

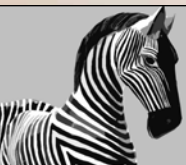
CargoTime

 **CargoLine** CUSTOMER MAGAZINE



A logistics heavyweight turns 20

Happy birthday, CargoLine!



How the software Cepra 3.0 optimises shipment tracking & tracing [▶ Page 19](#)

Made to measure



What makes CargoLine's strategy pan-European [▶ Page 16](#)

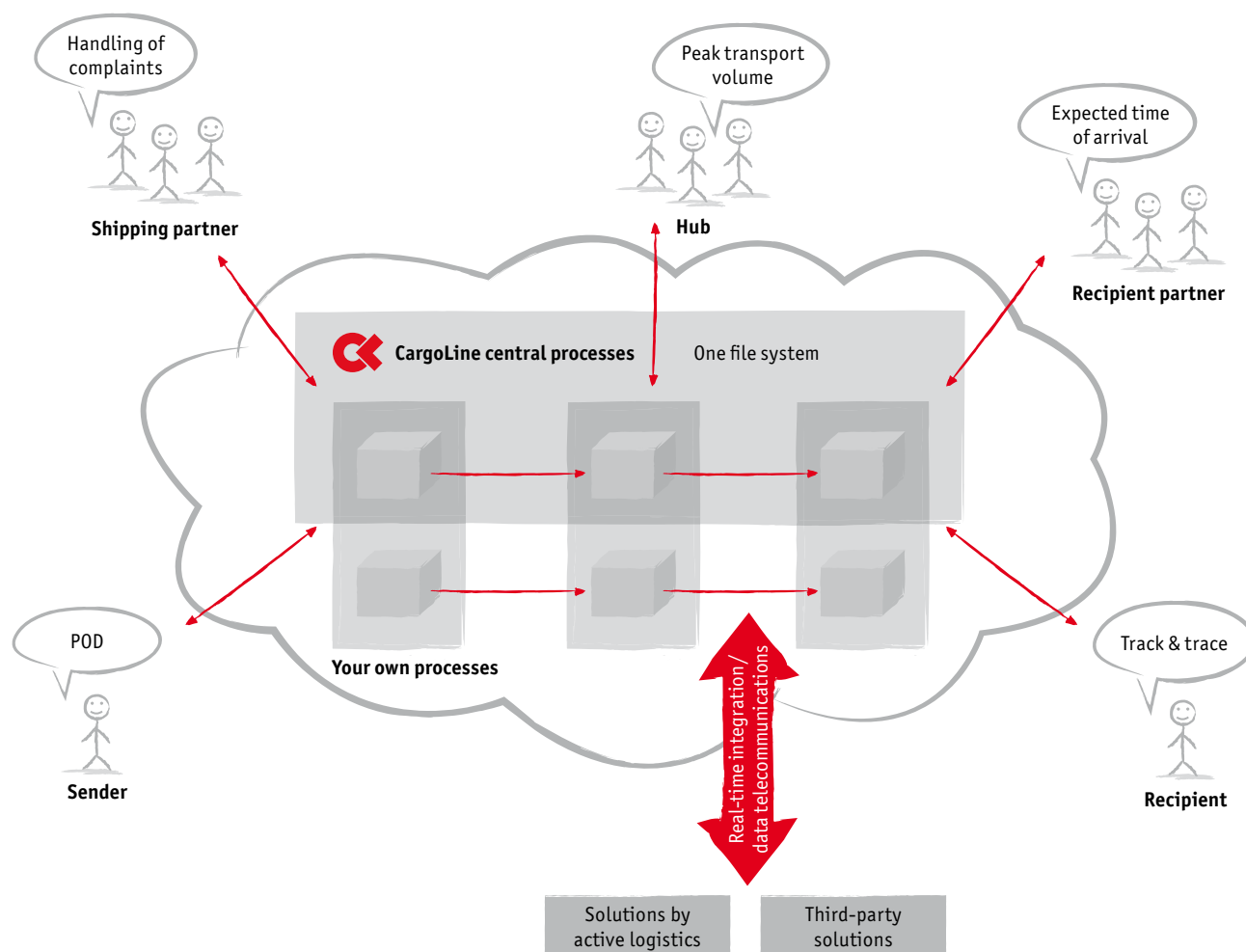
Under a new aegis



How Heidelberg Druckmaschinen AG organises its logistics [▶ Page 10](#)

Fit to print

Feel like being on cloud nine.



The logistics portal – out of the fog into the cloud.

CargoLiners know it as Cepra 3.0. We just call it the active logistics portal.

The one spot for ...

- **People** to work together in teams and be closer to their customers.
- **Information** adjusted to the user and his needs. From advanced notices and alerts to shipment status and your individual pin board – for transparent logistics processes.
- **Places and systems**, whether existing or new, to be integrated and displayed as one single location – accessible anytime from anywhere.



Greetings from Minister President of Hesse Volker Bouffier on CargoLine's 20th anniversary

CargoLine is a company that can look back with pride on the 20-year history of a successful network. Jointly with medium-sized enterprises as partners it has managed to create a national network that stands out for its proximity to customers, reliability and quality. The network owes its remarkable success in no small measure to its

innovative spirit and dynamic nature, characteristic qualities of medium-sized businesses which make them the backbone of our economy.

With almost 200,000 employees, the logistics industry is one of the most important sectors in Hesse. One of the reasons for this is the excellent location of the state at the heart of Germany and Europe. Frankfurt Airport and the motorways, railways and waterways which intersect in Hesse make the state one of the most important transport hubs in Europe. Hesse has two outstanding locations for the logistics industry in the Rhine-Main region and the region of Northern Hesse. An economic policy that is guided by the needs of medium-sized businesses should continue to set important basic parameters in the future to keep advancing the success of the logistics business in our state.

I extend my heartfelt congratulations to the employees for the 20th anniversary of their company. May CargoLine and all its affiliated companies continue with their great success for many years to come.

Volker Bouffier

Minister President of Hesse

IMPRINT

PUBLISHER

CargoLine GmbH & Co. KG
Lyoner Str. 15
D-60528 Frankfurt
Phone +49 69 9515 50-0
Fax +49 69 951550-30
info@cargoline.de
www.cargoline.de

RESPONSIBLE ACCORDING

TO THE GERMAN PRESS LAW:

Jörn Peter Struck,
Managing Director
CargoLine GmbH & Co. KG

EDITOR-IN CHIEF

Sandra Durschang

EDITORS

kiosk:mediendienste:
Ludwig Janssen
Marion Kamp
Stefan Kreutzberger

CONTACT

sandra.durschang@cargoline.de

DESIGN

kiosk:mediendienste:
Wolfgang Scheible

PRINT

F&W Mediencenter GmbH,
D-83361 Kienberg

PICTURE CREDITS

Title: F1online

Page 3: Hessische Staatskanzlei
Page 4: F1online
Page 5, 6, 7, 8: CargoLine
Page 9: Hans-Joachim Krizsan/Kissel
Page 11: Heidelberger
Druckmaschinen AG
Page 12, 13: Sirona
Page 14: Koch International, Jasmin
Soltani/Weiler Zeitung
Page 15: CargoLine/David Franck,
Gabriele Schwarz, glet.bewegt
Page 16, 17: CargoLine/Jens Meiser
Page 17: Maxim_Kazmin/Fotolia.com
Page 18: Ekol
Page 19: Daniel Braß

FOCUS

Logistics heavyweight

► 4

CargoLine was founded 20 years ago. The general cargo cooperative has long since become a fixture in European ground transport and in contract logistics. Here you find out what led to the foundation of the network and what milestones the company has set.

INSIDE CARGOLINE

Poet of the highways

► 9

When Hans-Joachim Krizsan sets out on his nocturnal rides for Spedition Kissel, he always has his dictaphone on him – so he can record poems which come to the former butcher's mind while he is on the road.

PRACTICE

An achievement fit to print

► 10

The world's largest printing press factory is based in Baden-Württemberg. The Fritz Group manages the large flow of commodities for Heidelberger Druckmaschinen AG with neat order picking, a knack for hazardous goods and automated data flow.

Things are much easier when you're relaxed

► 12

Sirona develops and produces everything dentists and dental technicians need in their surgeries and labs. Every day, specialists depend in their work on getting new parts from up to 850 suppliers. The CargoLiner MTG ensures on-time procurement and delivers the finished products.

