

# CargoTime

1/2015

The customer magazine of  CargoLine

THINK OUTSIDE THE BOX

**Why only people can  
offer real added value**



**Highly reliable planning**

How we satisfy even time-critical delivery requests anywhere in Europe

**Top marks for online shops**

What are the advantages of our new notification tool "B2CLine" for e-commerce?

**Water is life**

How KAISER+KRAFT compensates CO<sub>2</sub> emissions



## This is Martin. He is a haulier and even on a Monday morning he is relaxed as a buddha after a midday nap.

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Dear readers,

*Martin Weiser can look back on 30 years of professional experience. Nonetheless, when the dispatcher of the forwarding company Amm starts his working day in the morning, he does not know which specific jobs await him. Because there are different tasks every day. From toasters to four-tonne generators, everything must be reliably dispatched. Customer requirements are getting more and more individual and specific. It is all the more important that he and his colleagues – truck driver Giuseppe Salerno and warehouse manager Arnold Zelch – not only act flexibly and quickly but also that they are intimately familiar with their own work procedures as well as those of the others. Again and again they have to think outside the box – as only human beings can. And they are the subject of our “Focus” section in this issue. We are featuring three people that literally move things and are representative of many of their colleagues. Together they are advancing our network.*

*And since we are already zeroing in on people, let’s continue in that vein: in the column “Up close” you will meet Werner Brasch from Bursped. He is about to retire, but remains loyal to his employer – in a startling way. Oliver Amann demonstrates how you can take off successfully while still keeping both feet on the ground. He works for the Lebert Group, to which we have also devoted one of the two articles on logistics at work in this issue. And on page 12 you can read why the manufacturer Hanno has entrusted his sensitive foam plastics to the CargoLiner Köster & Hapke since September.*

*Furthermore, we take a look at our new international products in this issue (page 18), present our new B2CLine in detail (page 20) and introduce an exciting project on CO<sub>2</sub> compensation (page 22) – copying is expressly desired!*

*On that note – enjoy reading our magazine!*



Jörn Peter Struck  
Chairman of the Management Board



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## People make the difference

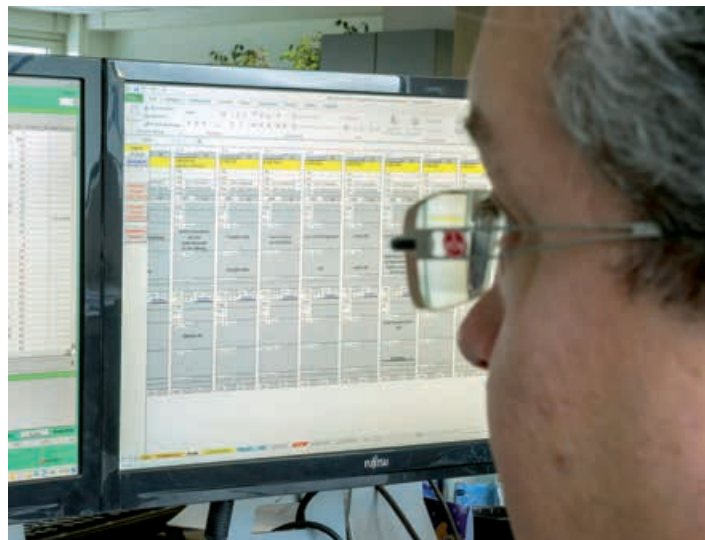
At first glance, the work processes in a shipping company seem to be perfectly simple: every day, customers submit their orders, and the shipments are received, transhipped and delivered. What it takes to accomplish all this, however, changes from day to day. Despite automated processes, it is people who ensure the continuous flow of commodities and see to it that customers can check on the status of their order any time they want. This can be seen, for example, in the not necessarily routine work performed by CargoLine partner Amm in Nuremberg.

When Martin Weiser makes his tour of the cross-docking warehouse shortly after 6 a.m., the reason is not that he wants to stretch his legs. “I would like to take a personal look at the actual shipments, because abstract information about weight and dimensions alone won’t do,” says the dispatcher. For instance, it can happen that a shipment looks quite different to what he would have assumed from just looking at the data on his monitor. In this case, the shipment must be remeasured and Dispatch has to correct the parameters.

Meanwhile, Giuseppe Salerno has taken a trailer-truck to pick up 22 stillages containing screws. The technical equipment of his workstation is reminiscent of an aeroplane cockpit, because everything is high tech: a navigation system helps to bypass traffic jams, GPS under the bonnet ensures precise localisation and an on-board computer allows for communication with dispatchers and customers. The obligatory scanner, which translates the barcode on the shipment into bits and bytes, and a mobile with his customers’ phone numbers are also at hand. The driver and technical equipment ensure that the stillages with the screws are in the transshipment area at 10 a.m., on time to be loaded onto the proper trucks so they can be sent on their way towards their destinations all over Germany.

### Always on the move

By the time Salerno arrives at Amm, the early-shift workers in the transshipment area have loaded most of the delivery vehicles for regional distribution and the first pick-up vehicles for the shipments of the



Martin Weiser checks the orders on his monitor and prepares them for dispatch.

line hauls arrive. The actual shipment of the consolidated cargo has already started in the transshipment area. Meanwhile, Martin Weiser is receiving more customer orders via RDT. He checks them on his monitor and prepares them for dispatch.

In the afternoon it gets really busy on the large company premises, when more and more vehicles and swap trailers drive up in front >



of one of the 130 gates of the transshipment area. An average of 3,000 shipments arrive every day and are reliably, safely and punctually dispatched on 100 of Amm's own trucks and specially ordered vehicles when required.

From the control station, warehouse manager Arnold Zelch coordinates the work of 50 staff members who handle the transshipment in shift operation. It looks as if a chaotic range of goods are being frantically moved back and forth with forklifts and lift trucks: from stillages containing screws and weighing up to 800 kilograms, to carefully packaged office furniture, to kettles and toasters in cardboard boxes weighing only 35 kilograms, through to heavy electric motors on pallets – with the exception of fresh food, Amm transships and ships anything that can be moved with a forklift. The largest one can handle no less than 5,5 tonnes.

“Behind all this chaos is a sophisticated system,” Zelch corrects the first impression. The loading plan supplied by Martin Weiser and the other dispatchers assigns a location number based on postcodes to each shipment at one of the gates. Staff members are constantly busy with scanners, registering every change of status – for instance, when a shipment is received or loaded. At the same time, all movements of goods are video-recorded. “We always know exactly where the merchandise is located. Even if a mistake is made, we quickly find it via video,” says Arnold Zelch.

Apart from making sure the goods are moved safely in the transshipment area without wasting resources, his colleagues must load every vehicle optimally. When in doubt, the loading plan is corrected in coordination with the dispatcher. As a result, Giuseppe Salerno can rely on his trailer-truck – as well as all the other vehicles – being loaded in the correct sequence, optimally and safely.

### Transparency on all routes

Within the CargoLine network, shipments are distributed via direct haul, truck-meets-truck transport or hub. Since nearly every network partner is a stop along the route of one of the 65 line hauls from Nuremberg, delivery throughout Germany and Europe is guaranteed. For example, Hamburg-based Cargoline partner Jeschke & Sander receives all the information about what to expect from Nuremberg via RDT, and vice versa. The central shipment tracking and tracing system Cebra 3.0 also allows the customers to determine the current status of every single shipment in real time.

