possible to determine the actual emissions and their origins. All parties involved in the transportation process are therefore motivated to take specific actions in order to live up to their ecologi-



cal responsibilities. The matrix is also intended to serve as a basis for the other CargoLiners to make continuous improvements to their environmental balance sheet. At the same time, these efforts support the goal of the joint project to, for the first time, provide a uniform method of assessing the

ecological impact of specific logistics processes and systems in the areas of logistics real estate, in-house logistics and transport. The methods and tools under development will be used by the institute in a certification system for providers of logistics services. This will open the road to making accurate carbon footprint measurements and turn the green slogans, with which companies love to adorn themselves, into quantifiable statements regarding quality. The institute also aims to initiate an international standard committee and create a sample assessment tool.

www.iml.fraunhofer.de ◀

Even more trustworthy partners



► Manufacturers operating across borders must be able to provide proof of a seamlessly certified supply chain. Last year, in order to satisfy these requirements, a further five CargoLiners applied for and achieved AEO-F status (AEO = Authorised Economic Operator). These were BTG (Bocholt), Klumpp + Müller (Kehl), John Spedition (Eichenzell), MTG (Mannheim) and Schmidt-Gevelsberg (Schwelm). This status identifies the freight forwarders to consignors and international customs authorities as exceptionally trustworthy partners in the area of international goods management. "F" stands for "Full" – the highest level of certification. A total

of 20 CargoLiners have already been certified to the level of AEO-F. Two further partners have the certificate AEO-C for "simplified customs procedures".

The AEO status was introduced on 1 January 2008 as part of the EU's customs security initiative. To achieve this status, companies must participate in an extensive inspection process to demonstrate that they operate their businesses in accordance with highly detailed and defined safety and security standards. They and their customers can then profit from simplified and faster customs formalities when importing and exporting goods. ◀

Strongest year in the company's history

With more than 1.3 billion euros in sales and 11.1 million shipments in 2010, CargoLine even beat the previous record year of 2008. As a consequence, the general cargo alliance continued to take on more employees and increase direct transports.

	2010
Turnover in euros	1.3 bn (+ 10.5 percent)
Number of shipments	11.1 mio. (+ 13.3 percent)
Number of partners	45
of which shareholders	15
Employees	6,592
Number of daily line hauls	1,286
Number of pool swap bodies	3,007
Number of trucks	4,042

Contract logistics: size is relative, service is not



At transport logistic 2011, CargoLine will be turning the spotlight on its latest business area – contract logistics. CargoTime spoke with Heinrich Koch, Managing Partner of Koch International and head of the CargoLine contract logistics working party, about the origins and prospects of this initiative to position the alliance in a new sector.

► **Mr Koch, CargoLine has an excellent reputation throughout Europe as a general cargo network. But contract logistics? Are you not worried that you might be overdoing it a little?**

Heinrich Koch: No, why should I be? Look at our list of references – it is pretty impressive. All that is new is that we are now advertising this service under the CargoLine brand as well.

Can you give me some examples of these references?

Off the cuff, I can think of Heidelberger Druckmaschinen in engineering, B.Braun in healthcare, Teekanne in food, Dow in chemicals, moll in consumer goods and there are many more besides.

Do your partners in CargoLine provide expertise in other sectors?

Apart from the areas I just mentioned, we also feel very much at home in the areas of engineering and electrotechnology including photovoltaic, paper, e-commerce and pharmaceuticals.

What services do you offer?

We provide a whole range of different services at every stage along the value added chain. From picking and packing, disposal and spare parts logistics, in-house logistics, returns management, active and passive product finishing, pre-assembly, EAN128 labelling, processing and neutralising materials to logistics consulting, supplier management and quality control.

Why should a manufacturer choose CargoLine and not one of your competi-

tors that already has an established name in contract logistics?