IN BRIEF

► 14

► Investing in the future ► CO₂ footprint officially certified ► Historic moment ► Passionate "making of" ► Up close to the Far East ► A new look

STRATEGY

Europe under a new aegis

► 16

As deputy managing director of CargoLine, Bernd Höppner mainly deals with international matters. Together with André Biwer, who heads the network's International working group, he lends insight into the pan-European activities of the network.

INTERNATIONAL

► 18

A clever combination

No other Turkish forwarding company grows as quickly in Europe as Ekol does. One reason for this are intermodal transports where the forwarder combines various means of transport in a clever way. The company has been part of the CargoLine network since 2012.

CURRENT ISSUES

Customised shipment tracking & tracing of the next generation

► 19

Ceptra 3.0 gives CargoLine customers a new tool for tracking and tracing shipments. Daniel Braß, key account manager of the software developer active logistics, explains the advantages of the latest version.

Partner overview

► 20



Logistics heavyweight

CargoLine was founded 20 years ago. Today the general cargo network is an indispensable factor in European goods traffic and in contract logistics.

► Nelson Mandela and Fredrik Willem de Klerk are awarded the Nobel Peace Prize. The five-digit postcode is introduced in Germany. The European domestic market becomes a reality and the German government deregulates the forwarding business: it decides to abolish fixed prices in goods traffic. They soon take a downward spiral. The year is 1993 – a year of change.

In the wake of the new competitive conditions for forwarders, numerous medium-sized companies merge into conglomerates. Yet many transport and logistics services providers who want to remain independent join forces in networks. These include, for example, Norbert W. Höflich (Jeschke Spedition Hamburg), Walter Koch (Koch International Os-nabrück), Karl-Heinz Schäflein (Schäflein Spedition Röhlein), Klaus Schröder (John Spedition Eichenzell) and Günter Schwarz (L. Wackler Göppingen). “At the time, six of us were already part of another network, but 30 partners were pursuing all different kinds of goals. We, on the other hand, wanted to advance our general cargo business. Along with Nellen & Quack, we therefore founded CargoLine on 26 April 1993. From the start, our goals went beyond those of a strict partnership of convenience,” Klaus Schröder recalls. He and his co-founders wanted an association where people met on equal terms and had a similar mindset, offering general cargo

traffic throughout Europe based on the same quality criteria. They knew from the start “that proximity to the customer, a good organisation of the network, the early introduction of modern information technologies for handling commissions, and shipment tracking & tracing would be decisive factors for our success.”

Then and now

20 years ago, speculating about many events of importance – for our industry, too – was the most one could do: the Internet was still in its infancy. It was another five years before Amazon arrived in Germany to revolutionise the mail order business. At the turn of the millennium, GPS finally enabled localisation with a precision



Günter Schwarz and Norbert W. Höflich, second and third from the left, with their combatants during one of the company's first general meetings.

of less than ten metres. In 2002, the euro was introduced, and two years later the European Union was augmented by ten members to a total of 27.

Karl-Heinz Schäflein was one of those who in 1993 still drew the routes of the

►► *During the many years of our collaboration we have got to know and come to appreciate the CargoLine network as a competent and reliable partner.* ◀◀

Norbert Deimann, Managing Director, Wulf Handelsgesellschaft mbH

vehicles by hand. But that was ages ago. “For the longest time it has been perfectly natural for our dispatchers to use a route planner to determine the best possible route and to transmit it to the driver’s mobile.” The barcode of a shipment is scanned at each interface from pick-up to delivery, so customer and forwarder always know where it is. Connecting the forwarding software with the customer’s inventory management, for instance, turns order placement into a completely electronic process. In fully automated small parts stores, collecting the components of a commissioning job is a computer-controlled job that takes no time at all. Cameras monitor every shipment in the cross-dock station.

Mending sacks of fleas

“CargoLine was one of the first network networks that used Cepra to introduce a comprehensive system for seamless track & trace across Europe,” says Klaus Schröder. It took the founders and new partners a mere six years to create the basis for ►

1993

► Foundation of CargoLine by seven transport and logistics services providers

1996

► The hub in Eichenzell starts operating

► CargoLine is the first general cargo network to introduce a

key account management department

1998

► Revenues exceed one billion Deutsche marks

1999

► Implementation of Cepra II (track & trace for every package)

► Introduction of the guaranteed deadline delivery service NightLinePlus by 8 a.m., 10 a.m., 12 noon or 6–10 p.m.

2000

► Creation of the swap body pool

2002

► Certification of the CargoLine products including for short

line hauls according to DIN EN ISO 9001

2003

► Introduction of the ServiceLine product: free delivery to the point of use, carrying the consignment to its destination, setup, unpacking, removal of packaging materials and more

2004

► Opening of the regional hubs in Sehnde and Göppingen, connecting the international partners to the central hub in Eichenzell

joint shipment tracking & tracing in 1999. For the former managing director at Spedition John, this conjures the image of a sack of fleas that could now be worked at under one roof, instead of being mended individually by each company. After all, all of the roughly 40 partners had their own, different set-up. Uniform interfaces and data formats had to be generated for the joint shipment tracking & tracing for all partners. The network can also be proud of the uniform certification of all CargoLiners in the areas of environment, quality, food and contract logistics management, despite their differences.

It has also turned out that there are differences with respect to the activities of the CargoLiners. After all, they are for the most part owner-managed companies, some of which have a history of over 100 years. They evolved in their own way and developed their services depending on the respective wishes of their customers – most of them medium-sized enterprises. Over the years, these services turned into products which all CargoLiners offer – without the individual partners relinquishing their specific identity, however. And so one thing led to another.

The second pillar, contract logistics, which was adopted in 2011 by the entire network, also followed this pattern. In this

»»CargoLine is 20 now, and all of us at WECO vow: we'll walk the future together with you, and happy birthday from us, too!««

Jana Trost, Shipping Agent,
Weco Pyrotechnische Fabrik GmbH

area, too, the CargoLine partners evolved along with their customers: “So the first customer whose transports we were already handling asked us if we could also store the goods for him. And later on if we could do order picking, too. And, later yet, if we would also neutralise their consignments for shipping or could build a display for their goods. As time went by, we acquired so much know-how that we decided



Anticipation is in the air: on 26 April 1993, the future CargoLiners are waiting to sign the partner agreements.

no longer to position ourselves as a mere general cargo network but as a provider of transport and contract logistics services

from one source. Or, as it's now called, as a 3PL service provider” – this is how Heiner Hoffmann of Nellen & Quack summarises the development. Today, CargoLine partners also preassemble car parts, repair PCs, build displays, take care of container management and disposal, and check the quality of stored merchandise. Especially in the vehicle construction segment, in the field of chemicals/pharmaceuticals, in iron, steel and metal processing, electrical engineering and, increasingly, the consumer goods industry as well, services of this kind are still in demand, and demand is yet growing. A number of other advantages come into play here, too: the CargoLine partners not only have the necessary industry-specific know-how but also act locally – like a genuine medium-sized business – in the direct vicinity of their clients. This quickly creates a special mutual understanding of the job at hand and its requirements.

Experts on the road

One indication of how much the transport and logistics business has changed is also the fact that “there used to be only the one forwarder who personally dispatched, loaded and drove the vehicle,” Wackler's Günter Schwarz recalls. Today, there is a specialist for every job, not just

in his enterprise. Often, employees must be able to speak foreign languages and have passed the university qualifying examina-

2006
 > Revenues exceed one billion euros and Germany-wide direct line hauls top 1,000 per day
 > Five ABX branches find a new home in CargoLine; additional ABX enterprises are taken over by CargoLine partners or continued as joint ventures

> Forwarders and young professionals elect CargoLine for the first time as the only general cargo network among the top 10 in the category Forwarding & Contract Logistics in the magazine *Logistik inside*
2007
 > To handle the increase in international shipping volume, a European hub is established in Hauneck

> CargoLine is the only network where all partners have an online presence with uniform partner websites
2008
 > Environmental certification according to DIN EN ISO 14001
 > CargoLine transports more than ten million shipments per year
 > Introduction of NightLineFix (premium guaranteed deadline service)

> Revenues totalling 1.3 billion euros mark the best result in the history of CargoLine to date
2009
 > With the cooperation arrangement with Miltzer & Münch, mutual procurement and distribution is expanded to the CIS and the Maghreb countries as well as the Near and Middle East,



The overriding theme of the company's stand at the transport logistic 1999 was Cebra, the package tracking & tracing tool.

tion because of the Europe-wide transports and the special requirements. "In view of the lack of skilled workers in the industry, it is absolutely necessary to constantly invest in qualification training", Norbert W. Höflich of the company Jeschke stresses.