The diversity of the CargoLine products to be dispatched has been steadily expanded over the past few years. In addition to national standard services, this specifically includes cross-border services. Only recently, the portfolio was expanded by deliveries to private customers: when the ordered product is in stock, it is picked up from the mail-order firm on the same day, of which the recipient is advised via text



Truck drivers like Giuseppe Salerno are the forwarders' image carriers and link with the customers.

or email. If he or she confirms the delivery, the shipment is dropped off the next day at the agreed time, or arrangements are made for an alternative date.

Partial and complete shipments are dispatched individually and as required. There are more and more inquiries about special transports – for example, a four-tonne generator or a six-metre-long concrete piece for a construction site that can only be loaded sideways. “Customer requirements are getting more and more individual and specific,” says Martin Weiser. Moreover, an ever larger number of customers expect a call from the driver to advise them when to expect the delivery. “The speed at which orders must be handled has also picked up enormously,” says the freight forwarding manager, who can look back on 30 years of industry experience.

When work starts early in the morning, Salerno, Weiser and Zelch never know exactly what to expect during the day. It is all the more important for all staff members to be intimately familiar with their own work procedures and those of their colleagues. The work process with all its interconnected elements must be internalised for the operation to run smoothly. Extremely fast data processing, reliable scanning as well as tracking and tracing of shipments in real time are important elements of this process (see also CargoTime 1/2014). Yet even the most state-of-the-art technology is only as good as the people using it. For this reason you need a highly attentive and committed staff. The staff also needs to be well trained, which is ensured, for instance, by CargoLine's own academy, which offers over 80 courses a year (see also page 14).







Warehouse manager Arnold Zelch coordinates the work of 50 associates in the transshipment area.

### Individual and made to measure

Another change to the everyday work of the CargoLine partners is that an increasing number of customers are taking advantage of their forwarder's know-how regarding storage and other logistics jobs. Amm, for example, recently took over an 8,000-square-metre warehouse. Every day, 100 containers from overseas are forwarded from there to major discounters in Germany, and another 50 are unloaded. Martin Weiser only deals with this when an order from a chain store comes in: he then dispatches it and moves the goods from the sea containers onto Euro-pallets. Or market-ready sales trays are packaged and moved to the transshipment area for shipping to the discounters' central warehouse so they can be delivered.

As for dispatch: this is where everything comes together. One monitor shows the customer's new orders that are transmitted to the dispatchers, and on another one Martin Weiser can see the locations of "his" 35 trucks, the ones for which he is responsible. Along with two colleagues he is in charge of the dispatch, in three shifts, for short-distance transport within a 100-kilometre radius.

They electronically generate and transmit freight orders, loading plans for the transshipment area, a cover sheet for every truck, delivery-run sheets as transport orders specifying the time the driver must arrive, plus other important documents for transport procedures. For everything to run smoothly, all shipments must have an individual barcode and any change of status must be transmitted to Dispatch via scanner. "In our kind of work you must be flexible. You also need

the memory of an elephant and be able to look ahead," says Weiser. If a major order is reported late or a customer has not finished packing everything in time, there is a risk that the driver might arrive late at the next customer. "When this kind of thing happens, all the preparatory work I did can collapse like a house of cards." In this case, dispatch plans have to be corrected and driver as well as customers must be promptly advised about the delay electronically or by phone.

### The challenges keep growing

Big changes are also noticeable on the road. Giuseppe Salerno has something to say about that. The trained car-body builder with Italian roots has been on the road almost every day since 1986. "Truck drivers have long since stopped being unskilled workers with a licence," he tells us. They are the forwarder's image carriers, because they are the first ones the customer sees when they pick up a shipment and the last ones when they deliver it. Therefore, driver and vehicles are an important link between forwarder and customer. With the network's new portfolio of shipment services, they are also the link to private customers.

"We must be familiar with the idiosyncrasies of every customer, adapt ourselves to them, be reliable and always make a good impression," is how Salerno describes the most important characteristics of the 120 drivers – not only at Amm. They must get into and out of the truck and perform strenuous physical labour in any weather. And they must work with great care throughout. This starts with loading the trucks correctly and safely plus making sure the shipment documents are complete, and ends with scanning all shipments when they are delivered and transmitting the data to Dispatch.

"Finding qualified and good professional drivers such as Giuseppe Salerno is getting more and more difficult," notes Ralf Amm, the forwarding company's managing director. Not only because a truck licence costs almost ten times as much as it used to back in Salerno's day. The demands placed on the professional drivers have also grown enormously: they have to prove their basic qualifications by passing an exam and take a 35-hour training course if, like Salerno, they acquired their driving licence prior to 10 September 2009. Incidentally, the training covers such topics as "The driver as image carrier and service provider", "Rational driving behaviour based on safety rules" and "Health, traffic and environmental safety".

"A one-off training isn't enough, though" points out Ralf Amm. Just like all other CargoLine partners, he therefore takes advantage of the network's diverse training programmes to enhance the qualifications of his staff. Giuseppe Salerno, for example, has completed training courses on loading safety and on hazardous goods transports. Martin Weiser, in turn, took the "Fit for CargoLine" course of the network's academy, which covers issues and experiences of day-to-day business.

Ralf Amm, who runs the company in the second generation, places great importance on qualified staff members who stay with the firm for many years if possible: "When a customer calls us, he is not talking to an anonymous call centre but a member of the team in Order Acceptance or Dispatch whom he usually even knows personally." So, in addition to sophisticated products, the forwarder's distinct identity as a medium-sized company with regional proximity, it is always the people who provide that special something to the network. "This is the only way to acquire and hold on to customers for the long term" – of this Amm is sure. <



# From the region – for the region

Speed and reliability are only two of the qualities which the battery manufacturer Keckeisen and the transport and logistics service provider Lebert share – not only in business matters but also on the racecourse.

Sandro Cortese is very focused as he drives his laps on his 2015 Kalex. The 25-year-old, who started riding Motocross when he was only two years old and who became world champion ahead of schedule at the Moto3, has been the poster child of the Intact GP Moto2 racing team since 2013. At the close of the 2014 season the motor biker, who hails from the Allgäu region, was in 9th place in the overall ranking after a broken left foot literally paralysed his career. Thanks to rigorous training and a committed team to support him, however, he has realistic hopes for several podium positions and an overall ranking among the top five in 2015.

## Swabian mindset for international success

The Intact GP team was founded by Stefan Keckeisen. The owner of the Memmingen-based battery manufacturer of the same name sells his starter and industrial batteries, including charging accessories, under the trade names intAct, 4Load, Moll, Odyssee and Rolls. Given this product portfolio, sponsoring motorsports is an obvious choice.

And so the company has acted as a personal sponsor of Martin Tomczyk (DTM) and Maximilian Günther (Formula 3) for years. “With Intact GP we finally fulfilled our long-time dream of getting our own team in 2013,” says Keckeisen, his eyes bright with joy. “What makes it so special is that not only Sandro but also co-founders Jürgen Lingg and Wolfgang Kuhn plus the large majority of sponsors are at home in the Allgäu region. We all share the same down-to-earth mindset and the desire to promote young athletes in the region.”