Because any customer can look at our 1.6 million square metres of warehouse area in Germany alone and know that he will be well taken care of. So by that I mean companies whose outsourcing requirements exceed 10,000 pallets as well as those who would not normally be on the radar screen of matrix organisations due to their low volume. In short, we are attractive to any customer who is looking for customised solutions, requires flexibility and scalability, values innovative thinking and wants to be supported by an equal partner who provides a contact person that does not change on a regular basis.

Our 2011 wall calendar design expresses this customer mix rather cleverly. Here you see different types of people from various sectors standing in a logistics hall on stacks of pallets of different heights. However, due to the perspective of the photograph, they are all at the same eye level as we are. Hence the claim: size is relative, service – our service, that is – is not.

And are matrix organisations not able to offer this?

The fact is that industrial contract logistics in particular require a high level of ability in customising services. Specialisation and flexibility are both in demand as is a willingness to participate in changing processes. Due to the closeness to our customers, which is one of the prime advantages of medium-sized companies, and knowledge of the market, we may well be in a position to offer a few advantages that large groups do not.

How do you ensure that a customer receives precisely the services he needs – even when these are offered in a number of locations?

Since November 2009, all CargoLine partners have been certified in accordance with DIN EN ISO in the area of contract logistics. The basis of this certification is a handbook, which defines the typical basic procedures for contract logistics in terms of national and international standards. This handbook has been supplemented by the partners to include customer-specific procedures. Our customers can therefore be completely certain that, just as with a matrix organisation, the standard and quality of our services is identical, even when spread across a number of locations. And the handbook also enables our custom- ►

► HEINRICH KOCH

Heinrich Koch is the head of CargoLine's contract logistics working party. In this role, he is responsible for the strategic positioning and expansion of this business area.



The 49-year old Managing Partner's main job is guiding the fortunes of Koch International, the Osnabrück transport and logistics service provider, together with fellow partners Dieter and Peter Koch. With a degree in freight forwarding and business administration from the German Academy of Foreign Trade and Transport (DAV), he manages the national freight forwarding and commercial aspects of the business. The company is in its fourth generation of family ownership and has 725 employees, who operate a warehouse area of more than 50,000 square metres. In 1993, Koch International was one of the founding members of CargoLine.

ers to check these standards are being met using binding criteria. We have again managed to strike that fine balance between the individuality provided by medium-sized companies and offering a uniform standard of service from all our partners – just as we have already done so successfully in the general cargo market.

This is the theory – but surely not all CargoLine partners have equal expertise in the area of contract logistics. How do you put the theory into practice?

This is precisely the reason why we set up the contract logistics working group. Initially its job was to collate the know-how of all the partners in a database that could be accessed by every member of the alliance. This makes it easier to benefit from the experience of our colleagues and measure our performance against examples of best practice. Thanks to this database, we are also able to identify overlaps in a variety of areas where we offer services at different locations. These can be used to generate synergy effects. Today, the most important job of the working group members is providing active assistance and mentoring to partners who are already engaged in the contract logistics business or want to enter the sector. Sometimes they also send staff to another partner for training.

How important is it for a contract logistics provider to have its own network?

There are two simple measurements of product quality and the promises you make to customers – the reliability of deliveries and the delivery times. When you operate your own network, you get a higher quality of transportation than when you outsource it. There is also the problem that there are no longer many high quality transport networks that of-



fer seamless coverage. The air is growing thinner – and more expensive.

Are the transport services not replaceable?

Certainly more replaceable than the contract logistics component. But in transport, too, there are clear differences in terms of delivery quality, coverage and value added services such as delivery free at place of use, electronic notification of consignments or the 24-hour Europe service. Moreover, when you can closely link contract logistics with your own transport network, the result is a high degree of efficiency.

You just mentioned CargoLine’s contract logistics certification. What is the situation re-

garding other certificates valued by companies outsourcing their activities?

All our partners are certified in accordance with DIN EN ISO 9001 including the HACCP concept and contract logistics, 14001 as well as s.a.f.e. Moreover, nearly half our members have now achieved AEO-F status. Many also have an SQAS certificate, work in accordance with GMP-, IFS- or aviation safety directives and much more.