Currently over 800 young people are learning a profession at one of the CargoLine partners, whether as a forwarding and logistics agent, expert in storage logistics, forklift operator, office clerk or IT specialist. What's more, numerous partner companies are offering dual study courses where training and education in the company and studying business administration or logistics at a university complement each other.

In order to always be perfectly up to date, the network also invests in running an academy, where more than 900 employees were trained in 48 different courses in 2012 alone: from how to behave properly on the telephone to hazardous goods and sales training and through to soft skill seminars such as "From co-worker to manager". Moreover, CargoLiners are

»» We count on CargoLine, because 'the natural choice' that we offer also naturally includes a smooth logistics system. ««

Garlef Reincke, Business Administration Manager (Division of Air Conditioning and Humidification Systems), STULZ GmbH

expected to undergo continuing education and training in e-learning courses on a regular basis, and to demonstrate this by taking tests which they are obliged to pass (see *CargoTime* 1/2010).

Sustainably on the road

Another subject that has gained in significance for the logistics industry during the past two or three years is environmental protection. CargoLine is a pioneer in this area, too: the network was certified according to DIN EN ISO 14001 no less than five years ago. A requirement for this is not only a resource-saving operation but also ecological or sustainable transport

planning and appropriate fleet management and driving behaviour.

Moreover, on the road towards "green logistics", last year the network determined its CO₂ footprint for the first time (see *CargoTime* 1/2012). To this end, the partner companies recorded all emissions caused by their administrative and operational activities and collected the figures in a greenhouse gas balance sheet according to DIN EN ISO 14064. Based on this actual data the specific CO₂ emission per shipment can be determined according to DIN EN 16258. Moreover, the data forms the basis for further improvements of the CO₂ balance sheet.

Medium-sized forwarding millionaires

Despite numerous changes in the past two decades, the network has always remained true to its basic principles. These include "the independence of the medium-sized partners, proximity to the local customers, keeping the same points of contact, flexibility, cost consciousness, short de- ▶

among other territories. CargoLine now covers all of Europe

- ▶ Introduction of NightLineEuropeNext Day, the only regularly scheduled overnight service in the general cargo freight industry
- ▶ Introduction of a compliance software
- ▶ The network joins the "Schutz- und Aktionsgemeinschaft zur Erhöhung der

Sicherheit in der Spedition" (s.a.f.e.), an association working to increase safety and security in freight companies

- ▶ Certification in the field of contract logistics in compliance with DIN EN ISO 9001
- ▶ CargoLine develops a central dispatch system as part of a research project
- ▶ Sale of the ABX branches to DSV, placing own partners at these sites

2010

- ▶ The increase in number of shipments of 13.3 per cent compared to the previous year is considerably greater than the economic growth rate in Germany

2011

- ▶ Establishment of an own advanced education and training academy and an e-learning portal

▶ Expansion of the contract logistics business field

▶ With revenues of approximately 1.4 billion euros, CargoLine exceeds its record turnover of 2008

▶ The central office is moved from Dietzenbach to Frankfurt am Main



“Together we’ll manage it!” – the Cargoliners in 2009 during the first joint annual general meeting of national and international partners.

cision-making paths, European coverage, a uniform product portfolio, individual additional products, joint quality and IT standards and a large degree of network security as well as the maxim of never standing still,” Höflich explains. A ranking among the top ten of freight forwarders in Germany and among the top three of general cargo networks is proof positive that this is the right strategy.

On solid ground to face the future

“After 20 years, we can be proud of the way we’ve evolved,” Jörn Peter Struck says, who has been the network’s managing director for seven years. But they don’t want to rest on their laurels. After all, transport and logistics are facing great challenges. “The extreme volatility of the shipment volumes and the enormous cost pressure due to a persistently aggressive pricing policy of the competition will continue to increase, as will the requirements of a green logistics chain,” Struck predicts. “Sooner or later even more medium-sized freight forwarders will disappear from the market and at some point two or more networks might merge.” The company wants to tackle these tasks with a pioneer-

»»The very personal working relationship between our companies confirms us every day in our conviction that we have a friendly, customer-oriented and, above all, reliable forwarding partner in Koch.««

Marcel Bitter, boyens backservice GmbH

ing, long-term strategy (see *CargoTime* 2/2012). The cornerstones are ensuring the network stability, the further expansion of the international business as well as the corporate culture of medium-sized enterprises. This also includes gaining and retaining a qualified staff, developing new and uniform products that offer great customer benefit, profitable and sustainable activities, optimum cost efficiency while maintaining high quality standards as well as constant management of the CargoLine brand. The partners only translated these goals into specific tasks and set up an implementation schedule at the beginning of the year. This was based on the balanced scorecard method. Moreover, after inten-

sive discussions a corporate philosophy was formulated that involves all employees and distinguishes all partners as well as the network as a whole (see *CargoTime* 2/2011 and 1/2012). This year, the employees will once again be asked to participate in a survey in which they can submit their opinion about the values and their implementation as well as the working conditions in their respective company and the collaboration with the CargoLiners as a whole. In this manner they make an important contribution towards further advancing both their company and the network.

“If we implement our plans and act as partners, we have reason to be optimistic about the next 20 years,” says Managing Director Jörn Peter Struck. *CargoTime* will report about it in good time. ◀

» CARGOLINE IN FIGURES

A total of 45 partners in Germany and another 26 in other European countries serve 42 countries throughout Europe, the CIS countries, the Near and Middle East as well as North Africa providing truck transports. In Germany alone, 7,152 employees forwarded approximately 11.7 million shipments in 2012 via 1,324 direct line hauls a day, generating revenues of 1.41 billion euros.

- 2012
- » CargoLine is the first general cargo network to implement a system to ensure information security that meets the ISO/IEC 27001 standards
- » The assessment of the greenhouse gas balance (the network carbon footprint) based on actual data is

- completed and CargoLine is certified according to DIN EN 14064
- » It is now possible to determine the emissions per shipment (product carbon footprint) according to DIN EN 16258
- » CargoLine offers an app for tracking and tracing shipments

- » Certification according to the IFS Logistics standard
- » The European hub is moved to a larger facility next to the central hub
- » A new corporate strategy, a new partner structure and corporate goals are passed

- 2013
- » Cepra II is replaced by Cepra 3.0

Poet of highways

The freight forwarder Kissel, based in Stockstadt am Main, has been a member of the Cargoline family since 2004. Every night up to 50 trucks depart the 3,500 square metres cargo handling area heading out to destinations in all directions. Among them is veteran driver Hans-Joachim Krizsan whose nocturnal expeditions have inspired him to poetic heights.

► Every evening at around 10 p.m., the 50-year-old driver saddles up and drives out into the night, to Munich for example. A stream of street lamps and crash barriers flow past his windows and his thoughts flow with them. Whenever an interesting idea occurs to Hans-Joachim Krizsan, he switches on his dictaphone. Once he has assembled three or four poems on tape or scraps of paper, he sits down at his computer at home and types them out as he has done since the 1980s. Back then, while he was still a butcher for EDEKA in Darmstadt, he spontaneously produced a rhyme. A former colleague suggested he should “do a turn” at the Christmas party and so he discovered a new and initially unfamiliar hobby. “I simply couldn’t stand poetry when I was at school,” the now passionate amateur lyricist remembers. Something must have stuck from his schooldays, though. In his poem “Der Klöppel” (The Clapper), Krizsan considers the inner life of a bell – a reference to the famous poem “The Song of the Bell” by the German poet Friedrich Schiller.

A steering wheel replaces the butcher’s cleaver

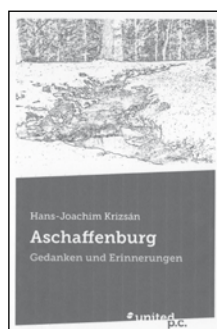
In 1987, the sturdy man with the nickname “Buddy” – taken from the films of Bud Spencer – entered the driving profession because commuting daily from Aschaffenburg to Darmstadt was too

time-consuming. Nobody in the area was looking for a butcher but he decided that the life of a trucker would be just as interesting. Until 2000 he drove for Deutsche Kleiderspedition, a German freight forwarder in the fashion industry. Yet he eventually grew weary of local deliveries and yearned for more distant destinations. Acquaintances pointed him in the direction of Stefan Kissel and his freight forwarding company. Soon after the interview, he was informed that he had got the job. Hans-Joachim Krizsan, himself the proud father of two sons, immediately felt at home in the family-owned company run by Edwin Kissel and his four sons.