In addition to such companies as LiquiMoly and Dynavolt, the sponsors also include the CargoLine partner Lebert in Kempten. “We liked Sandro’s sports résumé and that he has put so much work into his sport ever since he was a kid. That’s why we didn’t hesitate when Stefan Keckeisen asked us whether we would sponsor his racing team,” explains Lebert’s managing director André Biwer.

## A team off-road, as well

Keckeisen and Lebert cooperate outside of motorsports, too. The transport and logistics service provider has handled battery shipments within Germany and neighbouring countries for about 15 years. The Kempten-based company also picks up components from various suppliers. When customers abroad want to pick up their orders personally in Memmingen, Lebert also helps the battery wholesaler with customs-related matters.

“We reached the limits of our storage capacity around the turn of the millennium. So we started looking for a nearby freight forwarder who could ship and store our batteries. The friendly and easy contact with Lebert’s company and its generous support from the start impressed us so much that we decided in their favour,” is how Keckeisen describes the beginnings of their collaboration.

## Fast and reliable

To this day, Lebert satisfies the demands of Stefan Keckeisen, who particularly values his cooperation with the company as they are easy to reach by phone, fair and honest in their dealings with him, and combine speed and reliability in their service. “We always have about



MotoGP made in the Allgäu region – the team surrounding Sandro Cortese during the presentation on 6 March 2015.



Allgäu power on the racecourse: Sandro Cortese of the Intact GP Moto2 team.

100,000 batteries in stock and want to be able to deliver to our customers between 24 and 48 hours anywhere in Europe. Thanks to Lebert's help and that of the colleagues from CargoLine, we can live up to this standard. They have never disappointed us," says Keckeisen.

"In the market of starter and industrial batteries as well as shipping, service is an important distinguishing feature. Therefore, we do everything we can to meet short delivery deadlines with the help of our close-knit partner network," says Biber, corroborating the praise from his client. The design that includes their own truck illustrates the close connection between the companies of Lebert and Keckeisen.

#### Multiple test winner

The bar is also raised for the manufacturing company itself: "As an innovation driver we never stop reinventing the battery. With the intAct brand we offer our customers throughout the world an attractive alternative to other brand manufacturers," Stefan Keckeisen explains.

Product tests show that the Memmingen businessman is not exaggerating. As recently as November 2014, the trade magazine *Auto Zeitung* and GTÜ Gesellschaft für Technische Überwachung elected the "intAct Premium-Power" the best starter battery in an extensive study. The intAct Start-Stop-Power AGM also impressed those who conducted the study because it offered the best value for money. Moreover, the brand's motorbike battery recently received the best rating in a test of *Motorrad* magazine.

In addition to innovative power, Keckeisen regards rigorous customer care and the satisfaction of individual customer wishes as absolute musts for achieving lasting success. Always confronting and overcoming new challenges head-on is also crucial. This way of thinking gave birth to the idea of renting out batteries for forklift trucks, charging devices and other accessories. The Lebert freight forwarding company has employed a hire concept by Keckeisen for the past five years. In addition to the initial equipment of the forklift trucks with electric vehicle batteries, it also includes replacement batteries and stations, charging systems and complete service.

Managing director André Biber describes the special customer benefit in a nutshell: "Fixed investment costs and calculation certainty plus a product life warranty of four years." These are convincing arguments, not only in the low-margin world of freight forwarding.

In the long term, the two Allgäu companies are planning to further expand their diverse cooperation. "In Lebert and Keckeisen, two companies have found one another that place similarly high demands on themselves and their partners, and for whom team spirit is not only part of their corporate philosophy, it is something they practice with passion every day. Together they can still accomplish a great deal," Stefan Keckeisen is pleased to say before he disappears into his office to check the latest optimisation measures in his sales structure and to plan the expansion of his Moto2 team by a second driver. <

#### Stefan Keckeisen Akkumulatoren

The renowned supplier of starter and industrial batteries in Germany and Europe has one of the largest warehouses with the broadest product range in all of Germany. About 100,000 batteries are available at all times on 4,500 pallet storage spaces at the logistics centre in Memmingen. This enables the company to supply customers anywhere in Europe within 24 to 48 hours. The private label intAct makes Keckeisen no. 2 among brand-independent wholesalers in Germany in terms of unit sales and revenue. A total of 40 employees generated revenue of EUR 25 million in 2014. [www.intact-batterien.de](http://www.intact-batterien.de)

#### Franz Lebert & Co.

The CargoLine partner, which was founded in 1954, sees itself as a medium-sized service provider as well as a network partner offering the complete service range of a modern logistics provider. About 400 employees work on a transshipment area of more than 20,000 square metres and warehouse space of over 50,000 square metres at the company sites in Kempten and Baienfurt, Germany, and Kreuzlingen and Appenzell in Switzerland. [www.lebert.com](http://www.lebert.com)

## Hand in hand – from day one

Two companies, each with a history dating back over 100 years, are working together for the first time – united by their desire to offer their customers maximum satisfaction. Foam plastics manufacturer Hanno and freight forwarder Köster & Hapke review the first six months of their partnership.



Thanks to insulation material from Hanno, travelling is comfortable and quiet.

**M**odern train travellers can settle back comfortably in their seats, watch the countryside fly past the windows and allow their thoughts to wander. The strident clatter of the wheels pounding the rails is virtually imperceptible. The once familiar rattling windows and compartment doors are fading into memory.

Partitioning doors in corridors now close almost noiselessly and, although many more people sit in open-plan carriages nowadays, railway journeys seem quieter than ever before – assuming fellow passengers behave. Foam plastics used in soundproofing – such as those manufactured at the Hanno Werk factory in Laatzen – have played a key role in achieving these advances. The factory was originally built in 1895 to manufacture felt. In the period after the founding of the Federal Republic of Germany, it was re-equipped to take advantage of the exciting new possibilities offered by foam plastics. Today, these materials are impregnated and coated using a range of complex and high-tech processes.

These sophisticated products are used in a wide range of applications such as joint sealing tapes, insulation strips and fire-resistant materials – e.g. in building construction or window insulation. When combined with a variety of fleece materials, they are extremely effective in soundproofing and noise reduction. The railways are not the only sector to profit from this technology. The automobile and energy industries also profit from these innovative products, which help to reduce noise emissions from vehicle engines or wind-turbine rotor blades.

Apropos: the environmental acceptability of plastics in general is currently an issue of growing importance. Hanno regularly inspects and classifies its plastic products with regard to their emissions properties. A number of impregnated multifunctional joint sealing tapes already bear the label “very low emissions PLUS” due to their excellent performance in this area.

#### **Seek and you shall find!**

The long-established company manufactures lightweight but very bulky solutions made from Tect foam for its industrial customers. Transporting this material is particularly challenging. It is sensitive and can be easily dented, compressed or damaged if incorrectly handled. Above all, Frank Lauterberg, who heads up the shipping department at the Hanno Werk factory, expects these products to be delivered “punctually and undamaged”. In September 2014, Hanno Werk found a reliable partner with an equally long company history – Köster & Hapke, the freight forwarder from Sehnde near Hanover. Köster was founded way back in 1854 while Hapke was founded in 1884. The two companies merged in 1976. The Cargoliner expects to deliver around 8,200 shipments per year for its new customer. The freight forwarder serves its customers through a pool of 200 employees, 110 vehicles and 30 swap body vehicles. As well as general cargo on non-stackable

Euro-pallets, it also delivers bulky products manufactured by the foam plastic specialist to destinations throughout Germany, to European Union countries and Eastern Europe.