Companies generally want a direct IT connection from their goods management software to the software of their logistics provider. Can you provide that as well?

Medium-sized companies like ourselves are required to keep up with the latest technological developments. Naturally, our IT systems have SAP-certified interfaces. We are also well versed in dealing with Oracle and the like.

Mr Koch, thank you for your time! ◀



A second home

For Spojmai Maleksai the journey from Kabul to Osnabrück, where she works for Koch International, has been long and difficult. This is a woman who knows how to break down barriers.

► What could be better than listening to that rich voice all day long? It is simply so warm and Spojmai Maleksai speaks nearly perfect German. She is also fluent in English and Persian. These language skills are a considerable benefit to the dedicated employee of CargoLine partner Koch International in Osnabrück where she is one of ten staff responsible for sea and air freight to and from South-East Asia. But the road here was long and difficult.

Spojmai Maleksai was 14 years old when she came to Germany from Kabul in 1997. Her father was an opposition politician and also a well-known journalist in television and radio. With considerable luck he was able to seek asylum in Germany together with his family. First stop: an asylum centre in Braunschweig. From there they moved to Osnabrück, where the family's two sons lived. Everyone helped each other wherever they could but it was difficult to get used to the new surroundings. "I didn't understand a single word at school. But somehow I made it through and even managed to get my 'erweiterter Realschulabschluss' – a school certificate requiring good grades in all subjects which is awarded around the age of 16."

A new life

She met her future husband, also an Afghan, during her subsequent apprenticeship as a specialist in office communications. The couple married in 2003 and have two daughters, now four and six years old. Like many mothers, Spojmai Maleksai faces the common problem of balancing children and work, so she was delighted when she was offered the job with Koch

International in March 2010. "I felt completely at home here from the first day. I deal with incoming and outgoing international invoices and enjoy my job. My colleagues are also all very nice."

The 28-year old misses nothing about the country of her birth, except the sunshine. "I was born in a war zone and there is still war in Afghanistan.

It is terribly sad to see how poor the people are there and how powerless the

troops are to protect them. I am grateful every day for the luck I have had in my career and personal life." But luck is not the full story. "You have to work very hard to get on," says Spojmai Maleksai. "You also need opportunities, which are one of the key things many migrants lack." Her experiences have convinced her that Germany has a great deal of room for improvement when it comes to its immigration policies. For example, migrants are given money for living expenses and accommodation but have to wait far too long for a work permit. As a result, many migrants sit around at home feeling frustrated.

Left speechless ...

The Koch employee believes obligatory language courses, such as those provided to ease integration in other countries, are essential. Her parents, for example, still find it difficult to live here as their command of German is poor. Her father still has no



work permit. And, unlike his daughter, he is a long way from being granted a German passport. For that he needs to live for at least eight years in Germany – without financial support from the state. "That is completely absurd," says Spojmai Maleksai.

Despite these barriers, the young woman with the friendly voice would not want to live anywhere else. One reason for this is her large circle of friends, which includes a German colleague from Koch. "I have been to many countries. But Germany is my second home." ◀

Fewer Clauses: the new Incoterms

The Incoterms are a basis for cross-border trade that is recognized worldwide to regulate contract and delivery terms and conditions. On 1 January 2011, the streamlined 2010 version entered into force.

▶ Since 1936, the Incoterms of the ICC, the International Chamber of Commerce, have regulated clearly and uniformly the worldwide rights and obligations between seller and buyer, or exporter and importer respectively. Although they do not possess status as laws, the Incoterms have facilitated their formulation and given both sides legal certainty.

▶ NEW:

- ▶ DAP replaces DAF, DES and DDU
- ▶ DAT replaces DEQ
- ▶ with CIF, CFR, FOB the transfer of risk occurs only when the goods were deposited on the deck of a ship (previously: ships' railing)

The revised version that has been in force since 1 January 2011 contains only eleven instead of the original 13 clauses. These were divided into two categories:

- The EXW, FCA, CPT, CIP and DDP clauses that apply to all types of transportation and the new DAP and DAT, which replace DEQ, DAF, DES and DDU.
- FAS, FOB, CFR, CIF – exclusively for sea and inland navigation.