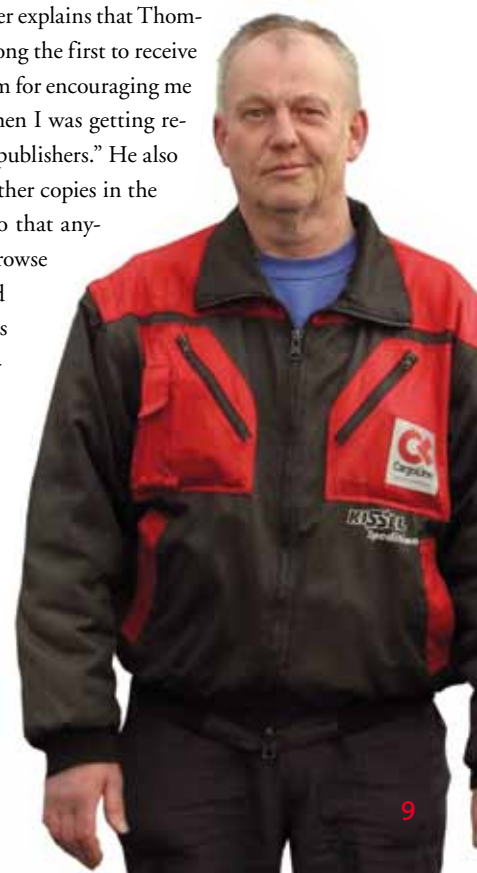
Success comes to those who persevere

For a while, the trucker lost his poetic muse performing only at friends’ parties. However, particularly in recent years he received great encouragement from his cousin, Heike Wendler, herself an author in Leipzig. Thomas Kissel – Stefan’s brother and among other things responsible for IT in his parents’ company – was another to suggest to the trucker poet that he take up his pen once again. Hans-Joachim Krizsan tasted the first fruits of success last year when his poem “Der LKW-Fahrer” (The Truck Driver) was printed in “Trucker” magazine. The Aschaffenburg city magazine is another to have published works by

the poet of the highways. He also took part in the Joker’s Lyric Prize and, after entering a competition run by the Brentano Society in Frankfurt, his poem was printed in an anthology published in December 2012. Hans-Joachim Krizsan has now found a publisher in Austria who wishes to produce and distribute a volume of his poems this spring throughout the German-speaking world. There is certainly no shortage of material. He has covered around one million kilometres during his tours, which are reflected in 70 to 80 poems. The CargoLiner addresses a variety of themes – not just life behind the wheel. For example, for the Brentano Society, he submitted his poem “Hoffnung” (Hope) a love story set against the backdrop of the fall of the Berlin wall. Other subjects of his poetry include racism, the persecution of the Jews, life in Aschaffenburg both today and in times past as well as pensions. When his own volume is published, the trucker explains that Thomas Kissel will be among the first to receive a copy, “to thank him for encouraging me to continue even when I was getting rejection letters from publishers.” He also plans to put out further copies in the company’s offices so that anyone interested can browse through them. And who knows, perhaps his thoughts will accompany colleagues on their solitary journeys through the night. ◀



Homage to the home region and profession.



An achievement fit to print

Wiesloch-Walldorf is home to the largest printing press factory in the world. The Fritz Group controls the flow of commodities for Heidelberg Druckmaschinen AG with intelligent procurement logistics and automated data flow with precision and as part of a network.

► The cereal box at breakfast, the flyer in the letterbox and the brochure at the office: the great diversity of printed products is part of our everyday life. Modern machines consisting of up to 100,000 parts put colour on paper and give paper its proper shape. They work like Swiss clockwork, and the logistics for their manufacture must be just as precise.

The centre of activity is in southern Germany

With a market share of over 40 per cent, Heidelberg Druckmaschinen AG – Heidelberg for short – is the global leader in sheet-fed offset printing technology. The diverse portfolio includes machines for the preparation and further processing of printed products as well as supplies ranging from correction pens to cleaning detergents. About 70 per cent of the machine parts that the company needs originate from southern Germany. More than 80 per cent of production is shipped abroad.

Rooted in the region, being part of the CargoLine network and versatile in the hazardous goods segment, the Fritz Group was able to expand its existing cooperation with Heidelberg, which has been in place since 2007, for the third time in 2012. It handles transport and procurement logistics as a regional forwarder in the southern territory. The decisive factors for Heidelberg were not just the Fritz Group's proximity to the plant, which is not quite 50 kilometres away, and the direct access to the top executives. Crucial arguments were, above all, the fact that procurement is handled via the

wide network of CargoLine partners as a tangible and functioning product as well as a customised IT solution for pre-shipment inspection.

A knack for hazardous goods

Most of the Heidelberg plant is in a ground-water conservation area. To comply with the strict legal requirements while at the same time being able to ensure the necessary availability of its products, major quantities of solvents and detergents are stored at the Fritz plant. An area of 15,000 square metres has been approved in terms of immission protection legislation, is subject to

the Hazardous Incident Ordinance and thus satisfies the highest safety standards. The Heidelberg products, among others, are prepared for shipment at the order picking station by a permanent team of five skilled staff members who have been specifically trained in the handling of hazardous goods. Neatly picked, the goods are delivered to the printing press manufacturer on the same day.

Triple jump into the timeframe

It is the goods receiving department in Wiesloch-Walldorf that determines the logistics rhythm in the hall with about 150 different machine parts for Heidelberg. Every day Fritz moves up to 100 orders from Heidelberg through the logistics centre with a well coordinated team that works in three shifts and is assisted by the CargoLine network. Three to five tractor-

► HEIDELBERGER DRUCKMASCHINEN

Heidelberg Druckmaschinen AG (Heidelberg) offers products and services in the field of advertising and package printing that are among the best in the world. The company's portfolio is geared towards the segments of sheet-fed offset printing, digital printing as well as the manufacture of sophisticated parts and components for precision mechanical engineering. The company, whose headquarters is in Heidelberg, Germany, and which has development and production sites in seven countries, handles customers through a tight-knit network of sales and service offices. On 31 March 2012, the group of companies had 15,414 employees.
www.heidelberg.com

► FRITZ GROUP

With more than 600 employees, the Fritz Group is one of the largest forwarding and logistics services providers in the greater Heilbronn area. The company's forwarding division, Spedition Fritz GmbH & Co. KG, offers general cargo, partial and complete shipments. In storage and contract logistics, Fritz Logistik GmbH provides its broad range of services to customers in industry and retail on 80,000 square meters of floor space, of which an area of 15,000 square metres has been approved in terms of immission protection legislation. The main focus is on mechanical engineering, the chemical and automotive industries. In 2012, the company, which is now owner-managed in the third generation, earned revenues of approximately 68 million euros.
www.fritz-gruppe.de



trailers leave the forwarding agency's premises loaded with cargo. The regular procurement transports include drive motors from Nuremberg which the forwarder Amm, the local CargoLine partner, feeds into the cargo freight network. The heavy motors are delivered very carefully in Wiesloch-Walldorf one day later.

What counts aside from quality is punctuality. With each shipment, Fritz assumes responsibility for the supplier's reliability. Logistics follows a strict A-B-C system. After Heidelberg has placed the order, the supplier announces the delivery of his shipment at Fritz no later than 5 p.m. on Day A. The CargoLine partner picks the merchandise from the site on the following Day B. It reaches Heilbronn via the standardised transport by the general cargo freight network. To make sure the merchandise arrives at Heidelberg on Day C at the latest, the forwarding staff move the ready shipment onto trailers that same night. These head off in the direction of Wiesloch-Walldorf to arrive in time for the early delivery window of 6 to 10 a.m. or for the evening delivery between 6 and 8 p.m.

Dataset rather than delivery slip

"Traffic at the plant's loading docks should be smooth and, if possible, without any waiting time for the driver," is how Thorsten

Bauch, corporate commodity manager of logistics at Heidelberg, describes the goal. In addition to clocked delivery cycles, he therefore also opts for automated dataflow to make sure that the trucks are dispatched quickly. Even during the pilot phase of the collaboration, the Fritz Group invested in a web-based system for uniform incoming shipment data and electronic proofs of delivery. For the pre-shipment inspection at the Fritz logistics centre, Heidelberg now transfers every order from suppliers straight from the SAP system to the web-based SCM system. When the matching merchandise arrives, a member of the forwarding staff compares the supplier's paper packing slip with the ordered items on the basis of existing part number codes. If everything is in good order, the system generates an electronic packing slip in a fully automated process and alerts Wiesloch-Walldorf to the arrival of the shipment. When the shipment comes in, the data of the packing slip and those of the shipping notice interlock according to the key-lock principle. Bauch confirms the high quality of the delivery data: "We can instantly match all shipments in the receiving department without any time- and cost-intensive follow-up work."