#### **A smooth handover**

Prior to accepting the commission, the freight forwarding professionals from Köster & Hapke discussed the customer’s requirement profile in detail with employees from the departments involved. They also clarified various questions that arose in the context of ensuring a smooth handover from the previous service provider. In addition, the logistics specialists installed the online shipment recording and track & trace system at the Hanno Werk factory and trained its customer’s staff on-site in how to use it. An employee from Köster & Hapke supervised the handover during the first few days. “We provided an all-inclusive, worry-free package with belt and braces safeguards,” says Sabine Fügner, Sales Manager and authorised signatory at Köster & Hapke. This included the agreement of fixed collection times, especially for national transports. In the first month alone, the freight forwarder handled 680 consignments. “Many of our customers haven’t even noticed that our service provider has changed,” says a delighted Frank Lauterberg, praising the smooth progress of the handover. In particular, he emphasised the quick and good communication with Köster & Hapke, which almost immediately created an atmosphere of trust between the two companies.

#### **Separate needs, shared strengths**

Issues concerning daily business are discussed with a minimum of bureaucracy and a clear focus on finding solutions. It helps that the two businesses have similar corporate structures, flat hierarchies and efficient quality management systems, which enable transparent company policies to thrive. The manufacturer from Laatzen and the logistics specialists from Lehnde are united in their desire to satisfy the needs of their customers. “A good partnership is like a good marriage. As time passes, the partners grow ever closer. Each comes to know the strengths and weaknesses of the other and they develop an almost instinctive understanding of one another,” says Hans J. Hoffmann, Managing Director of Hanno Werk, describing the relationship after six months of cooperation.

The beneficiaries of this harmonious teamwork will soon also include the citizens of Hamburg. From 2016, Hanno Werk will supply a lightweight, water-repellent insulating material to be used in new trains for the local railway system (S-Bahn). This material also complies with the latest fire prevention regulations. Residents and visitors to the Hanseatic city can look forward to travelling in even greater comfort – the new trains will replace rattling old rolling stock that entered service in the 1980s. <



Hannoband-3E IDA window connection joint sealant

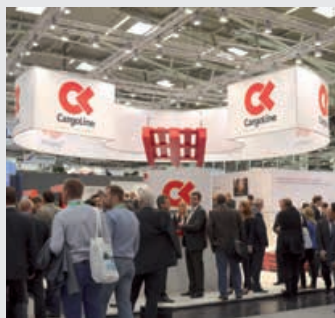
#### **Hanno Werk**

The manufacturer of foam plastics based in Laatzen near Hanover is a specialist in joint sealants for building construction and the production of industrial seals, technical noise reduction for the automobile and mechanical engineering sectors, as well as in improving room acoustics and soundproofing. The company has a long history that extends back over 120 years. Hanno Werk employs around 140 staff at its main plant and also has additional facilities in Switzerland, Austria, the USA and the Russian Federation. [www.hanno.com](http://www.hanno.com)

#### **Carl Köster & Louis Hapke**

The two freight forwarding companies were founded in the 19th century but merged in 1976. Today, the company based in Sehnde near Hanover has 200 employees and generates sales of 39.5 million euros from 1,400 incoming and 1,500 outgoing shipments per day. The transshipment area covers 9,900 square metres and the company also operates a warehouse and logistics area of 11,450 square metres in Hanover. [www.koester-hapke-sped.com](http://www.koester-hapke-sped.com)

## CargoLine at transport logistic



A giant “C” and the famous red pallet suspended above the CargoLine stand shine out like a beacon, showing visitors the way to the alliance’s presentation at this year’s transport logistic. The internationally renowned trade fair will open its doors once again from 5 - 8 May 2015 in Munich. As usual, CargoLine will exhibit in Hall 5 at Stand 310, which will be visible from far away, gleaming in the fresh white and bright red company livery. Visitors to the trade fair are warmly invited to drop by and find out more about CargoLine’s extensive range of services. The alliance’s latest innovations include the premium products NightLineEurope Next-Day, Priority, Fix and Receipt for European land transports as well as B2CLine for online shop operators and their customers. CargoLine also has a limited number of tickets available for people interested in attending the trade fair. These can be ordered at [info@cargoline.de](mailto:info@cargoline.de). We are looking forward to lots of lively and exciting discussions! <

**transport logistic**

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## Siemens “builds” on BTG

Siemens faced a major challenge. The company had decided to merge its mechanical drives plant in Vreden with its facility in Bocholt-Mussum, North Rhine-Westphalia, thus creating the biggest production facility for mechanical drives worldwide. The equipment and processes at the logistics warehouse in Mussum were outdated and the location lacked the spare capacity to cope with the demands of integrating the two plants. A solution was urgently needed.

After examining a number of scenarios, the manufacturer of gearbox and clutch technologies decided to gut, expand and modernise its existing warehouse in Mussum. However, there was a difficulty. There was no way that Siemens could simply shut down the warehouse temporarily. It regularly and frequently supplied all the small components required by the neighbouring production and assembly plants. A solution was at hand. Siemens decided to transfer its warehousing operations temporarily to a new home – at BTG Feldberg in Bocholt. The CargoLine partner won the regional tender due to its proximity to the Siemens location and a coherent concept, which used existing storage space options.

### Conversion completed in record time

In just 14 weeks, the transport and logistics service provider converted an old transshipment area into the required logistics areas. To accommodate its new customer, the freight forwarder removed intermediate floors and increased its capacity by 4,500 pallet bays. “Converting the building in such a short time put a considerable strain on our human and financial resources. However, thanks to our precise planning, Siemens was able to move around 6,500 pallets, its entire stock of small components and order-picking operations into our premises as planned on 1 July

2014,” explain Jörg Feldberg, Managing Director of BTG, and BTG project manager Christian Arping with justifiable pride. For nine months, until the opening of the new high-bay warehouse featuring integrated man-to-goods picking, BTG stored and retrieved around 700 pallets every day in a two-shift operation.

In addition, a shuttle service operated by the CargoLine partner provided the 300 employees at the nearby Siemens production and assembly plant with the machine components they required – even on Saturdays. The freight forwarder reserved two semi-trailers, which travelled between the facilities four to eight times every day for this purpose. To ensure that everything ran smoothly from the outset, the software engineers at BTG Feldberg even wrote a special warehouse management program for the new storage system!

### A committed freight forwarder – and a satisfied customer

The move to the expanded warehouse at the end of February 2015 was not the end of the story for BTG. The transport and logistics service provider continues to run a scheduled daily shuttle service between the Siemens plants in the region just as it did before the relocation project. In addition, it ships part and full loads throughout Germany.