The DAP (delivered at place) clause regards the delivery as complete when the goods are placed, ready for unloading by the buyer, on the arriving means of transportation at the designated destination. The seller bears all the risks that arise in connection with the transport to this place. It is thus more of a general clause in which the destination is defined as accurately as possible.

According to the DAT (delivered at terminal), the seller delivers the goods as soon as they are unloaded from the arriving means of transportation and made available to the buyer at a named terminal in the designated port or destination. "Terminal" can be any place, roofed or not. Whether it be a pier, a storage hall, a container depot or a highway, railway or air freight terminal.

Furthermore, with CIF, CFR and FOB, the risk is no longer transferred at the ship's railing ("suspended") to the buyer, but instead when the goods are deposited on the ship's deck. With the C-clauses there is a new obligation for the buyer to provide insurance-related information. In addi-

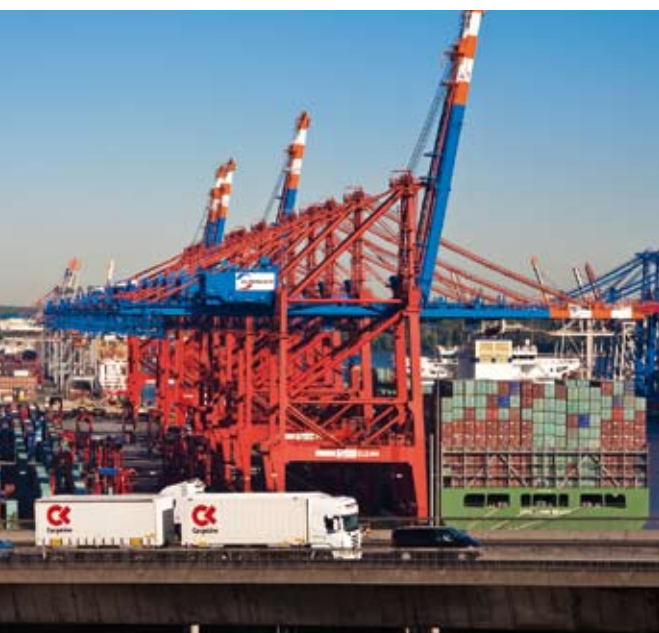


▶ DID YOU KNOW?

- ▶ Incoterms are legally binding only if they have been properly agreed to.
- ▶ Modifying them jeopardizes legal certainty.
- ▶ The clauses are suitable solely for business-to-business transactions.
- ▶ The new Incoterms can also be applied in national trade.
- ▶ The Incoterms 2000 and older versions retain their validity; therefore, it is recommended that the version is explicitly specified.
- ▶ The EXW clause represents the minimum obligation for sellers. Unlike the use of FCA, with EXW the seller has no obligation towards the buyer to load the goods or to clear them for export. If the seller does do the loading, under the EXW clause, the buyer pays the risk and expense.
- ▶ DDP represents the maximum obligation for sellers. The latter bears all costs and risk to the destination of the goods and is obliged to clear them for export and import, paying all the export and import fees as well as completing the customs formalities.

tion, the ICC recommends using FCA instead of FAS and FOB as well as CPT and CIP instead of CFR and CIF for container shipment.

An overview of all Incoterms is available for download free of charge at: www.cargoline.de. You will also find further information about some of the clauses here. ◀





**Size is relative –
service is not.**

Whether you outsource two pallets per week or two hundred – with us you always get the contract logistics that meet your needs regardless of the size of your company. Supported by our own, pan-European network, we dedicate ourselves to solving your challenges as flexibly as possible offering you customised logistics services par excellence. After all, the size of your business is not important. Our service is. CargoLine. “Am Stück. Gut.”
www.cargoline.de


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