Circuits – the royal discipline

Heidelberg moreover profits from the forwarding agency's milk runs. "Consolidating

the transport of the full and empty containers of many different shapes and sizes together with other cargoes in specific regions in as cost-efficient a way as possible is our special expertise," Günter Gruber, authorised officer of Spedition Fritz, is happy to say. This is no easy task for him and his team, but it is an exciting one, as depending on the machine, the parts change, and so do therefore the suppliers and routes. The volume can only be planned to a limited degree as well: 60 per cent is announced ahead of time, the rest is delivered as needed.

The employees of Fritz and Heidelberg master the challenges of everyday work in the logistics business mainly by sharing the same concept of the processes involved. Their collaboration is very close, covers all levels and is based on trust. "We solve problems expediently, without lengthy discussions," says Bauch. To prevent them from happening to begin with, Gruber has established a CIP (Continuous Improvement Process) with quarterly meetings. Operative staff members of both companies are always present to make sure the incoming goods department in Wiesloch-Walldorf is never under pressure. ◀

Print work assembly for the Speedmaster XL 105 at the Wiesloch-Walldorf site.

Things are much easier when you're relaxed



At the dental industry's largest production facility, in Bensheim, Sirona develops and manufactures everything that dentists or dental technicians require for their practices or laboratories. And CargoLine partner MTG has ensured that its products are collected punctually and arrive safely for years – from the most advanced treatment chair to the tiniest instrument.

► The mere thought of an imminent visit to the dentist and lying back again in the chair is enough to have many people break into a cold sweat. As the drill begins to whine, the body becomes rigid and the hands seize the upholstery in a cramped, vice-like grip. Cutting-edge technology, however, promises to deliver a more relaxing experience. Sirona in Bensheim develops and manufactures the complete line of products for equipping dental practices, clinics and laboratories – from CAD/CAM ceramic restoration via digital imaging systems to hand-pieces, hygiene systems and treatment centres. This range includes TENE0, the innovative, high-end treatment centre. It is equipped with a monitor, intra-oral camera

and thermo upholstery with a special coating that can absorb body heat. Unquestionably the most relaxing feature is the built-in massage function. During longer sittings this is particularly useful for reducing tension and helping patients to unwind. Using the CEREC Omnicam, a full ceramic restoration can easily be produced in a single sitting. Until now teeth had to be coated with a special spray before making the digital impression. Thanks to CEREC, the dentist can now dispense with this step and take the digital impression directly. Teeth, gums and restorations are displayed in their natural colours on the monitor helping patients to understand the treatment and make the experience altogether more pleasant.

Consignment tracking and network are winning arguments

An extraordinary range of components, control units and materials from up to 850 suppliers all over Europe arrive at the Bensheim factory every day. Since 2004, Mannheimer Transport-Gesellschaft (MTG) has been responsible for ensuring that this transportation process runs smoothly and punctually. As well as handling the majority of Sirona's procurement logistics (inbound), the CargoLine partner also ships out the finished products (outbound).

Norbert Göller has been employed by Sirona for many years and took over responsibility for the company's warehouse and supply logistics two years ago. He still vividly remembers the invitation to tender. "As well as the price-performance ratio, the issue of consignment tracking for each individual package was particularly important to us. This was an area



where MTG scored highly by supplying real-time data and monthly statistics. Further strong arguments in its favour were the overall range of services it offered because it had the infrastructure of a large network behind it.”

In the area of procurement logistics, MTG forwards the orders to its CargoLine partners in Germany and Europe. They collect the consignments and load them directly onto our “Sirona-Mannheim connection”. “Our freight forwarding software immediately recognises the words Sirona and Bensheim and knows that the consignment belongs to a special connection,” says Frank Brechtel, authorised signatory and sales manager at MTG, explaining the workflows. “After being stored temporarily in a separate location in our cargo handling area, we load the consignment immediately onto the Sirona truck. This ensures that the goods are already bundled while they are in the hall and we can get the consignment back on the road more quickly.”

► SIRONA

Sirona, a global market and technology leader in the dental industry, has served dealers, dental practices, clinics and laboratories worldwide for more than 130 years. Sirona develops and manufactures a complete line of dental products, including CAD/CAM ceramic restoration systems (CEREC), digital intra-oral, panoramic and 3D imaging systems, dental treatment centres, handpieces and hygiene equipment. The company has 3,000 employees worldwide and has been listed on the American Nasdaq stock exchange since 2006 (ticker symbol: SIRO). Sirona’s largest development and manufacturing facility worldwide is located in Bensheim, Germany. www.sirona.com

The service does not stop there: a number of Sirona’s Eastern European customers collect their own products so MTG operates a separate 600 square metre warehouse for outbound logistics. “A treatment centre with all the associated elements can comprise ten to 15 packages. That occupies a considerable area so we provide a buffer facility to store the materials until they are collected from MTG by the customer,” Norbert Göller explains. “It is more productive to use our space for manufacturing than storage.”

Lean management leads the way to the future

Two years ago, Sirona adopted the principles of lean management. Within the scope of a “manufacturing excellence programme”, its logistics processes now operate very much according to the motto “material in flow”. Every morning, employees meet in small groups at “shop floor meetings” to discuss the events of the previous day and what needs to be done today. “We grow a little every day using a few key fig-

ures as part of a structured, continuous process of improvement,” says Göller.

So-called “lighthouse projects” have been started in all four areas of manufacturing as well as in logistics. These are intended to show what is possible. A team of five employees have put the systems in place that was later extended to all Sirona’s locations. For example, storage and delivery times were not optimally synchronised in the inbound goods department leading to bottlenecks and delays in the warehouse. A solution was close at hand. “We cut our mountain down to size and synchronised our processes with MTG. Every day at 7 a.m., MTG delivers the consignments that it received overnight. We work our way through the consignments and, if necessary, MTG delivers to us again later in the day bringing us the rest. By the time our employees go home in the evening, the inbound goods department is empty and ready for the next day,” Göller reports.

For the future, Norbert Göller would like to see an enhanced focus on procurement by integrating all the company’s partners even more closely: “Our external milk run has dramatically reduced the number of ramp contacts to just a few per day. In the future, we will use shipping notification and electronic data exchange with our suppliers for these deliveries. This will enable us to achieve a predictable, evenly spread utilisation of the facilities in our inbound goods department and warehouse. In other words: even fewer contacts, more transparency and more predictability.” In addition, Frank Brechtel would like to take work towards introducing contract logistics and provide value-added services to Sirona such as packaging country-specific cables and operating manuals for goods being transported abroad. In the final analysis, all these innovations have the same goal: allowing customers, employees and patients to lie back, relax and become more efficient. ◀

► MTG

MTG Mannheimer Transport-Gesellschaft Bayer GmbH, founded in 1927, is a family-owned business with some 150 employees. The company handles approx. 440,000 consignments every year in 43 daily national direct line hauls totalling 195,000 tonnes of cargo. It operates a total of 12,000 square metres of warehouse area. The 9,000 square metres cargo handling facility is equipped with the very latest video and material handling technology making it one of the largest freight forwarding companies in the Rhine-Neckar-Triangle. MTG has the CargoLine seal for data security and is also certified in accordance with DIN EN ISO 9001 incl. HACCP and contract logistics, 14001, 14064 and s.a.f.e. www.mtg-tlc.de

Investing in the future

► Increasing capacity, securing locations and expanding contract logistics are the main reasons why a number of partners in the network simultaneously decided to make what in some cases were the largest investments in their company histories. BTG's senior executive



Clemens August Feldberg and his sons, executive directors Jan and Jörg, for example have constructed a 6,000 square metres cargo handling hall with 75 loading bays. This new area allows them to use their old high bay warehouse, with space for 12,000 pallets, exclusively for warehousing and contract logistics. After all, 20 of BTG's customers have already outsourced their complex logistics to the service provider based in Bocholt, Germany. The company's 45,000 square metres site is also home to a new office building, a workshop, truck filling station and truck wash.