“The expertise and commitment of the BTG management and their staff ensured that we were able to start work on our conversion project exactly as planned. What’s more, we were able to maintain a high delivery performance during the whole conversion period. This was extremely important to us and we would like to thank the freight forwarder for this,” says Thomas Wehren, Head of Logistics at Siemens Mechanical Drives. <

## The wind of change on CargoLine’s Advisory Board

CargoLine’s franchisees have elected a new member of the CargoLine Advisory Board: Klaus-Peter Becker, Managing Director of Balter und Zimmermann in Gera, has succeeded Anton Galster, who retired from the Board after the completion of his regular term. The network shareholders appointed Ingolf Heuring, long-term Managing Director of Spedition Streck in Freiburg, as an external advisor. <



From left to right: the chairman of CargoLine’s Advisory Board, Stefan Seils (Managing Partner of Bursped), Klaus-Peter Becker, André Biwer (Managing Director of Lebert), Birgit Bergemann (Managing Director of John), Ingolf Heuring and Rolf Lorenz (Managing Director of Schmidt-Gevelsberg).

## Steady growth

Despite the difficult economic situation in Europe and many aggressive competitors, general cargo network CargoLine has successfully completed the business year 2014.

Turnover 2014	1.42 bn. euros (+ 0.6 per cent)
Shipments within the network	11.95 m (+ 1 per cent)
– of which import/export	2.81 m (+ 1.1 per cent)
No. of franchisees	47
– of which shareholders	15
No. of employees	7,288
– of which trainees	831
No. of daily direct linehauls within Germany	1,329
No. of daily direct linehauls across Europe	> 1,500
No. of swap bodies	3,178
No. of trucks	4,558

## CargoLine – giving wings to online retailers



A lecture on “How logistics propels online retail” attracted an audience of 70 visitors on the third “CargoLine Day of Contract Logistics”.

Over 70 guests listened with rapt attention to the lecture by Prof. Ingmar Ickerott at the third “CargoLine Contract Logistics Day”. The specialist in business administration and logistics management from the Osnabrück University of Applied Sciences gave an entertaining summary of the rapidly changing B2C retail sector. Among other things, this is closely related to the shopping habits of the 25-35-year-olds known as “Generation Y”. He

was followed by Volker Brucker, Head of Contract Logistics at Wackler, who described the wide range of services supplied by the transport and logistics provider to the e-commerce company elektroplus. This chimed perfectly with the title of the event “How the logistics sector gives wings to online retailers”. Dr. Axel Scheufelen, Managing Director of the web-based company Metapaper, also confirmed the role of a partnership with a fulfilment logistics service provider in the growth of his company. Before the event wound down with a tour of the Wackler logistics centre and get-together, Jörn Peter Struck, Chairman of the Management Board of CargoLine, presented the latest service developed by the alliance: B2CLine has been specially tailored to the needs of online shop operators and their customers (find out more on page 20).

The success of the event has encouraged the alliance to host another “Contract Logistics Day” in 2015. After “Lean Management in logistics” in 2012, “Think out of the box” in 2013 and “How the logistics sector gives wings to online retailers” in 2014, this year’s theme will be “Hazardous goods”. The event will take place on Tuesday 29 September on the premises of the CargoLine partner Koch International in Osnabrück. Admission is free. <

## Five contract logistics experts richer

Congratulations: Timo Brachtendorf (Balter Logistics), Simon Diehl and Yannic Kuch (both MTG Mannheimer Transportgesellschaft-Bayer), Philipp Graßl (Graßl Spedition, right) and Michael Kissel (Kissel Spedition, centre) have successfully passed the contract logistics seminar series at the network’s own academy!

To earn the distinction of “Certified CargoLine Contract Logistician” they had to take five mandatory and one of three additional modules as well as an examination. The contract logistics experience they had already acquired was honed in the seminars. Moreover, the courses addressed related topics such as the structure of a logistics contract and key figure management. The course was completed with interactive logistics simulations, cost calculations and other practical exercises.

“It is ideal for forwarders to receive transport and contract logistics from one source. Such CargoLiners as BTG Feldberg, Finsterwalder, Fritz, Interfracht, Koch International, Lebert, Nellen &



Quack, Schäflein and Wackler have therefore offered both successfully for years. We offer the certificate programme on contract logistics because we also want to give other colleagues the opportunity to expand their knowledge in this area and specifically approach prospective logistics customers,” is how Jörn Peter Struck, Chairman of the cooperative’s Management Board (left in the picture), explains CargoLine’s reasoning. <

## State-of-the-art hazardous goods warehouse

Schäflein Logistics has built the first hazardous goods warehouse in the greater Schweinfurt area, in Rötthlein, that adheres to the so-called “expanded duties according to the Hazardous Incident Ordinance”. A special feature of the 8,000-square-metre warehouse is a computer-aided safety concept: software is used to control which hazardous goods may be stored together and which safety systems are applicable in each case. Schäflein Logistics also provides hardware and software for the fire department which shows all stored hazardous goods in real time, arranged by UN number and their location in the warehouse. As a result, when a fire breaks out or a substance is released, the fire department knows right away which work tools, extinguishing agents and protective clothing it needs.

Moreover, for reasons of water protection, the entire building is designed as a drain pan and equipped with a foam extinguisher. A gas alert installation that is connected to a ventilation system prevents the development of explosive gas concentrations. A special poison room for 250 pallets completes the sophisticated safety concept. <

## Finsterwalder sets a new benchmark for logistics

On 10 October 2014, CargoLine partner Finsterwalder opened a pioneering logistics facility at its location in Halle an der Saale. Approx. 50,000 square metres of earth were moved during the construction of the new building, which was completed in just 204 days. The opening ceremony was attended by many local and state representatives from politics, business and the media.

The high-bay warehouse has over 33,000 pallet bays and is controlled by induction-guided material handling systems. An air-conditioning system enables the logistics specialist to store goods that are sensitive to heat and cold. It also has an area of approx. 3,000 square metres for order picking and 30 ramps for loading and unloading trucks. Naturally, the facility incorporates state-of-the-art fire prevention measures with sprinkler pipes, a firefighting water tank and high-performance foam extinguishing system. With this top-of-the-range equipment, it is hardly surprising that a renowned alcoholic spirits manufacturer and other customers are already using the warehouse.

“At a cost of 15 million euros, this is the largest single investment in the company’s history. It demonstrates that we are responding to the growing needs of many shippers in the areas of hygiene, temperature, safety and security,” explains company spokesman Sven Köcke. <

## Hofmann Internationale links up with CargoLine

A new partner – Hofmann Internationale Spedition – joined the CargoLine alliance at the beginning of the year. The transport and logistics service provider based in the Hessian town of Biebesheim is particularly strong in the region to the south and west of Frankfurt. “We are delighted to have gained Hofmann – one of the last owner-operated freight forwarders in the Rhine-Main area – as a partner. The company is a perfect match for us both in terms of the quality it offers and its corporate philosophy. Together with our partner Kissel from Stockstadt near Aschaffenburg, we believe we now offer excellent coverage of the Rhine-Main region,” says Jörn Peter Struck, Chairman of the Management Board of CargoLine, with satisfaction.