Wackler, the freight forwarder headquartered in Wilsdruff, has meanwhile doubled its capacity with a 13,000 square metres high bay warehouse facility. And not a moment too soon! Business has flourished so well that 50 per cent of the capacity provided by the new building was already

being utilised shortly after its opening in December 2012. The workforce is not unaffected by this new business. During the course of the year, Markus Hecker, Branch Manager, expects a further 20 to 30 employees will be added to the current total of 150 to operate the new hall.

Koch International in Osnabrück has also been keen to invest. The company plans to have its new logistics centre up and running by the summer of 2013. Currently, the freight forwarder is building a 12,000 square metres cargo handling area with an underfloor chain conveyor and 129 loading bays. It will be connected to a 6,000 square metres temperature controlled logistics hall including a mezzanine level for order picking. A new administration headquarters incorporating a clearance terminal is also planned. As you can see, CargoLiners are well-equipped to face the future. ◀

Historic moment

► The historic day finally dawned on 29 January 2013: the Weil am Rhein-Basel joint customs checkpoint was opened at a ceremony featuring representatives from the worlds of politics and business after the completion of a number of modifications. The redeveloped facility will allow goods traffic crossing the Swiss-German border in both directions to be processed more quickly. CargoLine customers will be among those to profit from the new opportunities offered by the transit route. They were already feeling the benefits of the time savings shortly after the opening ceremony. Indeed, a truck belonging to CargoLine partner Interfracht was the first to pass through the newly opened checkpoint. The expected growth in container traffic at the Swiss ports on the Rhine makes the cross-border project an important milestone for logistics networks. It is also intended to counter the threat of truck tailbacks extending back into the Basel Black Forest tunnel. ◀

CO₂ footprint officially certified

► Since October 2012, the customers of the CargoLine partners have been able to find out the CO₂ footprint of every single shipment which the network forwards for them. The calculation is not simply based on theoretical reference data but actual data. These have been collected by every partner company of the network in an intricate process (see *CargoTime* 1/2012). After all, only on the basis of real data is it possible to initiate specific improvements and to think about reasonable compensation models.

The elaborate data collection process of this CO₂ footprint (also called greenhouse gas balance sheet) took place in compliance with the general industry standards DIN EN

ISO 14064 and Greenhouse Gas Protocol. This was recently confirmed by the certification company Intertek. It makes CargoLine one of the handful of transport and logistics services providers in Germany who make their environmental efforts verifiable and comparable at any given time. In agreement with the corporate strategy passed in 2011 which makes sustainability one of its objectives, CargoLine will therefore define new targets for the reduction of greenhouse gas emissions every year. Moreover, the network is currently in negotiations with providers of compensation models so it can offer forwarders CO₂-neutral shipments in the foreseeable future if required. ◀



Passionate “making of”

► CargoLine has a strong tradition of imagining special designs for its annual wall calendar. From athletes floating in mid-air with a red pallet (see *CargoTime* 1/2010) to a red pallet leaned against a tree symbolising sustainability. And now a group of employees lifting a swap body together – the theme of the 2013 wall calendar shoot. This most recent photograph was taken last summer in the Black Forest town of Kirchzarten – the venue for the network’s football tournament hosted by CargoLine partner Streck from Frei-

burg. Approx. 1,500 employees gathered for the popular event – including 70 whose determination to provide photographic evidence for the claim “Your logistics in good hands” could not be dampened even by soaring temperatures of 30 °C. Their commitment reflects the company philosophy – exactly as it is stated in the values brochure (see *CargoTime* 1/2012) and on the network’s poster of guiding principles. Passion and partnership are firmly anchored values. And as you can see, we live by them every day. ◀



All for one and one for all: about 70 committed CargoLiners during the photoshoot for the 2013 wall calendar.

A new look

► CargoLine will appear at the upcoming “transport logistic” trade fair with an outsized letter “C” and a red pallet suspended above its new stand. The internationally respected trade fair traditionally takes place in Munich and will open its doors from 4 to 7 June 2013. As usual, the network will be represented in Hall 5 (Booth 306), where the fresh white and vivid red of the company colours will be visible from a considerable distance. Trade fair visitors are warmly invited to find out more about its current concepts and pioneering, customised services. We look forward to plenty of insightful and inspiring conversations during the event! ◀

Up close to the Far East

► Not only German products but also insights into German structures and processes are hot commodities in China. Gabriele Schwarz, authorised signatory of the Schwarz Group, which owns Göppingen-based freight forwarder Wackler, had the opportunity to experience this interest first hand. She recently toured China giving talks and workshops about German transport and logistics on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). “The GIZ aims to strengthen business relationships between German and Chinese companies in the long term,” says the qualified freight forwarder. The hospitality she experienced during her week-long tour was overwhelming. The thirst for knowledge she found among her high-ranking contacts was correspondingly large. They not only asked about the specific processes at CargoLine but also about financing and the distribution of rights and responsibilities within the network. In return, she was able to gather her own insights from her hosts. “It is interesting that there are no size or weight restrictions for any kind of vehicle in the country,” she notes. Another difference is the lack of flexibility among employees who are used to complet-



Gabriele Schwarz familiarises Chinese forwarders with “logistics made in Germany”.

ing just one specific task within the company – here she sees significant room for improvement. The generally strong interest in the environment was surprising and one interjection by a member of the audience particularly so. He believed that state promotion of environmentally friendly logistics suggested itself in Germany. After all, the freight forwarders in the country have to pay significant sums in road tolls as well as fuel and vehicle taxes. Gabriele Schwarz hopes that this idea from the Middle Kingdom might spread in Germany, too. ◀



Europe under a new aegis

Reinforcements arrived at the Cargoline system headquarters on 1 February 2013 in the shape of Bernd Höppner. In his function as Deputy Managing Director, his primary responsibility will be in dealing with the demands of the international network. The creation of his position underlines the importance of this business area. *CargoTime* spoke with him and André Biwer, chairman of the network's international working party, about the pan-European network, the "hammock principle" and good advice.

► What is an international CargoLine partner's trademark?

André Biwer: As the attractiveness of our international network has increased, we have succeeded in finding an ever-growing number of suitable partners, who identify strongly with CargoLine and also have a strong market presence, excellent performance and the ability to implement our technology and quality standards. This has translated, for example, into the high standards we are achieving throughout Europe and a seamless track & trace network.

Internationally, CargoLine uses the "hammock principle", in other words everyone is free to work with anyone they choose to in their international business. What are the advantages or disadvantages of this?

Bernd Höppner: This principle has its origins in our individual partner structures and line hauls, some of which have been in place for many years and ensure each individual the best possible structures and

economically efficient way of doing business. That may sound self-serving and as though it could be a disadvantage for the network. However, if the network is attractive enough we all know a consignment will find its way.

André Biwer: Exactly. Our experience shows that by developing our network of European partners, we have been able to increase the level of integration between our member companies. The advantages of the network therefore become ever more important for each individual partner whether national or international. The processes of optimising procedures, using harmonised products, serving all relations and markets via the European hub, freight clearing, risk management and many other aspects of the logistics business are increasingly becoming much more interesting than looking at these matters from an individualistic viewpoint.

What are the benefits of the system partner contract, which a number of in-

ternational partners are currently in the process of signing?

Bernd Höppner: The system partner contract will give our international partners the opportunity to increase their own network security and at the same time play an active role in shaping our European development through the various CargoLine working parties.

André Biwer: In terms of its content, it is the equivalent of our national franchise contract and therefore has a considerably wider scope than the standard international framework contract. We are looking to agree these contracts specifically with those European partners whom we view as potential co-partners in our new corporate structure (see *CargoTime* 2/2012).

How does CargoLine shape up in comparison with its international competitors?

André Biwer: No other network offers such seamless coverage of such a wide area. We serve every country and market reached by the overland route. In addition, we offer an outstanding portfolio of products, such as

► BERND HÖPPNER

Bernd Höppner (44), who holds a degree in business administration (FH), has been working at Cargoline's system headquarters with responsibility for maintaining the international partner network since 1 February 2013. He is therefore responsible, among other things, for the contractual and technical harmonisation of the network's European partners. Three key experiences will assist him in his job: his many years with CargoLine partner Schäfer (Neunkirchen), most recently as an authorised signatory and member of the management board, his membership of the international working party and a number of years spent working abroad, for example in Russia and Poland.



NightLineEurope NextDay which is unique in the general cargo market.

Bernd Höppner: In the general cargo market, we are the equals of even the largest concerns thanks to the excellent area coverage provided by our highly networked partner structure and a coherent transport concept, in other words, direct line hauls, hub and gateway transports. CargoLine also enjoys a strong reputation and high level of acceptance at the European level. Moreover, I'm convinced that a network built on the values and structures of medium-sized companies builds greater customer loyalty and a more effective dialogue with customers.

Given this excellent position, what remains for you to do, Mr Höppner?

Bernd Höppner: We have to secure our achievements and find ways to develop them further. This includes, for example, promoting our pan-European strategy, taking even greater account of the needs and interests of our European partners and expanding our range of international products.

What has CargoLine achieved at the international level regarding cooperation and processes?

André Biwer: I sense an outstanding spirit at the meetings with our international partners. These regular meetings mean that our sense of teamwork is increasingly being shaped by a pan-European view of the market. It is also important to note that the international working party is now included in the continuous process of expanding the international section of the freight forwarding managers' handbook, refining hub processes or developing further pan-European standardised products as a matter of course.

How would you assess CargoLine's competitiveness in terms of international transit times and products?

Bernd Höppner: There is no doubt that we are highly competitive. But this does not change the fact that the process of fine adjustment has to be ongoing, because European market conditions and nuances reflecting the requirements of specific countries must be included when we design and target our products.

How do you ensure that all partners work in line with CargoLine standards?

André Biwer: We have introduced a monitoring of performance and hub data as well as risk management reporting and therefore have our finger on every partner's pulse. This is the equivalent of our key indicator system on the national level.

Mr Höppner, what excites you most about your new job?

Bernd Höppner: In my previous capacity working for a CargoLine shareholder and as a long-standing member of the inter-

national working party, I have already been able to play a role in designing and building the European network. The new challenges are more complex as they have to be coordinated centrally for all partners. I look forward to setting wheels in motion, developing strategies and implementing them together with my colleagues from the international working party. In addition, I look forward to the cultural exchange with our European partners.

What do you hope to achieve in the next twelve months?

Bernd Höppner: In twelve months' time, I would like to see further improvements in the stability and efficiency of our network, increased market penetration and recognition of CargoLine in Europe, a stronger partner landscape and deeper level of networking in the network. In addition, I would like to see products being developed jointly at the European level as well as happy partners, franchisees and customers who can look back with satisfaction at our successes and have enjoyed shaping our future together.

Mr Biwer, what advice do you have for Bernd Höppner as he embarks on this new journey?

André Biwer: Bernd is highly experienced in CargoLine's international business and doesn't need any smart advice from me, I'm sure. Otherwise, I would follow the advice of Oscar Wilde who once said, "Always pass on good advice, it is the only thing to do with it." ◀

▶ **ANDRÉ BIWER**

André Biwer (52), the trained freight forwarding agent and transport specialist, joined the freight forwarder Lebert & Co. (Kempten) in 1987. In 2003, he was appointed Managing Director and made a partner in 2008. Today, as spokesman of the management board, he runs Lebert's operations in Kempten and Erbach. Within the Lebert group, he is responsible for the areas of international networks, contract logistics, sales and marketing. A long-standing member of the CargoLine advisory board, he is also chairman of the network's international working party.



A clever combination

No other Turkish logistics company has enjoyed such rapid growth within the European market as Ekol, a member of the CargoLine network since 2012.



► There are few companies who could honestly claim to have transported 115 Eiffel Towers last year. Ekol can. In 2012, the freight forwarder transported a total of 1,162,973 tonnes of cargo – or the equivalent of said number of the Parisian landmark. The company's sales of more than 284 million euros last year have attracted considerable admiration. This is perhaps unsurprising – after all Ekol is active in seven European countries as well as its home market of Turkey. The company's 5,400 employees ensure that everything runs smoothly in its 486,000 square metres of warehouse facilities – including the Lavanta Distribution Center, in which virtually every task is fully automated.

Founded by Ahmet Musul in 1993, the same year as CargoLine, the logistics company has consistently pursued its goal of establishing world-wide reputation. "We

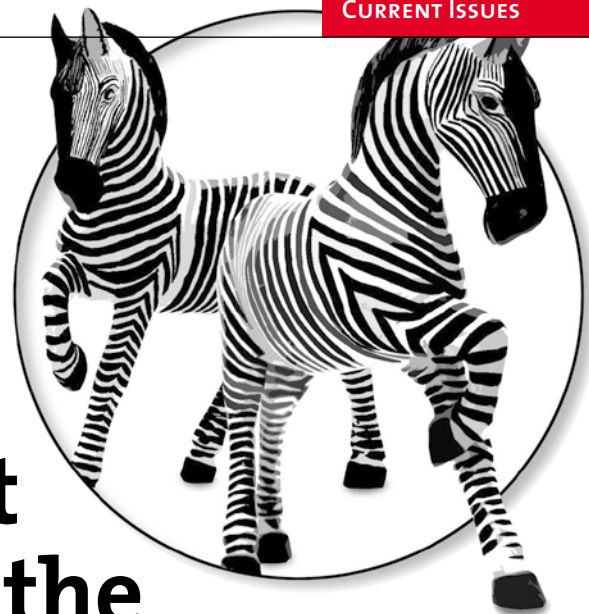
can only be as strong as our partners. That is why we joined the CargoLine network last year," explains Esma Bilgi, sales coordinator at Ekol. For CargoLine, the new partner is a perfect fit and offers certified quality, modern IT, extensive experience in customs clearance and consignment tracking in real time. It also boasts a fleet of modern vehicles that even includes three new ferries.

Futuristic concepts

The freight forwarder also offers an exceptional range of intermodal transport services combining different means of transport. For example, consignments sent from Germany to Turkey are collected in the German cities of Cologne and Ludwigshafen. From here, they are taken to Italy by goods train where the journey continues by ferry to Istanbul. "We plan to add new routes to the existing rail

freight network, which transports goods quickly and cheaply from A to B without stopping, and extend it to the whole of Europe," the sales coordinator explains. Intermodal transports from Cologne and Ludwigshafen to Istanbul are already one or two days faster than the land route. Ekol also cooperates with leading airlines although, as air cargo is not environmentally friendly, it is not the company's preferred option. Environmental protection is a top priority for the company that won the "Eco Performance Award 2012". "By switching as many consignments to rail as possible, we save a total of 13.2 million litres of fuel and 25,600 tonnes of CO₂ every year," says Esma Bilgi.

Every process is precisely checked, analysed and optimised before, during and after completing an order. "We are aware that customer expectations vary according to the sector, country or even continent. That is why we always work hard to produce individual solutions," Esma Bilgi adds. These are essential because the company serves renowned customers from a wide range of sectors such as automotive, clothing, healthcare or consumer electronics. A fleet of approx. 2,000 vehicles stands ready – including many vehicles specially modified for the services they provide. More innovations are sure to be on the way. Ekol is the only Turkish transport company to have its own research and development department and works closely with universities to push forward the development of further innovative logistics concepts systematically. ◀



Customised shipment tracking & tracing of the next generation

Since the beginning of this year, the CargoLine customers have been able to use Cepra 3.0, a new shipment tracking tool. In an interview with *CargoTime*, Daniel Braß, key account manager of the software developer active logistics, explains the advantages of the successor of Cepra II.

► **Mr Braß, at first glance one notices the modern and clear arrangement of the Cepra 3.0 design. What has changed in terms of content?**

Daniel Braß: The software can be individually configured and customised. This ranges from adjusting the qualifiers and list formats, to storing frequently used search criteria, through to the option of downloading the lists as Excel files. It furthermore offers a smart board that provides the most important shipping information at a glance, a customised pinboard on which virtual notes about important processes and events can be posted, proactive reporting procedures about the shipment's status and the availability of proofs of delivery, and much more.

► **Does the new software also have benefits for the CargoLiners themselves?**

Absolutely! They use Cepra 3.0 as a central platform for their communication amongst each other. It takes place in real time and shows the priority and current status of a specific job. As a result, the vast majority of queries are answered within just 25 minutes on average. Which, in turn, is helpful for the customers.

► **Does everyone now need a thick user manual?**

No, the software is operated intuitively and helps the user with many tips.

► **How about data security?**

It was boosted even further with Cepra 3.0 – as in online banking, access is only possible via the safe web protocol https.

► **What was the reason for further developing Cepra II into Cepra 3.0?**

We want our customers to be able to steadily continue further optimisation of their own processes with modern IT solutions in order to improve the quality of their services. The possibilities which Cepra 3.0 offers thanks to current web technologies could no longer be incorporated on the basis of the previous solution. That was the reason for the changes we made.