Hofmann Internationale Spedition was founded in 1962 and is in the second generation of family ownership. Its approx. 240 employees handle 1,100 shipments every day. The company’s subsidiary Hofmann Contract Logistik GmbH has over 20,000

pallet bays. The service provider also offers strong “green logistics” credentials. For example, it operates an environmentally friendly truck wash that uses rainwater and electricity from its own solar power plant and treats waste water without the use of chemicals. <



Hofmann Internationale Spedition, a CargoLine partner since 1 January 2015.

## Lebert (Kempton) elected “Partner of the Year”

Last year it was in second place, and this year it came in at the top: Franz Lebert & Co. (Kempton) prevailed against Schmidt-Gevelsberg (Schwelm) with a narrow lead in CargoLine’s 2014 quality ranking. Freight forwarder Leopold Schäfer (Neunkirchen in the Siegerland region) earned third place.

For Lebert it is the third time it came first since the ranking was established in 1996. This time the Kempton-based CargoLine partner was victorious because it was equally successful in all evaluation criteria. Moreover, it vastly increased its outbound volume and committed virtually no scanning errors at the points of intersection, which is the basis of shipment tracking and tracing. Schmidt-Gevelsberg stood out mainly for being so well interconnected

to other CargoLiners and its total shipment figures. Schäfer primarily distinguished itself on account of the quality of its scanning at the points of intersection and its execution of CargoLine projects, which it did with great enthusiasm.

To determine the Partner of the Year, CargoLine annually evaluates performance and delivery rates according to a predefined quality and time standard, the percentage increase of the shipment figures compared to the same period in the previous year as well as active involvement in the network’s workshops and decision-making committees. The award ceremony took place as part of the general assembly of franchisees on 17 March in Frankfurt (Main). <



From left to right: the managing directors Torsten Huberti, Burkhard Frese (both from Schmidt-Gevelsberg), André Biber (Lebert), Heiner Knautz and Uwe Binscheck (both from Leopold Schäfer) accepted the “Partner of the Year” trophies as representatives of their respective companies.



# The great leap in logistics

**Cargoline partner Lebert is training the world youth champion and ten-time German youth champion in trampolining as a freight forwarding manager at its Baienfurt site. Oliver Amann experiences close up how you gain a foothold in logistics as a successful gymnast.**



**F**lying high thanks to strong muscles and a toned body is certainly possible. At least for about two seconds. If you watch the film about trampolinist Oliver Amann on YouTube and see the young gymnast's twists and turns at about ten metres up in the air you will be amazed by the perfect sequence of his movements. You cannot help thinking that there is probably nothing that could easily throw the 21-year-old off balance in everyday life, either.

Oliver Amann's first contact with a trampoline took place when he was eight years old and on holiday. His mother had a hard time getting him off the contraption. Shortly afterwards, he switched from artistic gymnastics to trampolining at the club TV Weingarten. At the age of 12 he was accepted into the national team, where he successfully participated in international competitions and the youth World Championships. He received his qualification to attend a university of applied sciences from the Johann-Friedrich-von-Cotta-Schule in Stuttgart – an elite sports school that gives young people the opportunity to engage in competitive sports without missing out on their school education. The group of famous alumni of the school, incidentally, also includes football star Mario Gomez. "Athletes receive special support there. They are also personally tutored by the teachers when necessary," explains Amann, who in addition did voluntary social work in Stuttgart for a year.

## With both feet on the ground

After his gap year, the young competitive gymnast knew that he wanted to learn a down-to-earth job. "In my search I focused on the freight forwarding sector, because I find it exciting – especially the many possibilities in transport logistics, where so much freight can be moved with such skill," he elaborates. Friends working at Lebert

encouraged the trampolinist to apply there: "The on-site interview convinced me so thoroughly that I accepted instantly when Lebert offered me an apprenticeship position."

And so Oliver Amann began training with the CargoLine partner in September 2014. In the course of his apprenticeship he has passed successfully through various departments – for instance Order Acceptance in the Service and the Pallet divisions. This does not leave him much time to stop and relax. Because right after work he jumps into his car to go to his training. Five times a week he trains for two hours in the evening, and in addition he has to prepare for his vocational school classes. "I have no idea how he manages all of this time-wise," comments Jochen Berger, a management assistant at Lebert. But the future freight forwarding manager is convinced: "If you really want something you will get it, too."

## Timing and good partnership

Lebert is likewise characterised by its drive and determination. For example, the company wants to make a significant contribution towards making CargoLine the leading network of medium-sized companies for logistics services in the European market. This commitment has its rewards: in 2003, the head office in Kempten was elected CargoLine Partner of the Year for the first time. In subsequent years it kept earning one of the top places in the ranking, which is a reflection of its spirit of cooperation within the network and of its staff's commitment, among other factors. In 2014 it even came first again (see page 16). Motivated apprentices such as Oliver Amann, whose success in the discipline of synchronised trampolining reveal his sense of timing and ability to collaborate with a partner, are a solid foundation for the future. Apropos partners: Oliver Amann is still looking for sponsors. Anyone wanting to associate their name with the top gymnast from the CargoLine network should contact him before he takes off again. <

# Highly reliable planning throughout Europe

Reliable premium services relieve the pressure on shippers dispatching European shipments on tight deadlines. The key words are “NightLineEurope NextDay”, “Fix”, “Priority” and “Receipt”.

A delivery note receipt is a wonderful thing: it allows the sender to be certain that his goods have reached their destination punctually and undamaged. Even if that destination is in another country. NightLineEurope Receipt from CargoLine offers customers precisely this level of certainty. With this service, the recipient acknowledges receipt of the delivery by signing the delivery note for the driver. The signed receipt is then entered into Cepra 3.0 – the Track & Trace system operated by the general cargo alliance – and is thus available digitally at any time.



NightLineEurope Priority offers a firm guarantee that the goods will reach their destination within the defined transit time for the specified European destination.

This priority handling of general cargo consignments has been widely welcomed, for example by the customers of the Swiss CargoLine partner

Interfracht. They use the priority product particularly for longer-distance deliveries to Poland, the Czech Republic and Scandinavia.

These European premium services are available to customers in any sector. “Our customers have the same wishes wherever they are. They want to optimise their supply chain through fast and reliable service with transparent, predictable costs. In short, they want a high degree of planning certainty,” says CargoLine’s Managing Director.

One special product in this area is “NightLineEurope NextDay”, which was launched at the end of 2009. This made CargoLine the first, and so far only, general cargo alliance to offer delivery of goods directly to recipients in Europe’s most important commercial regions and conurbations within 24 hours. The range of this service was recently extended significantly. “The registration process is uncomplicated, the effect extremely positive,” explains Ingo Weichert, Division Manager Forwarding and Europe at the CargoLine partner Wackler in Göppingen. “Quite often the customers are businesses who are behind schedule with their deliveries. They want to clear up the problem quickly – and we do this for them with the minimum of fuss.” <

## Market-driven

“It makes no difference to us whether a shipment is destined for Tampere or Bari. It’s no problem,” says Bernd Höppner, Managing Director of CargoLine, who is responsible for the expansion of international land transports. “We have over 70 partners in Germany and abroad who provide a reliable service to shippers and their customers in around 30 European countries.” Within this densely woven network, international transports are processed in accordance with the standard national transit times (see “Good to know” on the left-hand side). However, in October, the alliance also launched two new products for shipments on tight deadlines: NightLineEurope Fix and NightLineEurope Priority. “The volumes handled by both these services have grown quickly. This confirms that our solutions are perfectly adapted to the needs of the market,” says Höppner, confirming the success of these products in their first few months.

## In the fast lane

While NightLineEurope Fix guarantees pan-European delivery on an agreed working day,

## Good to know

All international CargoLine products are based on the “NightLineEurope” table, which defines the binding standard transit times from the receiving depot in around 30 European countries. These can all be combined with NightLineEurope Receipt. The alliance’s leaflet provides a convenient overview of its international products including a European postcode map in DIN A1 format. You can order this free of charge from [info@cargoline.de](mailto:info@cargoline.de).

## Big view of a miniature world

**Bursped in Hamburg works hard on behalf of its on behalf of its staff and vice versa. Now, one employee has built a 1:87 scale model of the workplace he has known for decades. His name is Werner Brasch. The technician and passionate model railway builder is looking forward to retirement and is pleased to have a small reminder of the company.**

In the middle of an apartment in Hamburg-Winterhude there is a 150 x 300 cm board on which a Märklin and a Roco railway locomotive are operating their normal service. As they speed along the tracks they not only pass a rail freight terminal and passenger station but also the premises of the freight forwarder Bursped in Halskestraße. The site is approximately the size of a sheet of DIN A3 paper. Semi-trailer trucks and other vehicles belonging to Bursped, Köster & Hapke and CargoLine are waiting to be loaded and unloaded at the ramps. Werner Brasch has been working on his model for almost seven years, during which time he has laid around 150 metres of track. His collection of 80 locomotives represents an investment of around 15,000 euros. But the 65-year old is passionate about his expensive hobby, which has given him enormous pleasure and success – and even introduced him to his wife.

### A network for life

The Roco railway actually belongs to his better half, who is also an enthusiastic model-maker. Many years ago, Werner helped her to build her railway and the two got to know each other better. But his hobby also played a key role in shaping his professional career. One day, the qualified central heating engineer was visited by his boss who caught sight of the railway. Interested, he asked who had installed the switches. "I explained to him that I had built everything myself using Märklin books," remembers Werner Brasch. Upon hearing this, his boss suggested he should train as a control technician, which he did successfully. He was now able to perform some of the jobs for which the business had previously had to call in an outside company. An enthusiast for all things technical, he went on to work in an engineering firm that developed medical devices. When the firm went bankrupt, the warehouse foreman at Bursped, who was a friend, invited him for an interview. At that time, the freight forwarder had no in-house tradesmen and was looking for a technician. "That was in 1992 – more than 20 years ago," says the future pensioner wistfully.



### The troubleshooter

Since joining the company, he has dedicated himself to the forklifts, conveyor systems and rolling doors at the Bursped facility and keeps everything running smoothly. Every morning at seven o'clock, he starts up his computer to see what jobs have come in during the night. He and his four colleagues then head out to clear up any problems. Werner Brasch has learned a few tricks over the years. "Once we had a forklift on a truck and it simply refused to budge. So we harnessed it to another forklift with a pallet on the fork and pushed the broken forklift forwards. And if we have to move a vehicle backwards, we pull it down with a strap," he explains. In addition, the imaginative technician checks that the facility and its staff comply with accident prevention regulations. He inspects the ramps and rolling gates to ensure that they are functioning safely and records their status so they can be repaired later.

Werner Brasch has a few qualms about retirement: "I have worked at Bursped for so many years and known so many of my colleagues since their very first day in the company. Many have become friends. It will be difficult just to look in now and again as a visitor." However, life without Bursped is unlikely to be boring. He is already a volunteer at the local citizens' association and continues to build models. "Each electric locomotive needs lubricating after every 40 hours of operation to ensure that the gearbox runs smoothly. The collectors also require regular cleaning," he explains and resets the points for a new journey. <

# Top marks for online retailers



Consumers are increasingly ordering bulky items on the Internet that need to be shipped by a freight forwarding company. However, they demand the same fast delivery and flow of information that they get with a parcel delivery. With B2CLine, CargoLine created a tool which satisfies the requirements of the online buyers while also enabling e-commerce retailers to achieve excellent customer ratings.

**H**ave you ever had to take time off work for half or even a whole day so you could be at home to receive an order you placed on the Internet? If you are an Internet dealer, have you received less than five stars on occasion because a customer found the delivery of his or her purchases too slow or complicated?

At first sight, consumers and the delivery of their online purchases by a freight forwarder do not seem to go together well. The former often complain that the freight forwarders are unable to pinpoint the date and time of their delivery. What's more, they cannot understand why the truck driver drops off the merchandise at the kerbside or in front of the first closed door, no matter how heavy the shipment might be.

## Demanding handling

The freight forwarder, in turn, typically learns that the familiar work procedures don't work with B2C shipments, because they require special treatment: contrary to B2B shipments, deliveries to consumers must usually be coordinated by phone. The crux of the matter: online shoppers often only leave their landline number when placing an order, on which they can only rarely be reached during the day, however. Consequently, the transport and logistics service provider must try to deliver the merchandise on spec after it has arrived in the transshipment area, and perhaps several times, until the recipient is home. Alternatively, he can remove the shipment from the flow of goods and "put it on hold" until the delivery-related issues have been cleared up. What's more, consumers tend to prefer receiving their deliveries in the evening or on Saturdays – in other words, when an employee is at home and after the freight forwarding company's actual business hours.

## Having a say thanks to B2CLine

The share of B2C shipments is steadily increasing at CargoLine, too. They currently make up 15 per cent. For this reason the network was

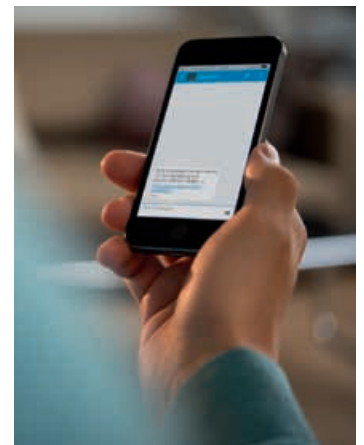
one of the first cargo cooperatives to take a close look at deliveries to private customers and to create a special service for them: B2CLine. It works both ways: the online customer is given a precise delivery date and time, including the evening hours as a special service; and the CargoLine partner is able to handle the B2C shipment like any other delivery.

This is possible by announcing the delivery via email and/or text message if the company has the recipient's mobile phone number.

The recipient is told in advance when the shipment is scheduled to be delivered. If one of the three suggested delivery times is convenient, he or she simply has to confirm the preferred time. If the customer would rather receive the shipment at another time, he or she can ask the company to call back and make the proper arrangements by phone. This speeds up the delivery process considerably.

## Internet purchases keep growing

"This procedure facilitates our work, too, because it gives us planning security. It eliminates multiple deliveries and slims down the handling process," explains Jörn Peter Struck, Chairman of CargoLine's Management Board. "Given the most recent forecasts, which predict a growth from currently 12 to 17.7 per cent in e-commerce for many different sectors – with the exception of food – by 2020, we had to adjust our processes."