► **What makes Cepra 3.0 so special?**

The software is based on our platform CIM.online ng, the new logistics portal, which permits a large degree of team communication and direct dialogue with the customers within the web application or through modern media. We are furthermore convinced that a uniform surface is a crucial advantage over distributed applications. For this reason, Cepra 3.0 follows the principle of real-time data integration via web services rather than the conventional and time-delayed exchange via data interfaces. New functions such as a web order module or an app for smartphones are already at the top of our customers' wish list and will be available very soon.

► **Did CargoLine have any influence on the software development?**

Yes, in 2011 the network decided to use the products of the active logistics cloud as a strategic web platform. Since then active logistics and CargoLine have jointly created concepts and developed central components of Cepra 3.0.

► **Are you proud of your "baby"?**

Oh yes! The entire team is pleased that our customer has so readily received the active logistics cloud and the products based on the logistics portal CIM.online ng. That's why we are always looking for new talents to reinforce our team. ◀

www.active-logistics.com

► DANIEL BRASS



The certified telecommunications engineer worked for EURO-LOG AG in Hallbergmoos, among other companies, where he introduced shipment tracking & tracing at CargoLine. Since 2003, Daniel Braß has been in charge of key customers at active logistics GmbH and marketed services of the company's computer centre. The 49-year-old is married and has two children.

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

► Postcode 0....

L. Wackler Wwe. Nachf. GmbH
01723 Wilsdruff
Phone +49 35204 285-0
Spedition Balter und Zimmermann
GmbH
07554 Korbußen
Phone +49 36602 591-0
Finsterwalder Transport und
Logistik GmbH
06112 Halle/Saale
Phone +49 345 1228-0

► 1....

SPETRA Spedition & Logistik GmbH
Berlin
14979 Großbeeren
Phone +49 33701 31-0
Hans Sander GmbH & Co. KG
18146 Rostock
Phone +49 381 66772-0

► 2....

KG Bursped Spedition-GmbH & Co.
22113 Hamburg
Phone +49 40 73123-0
Jeschke Spedition GmbH
21129 Hamburg
Phone +49 40 73354-0
Gaston Petersen Spedition GmbH
24145 Kiel
Phone +49 431 696097-0 + 69267
moresco logistic GmbH
26789 Leer-Brinkum
Phone +49 491 45416-0
BHS Spedition und Logistik GmbH
28197 Bremen
Phone +49 421 5952-0

► 3....

Carl Köster & Louis Hapke
GmbH & Co. KG
31319 Sehnde
Phone +49 5132 822-0
Spedition Kunze GmbH
33602 Bielefeld
Phone +49 521 58305-0
John Spedition GmbH
36124 Eichenzell
Phone +49 6659 972-0
Friedrich Zufall GmbH & Co. KG
Internationale Spedition
37079 Göttingen
Phone +49 551 607-0
CargoLine Magdeburg
c/o CargoLine GmbH & Co. KG
Phone +49 69 951550-0

► 4....

Nellen & Quack Logistik GmbH
41066 Mönchengladbach
Phone +49 2161 669-0
BTG Feldberg & Sohn GmbH
& Co. KG
46395 Bocholt
Phone +49 2871 9970-0

Heinrich Koch Internationale
Spedition GmbH & Co. KG
49076 Osnabrück
Phone +49 541 12168-0

► 5....

Jentsch Logistik GmbH
50997 Köln
Phone +49 221 139898-0
Hellmann Worldwide Logistics
GmbH & Co. KG
55268 Nieder-Olm
Phone +49 6136 7662-5
Gustav Helmuth GmbH & Co. KG
55543 Bad Kreuznach
Phone +49 671 8808-0
Spedition Balter GmbH & Co. KG
56218 Mülheim-Kärlich
Phone +49 2630 9861-0
Leopold Schäfer GmbH, Spedition
57290 Neunkirchen
Phone +49 2735 789-0
Schmidt-Gevelsberg GmbH
Internationale Spedition
58332 Schwelm
Phone +49 2336 499-0

► 6....

KISSEL Spedition GmbH
63811 Stockstadt/Main
Phone +49 6027 4038-0
Robert Müller GmbH
66740 Saarlouis
Phone +49 6831 899-0
Mannheimer Transport-Gesellschaft
Bayer GmbH
68169 Mannheim
Phone +49 621 3221-0

► 7....

L. Wackler Wwe. Nachf. GmbH
73037 Göppingen
Phone +49 7161 806-0
Fritz GmbH & Co. KG
74078 Heilbronn
Phone +49 7131 1573-0
Spedition Kunze GmbH
76689 Karlsdorf-Neuthard
Phone +49 7251 9292-0
Klumpp + Müller
GmbH & Co. KG
77694 Kehl
Phone +49 7851 8700-0
Maier Spedition GmbH
78224 Singen
Phone +49 7731 828-0
CargoLine Aldingen
c/o CargoLine GmbH & Co. KG
Phone +49 69 951550-0
Streck Transportges. mbH
79108 Freiburg
Phone +49 761 1305-0
Streck Transportges. mbH
79585 Steinen/Baden
Phone +49 7627 702-0

► 8....

Hinterberger GmbH & Co. KG
Spedition u. Logistik
84503 Altötting
Phone +49 8671 5064-0
Kochtrans Patrick G. Koch GmbH
85375 Neufahrn
Phone +49 8165 40381-0
Honold International GmbH
& Co. KG
86156 Augsburg
Phone +49 821 71006-0
Lebert & Co. GmbH
Internationale Spedition
88255 Baienfurt
Phone +49 751 4001-0
Franz Lebert & Co., Intern. Spedition
GmbH & Co. KG
87437 Kempten
Phone +49 831 702-0
Honold International
GmbH & Co. KG
89231 Neu-Ulm
Phone +49 731 9754-0

► 9....

Amm GmbH & Co KG Spedition
90451 Nürnberg
Phone +49 911 64258-0
Streit + Co
Internationale Spedition GmbH
93083 Obertraubling
Phone +49 9401 9629-0
Spedition Georg Graßl GmbH
94447 Plattling
Phone +49 9931 9157-0
amm logistics GmbH
95176 Konradsreuth
Phone +49 9292 958-0
Schäfflein Spedition GmbH
97520 Rötthlein
Phone +49 9723 9069-0

► International partners connected to the hub

G. Englmayer Spedition GmbH
A-2333 Leopoldsdorf/Vienna
Phone +43 2235 73073-0
G. Englmayer Spedition GmbH
A-4600 Wels
Phone +43 7242 487-0
Jöbstl Gesellschaft m.b.H.
A-8142 Wundschuh
Phone +43 3135 501-0
Transport GILLEMOT N. V.
B-1910 Kampenhout
Phone +3216 66 47 00
M&M Militzer & Münch
BG Co. Ltd.
BG-1336 Sofia
Phone +359 2 984 57 10
Interfracht Spedition AG
CH-4133 Pratteln
Phone +41 61 378 18 18

Lebert AG
CH-8280 Kreuzlingen
Phone +41 71 67722-00
Spedition Maier AG
CH-8262 Ramsen
Phone +41 52 7428-100
Raben Logistics Czech a.s.
CZ-251 01 Říčany Jazlovce
Phone +42 02 22 80 22 22
Raben Logistics Czech a.s.
CZ-627 00 Brno
Phone +42 0515 905 553
LEMAN
International System Transport A/S
DK-7100 Vejle
Phone +45 7942 9999
Englmayer Hungaria Kft.
H-2051 Batorbágy
Phone +36 23 530870
Brigl Spedition AG
I-39100 Bozen
Phone +39 0471 246 111
GRUBER Logistics SpA
I-37139 Verona
Phone +39 045 85 15 500
Larioexpress Forwarding & Logistics Srl
I-22070 Montano Lucino (CO)
Phone +39 031 3389111
Stante srl
I-00040 Pomezia (RM)
Phone +39 06 91 85 72 60
Rotra Forwarding BV
NL-6984 AA Doesburg
Phone +31313 480199
Lazar Logistik Sp. z o.o.
PL-43-187 Orzesze
Phone +48 32 32 41 940
Geodis UK Ltd.
High Wycombe,
Buckshire HP12 3TW, UK
Phone +44 1494 446541



CargoLine GmbH & Co. KG
Lyoner Str. 15
D-60528 Frankfurt
Phone +49 69 951550-0
Fax +49 69 951550-30
info@cargoline.de
www.cargoline.de