Simple delivery time arrangement via smartphone



Professor Ingmar Ickerott of the University of Applied Sciences in Osnabrück confirms this growth. As he explained at the network's annual "Day of Contract Logistics", which was held recently under the title of "How logistics propels online retail", in 2020 an estimated 30 to 40 per cent of products in the non-food segment will be ordered on the Internet (see also page 15). These include, most importantly, large and heavy household items, furniture and DIY products. Already, every British consumer spends an average of EUR 842 per year on online purchases, and in Germany no less than EUR 511 is spent on e-commerce per person.

#### Five stars for the online retailer

Yet the shipment notification tool which is connected to the network's Cepra 3.0 tracking system can do even more: when it is integrated into an online retailer's shop system, its customers can select their desired delivery date and time even as they place their order and book evening delivery in advance. In this case, announcing the delivery via text or email is not necessary. If the ordered merchandise is in stock, the CargoLine partner can treat the B2C shipment like any other and therefore make an extra quick delivery – between 24 and 48 hours after the order has been received, anywhere in Germany. Special services such as delivery to the point of use, taking back the packaging materials and more is possible with the integrated notification tool, too.

#### High first-attempt delivery rate

But it is not only the customer who benefits from these special amenities. "Expectations among consumers are high. Their motto is: Ordered today, delivered tomorrow. An online shop that meets this standard, even when the desired goods have to be shipped by a freight forwarding company, may achieve top ratings from its customers, and since these are posted on the Internet, the shop may gain additional customers as a result. What's more, it diminishes the risk of returns," explains Struck.

The delivery announcement tool is independent of the shop system and the type of data transfer (RDT), whether the system is EDIFACT-, ANSI- or EDI-based. Moreover, it is compatible with all types of programming software and interfaces. As an alternative to a plug-in, the customer can be forwarded to a linked CargoLine website and arrange for the delivery there. In any event, the Cepra 3.0 tool allows Web shop operators and online shoppers to track and trace their order on the Internet in real time.

For the long term, the network is also planning to integrate Saturday deliveries and an 8 o'clock service. This is likely to make online shops stand out even more from their competitors when they integrate the delivery notification tool. If consumers were able to give more than five stars, this would surely be a good occasion to do so. <

Online shops and consumers benefit equally from the new CargoLine service B2CLine.

#### Good to know

With B2CLine, CargoLine is specifically addressing Web shop operators who sell general cargo-size goods to consumers. At the heart of the service is a time-saving shipment notification tool which handles delivery options quickly: whether via text or email, which a CargoLine partner sends automatically after accepting an order, or as part of the online shop software into which the notification tool is easily integrated via plug-in, regardless of the system used. The notification solution is based on the network's Cepra 3.0 shipment tracking and tracing tool.

# Water is life

The online retailer KAISER+KRAFT aims to offset all greenhouse gas emissions for its transports. The CargoLine partner BTG Feldberg is helping its customer by collecting real emissions data. It has also put the company in touch with a certified water treatment project in Kenya.



Almost one billion people on the planet have no access to clean drinking water. The direct consequences are widespread diarrhoea and the premature death of millions of children every year. However, a patented water filter is now providing many families in Kenya with access to a clean supply of drinking water. In addition, these filters eliminate the need to render water safe by boiling – traditionally over wood fires – and thus reduce greenhouse gas emissions. The local production and marketing of the filters also create new jobs for people in the area. These filters are financed by private donors and companies who want to offset their emissions.



Safe potable water thanks to water filters.

## 420 tonnes of greenhouse gases

These include KAISER+KRAFT, one of the largest and best-known online retailers in the B2B sector. The company supplies businesses, authorities and institutions with warehouse, factory and office equipment – from shelf storage bins and workbenches to packaging materials and PC furniture.

For many years, the Stuttgart supplier has entrusted the CargoLiner BTG Feldberg from Bocholt with the delivery of its general cargo. Although the freight forwarder has implemented measures to minimise fuel consumption and optimise scheduling, the transportation of over 30,000 shipments per year still produces around 420 tonnes of exhaust gases, principally carbon dioxide. CargoLine records these emissions as real data and states them accurately in its sustainability report. Rudolf Pflüger, Head of the Logistics Department at KAISER+KRAFT was very impressed. “The report is transparent, based on real data and without doubt a model for good practice in the freight forwarding sector,” he says.

KAISER+KRAFT is part of the TAKKT Group, which itself published a comprehensive sustainability report last year. The world’s leading specialist online retailer for warehouse, factory and office equipment aims to be a model of sustainability for its own sector by 2016. “In our group, we see this as a responsibility that has to be shared by all our

divisions and business activities. In the area of logistics, we began offsetting the CO<sub>2</sub> emissions generated by the transportation of our shipments as early as 2012,” explains Pflüger. “Obviously, it costs a little more money but we believe it’s well worth it,” he notes, and emphasises that the company bears these costs itself and does not pass them on to the customer. “This reflects our corporate values and is our contribution to taking responsibility for the world as a whole.”

Pflüger also asked BTG for suggestions about the options available for offsetting these emissions. “We presented several projects to KAISER+KRAFT including some in Germany. The company’s board made a conscious decision to work closely with a water treatment project in Kenya, which also helps to cut CO<sub>2</sub> emissions,” explains Jörg Feldberg, Managing Director of BTG Feldberg. Furthermore, CargoLine developed a special logo, which is emblazoned on its general cargo shipments and serves as a reminder of the importance of carbon offsetting.



## Global responsibility

KAISER+KRAFT offsets its CO<sub>2</sub> emissions through a “gold standard” project run by the Hamburg climate protection company ARKTIK, with which CargoLine has been cooperating for some time. Its projects are typified not only by a high level of relevance to climate protection but also a strong social dimension. They are regularly inspected by international scientists and aid organisations. Offsetting has now been standard for all transports since the beginning of the year – for 100% of emissions! <



Reduced wood consumption saves energy and lowers CO<sub>2</sub> emissions.

# Transport services by finger swipe

**Cargo capacity and freight volume do not always match. So, now and again, CargoLine partners use the transport tender platform TimoCom to find some cargoes. Since September they have been able to do this simply via their smartphone or tablet.**

One thing is certain: a manufacturing location always requires transportation. Companies that want to successfully deliver their goods to consumers want well-organised logistics. And the freight forwarders they hire want to work in a way that is as economical and as environmentally friendly as possible. This requires that cargo capacity and available freight volume match, so as to avoid only partially full trucks, let alone empty trips. Yet, especially on return trips from less productive areas this may prove difficult. Moreover, in addition to fixed-line hauls, there are always some unscheduled dispatches. For many dispatchers – including among the CargoLine partners – the freight exchange from TimoCom is therefore an integral part of their daily work for ensuring optimal loading of their lorries.

## Doing business conveniently while on the road

Since the company was founded in 1997 – just six years after the Internet was made available to the public – TimoCom has evolved from an audacious IT start-up into the market leader among the electronic freight exchanges. Every minute users from all over Europe offer available cargo capacities or goods to be carried. Even long-term or regularly recurring transport orders are brokered via online marketplaces. The IT service provider TimoCom now offers its customers all of these transport tender platforms plus a multi-carrier tracking platform with mobile access. Company spokesman Marcel Frings explains: “Since last autumn, all of our products have been accessible via mobile through the free transport barometer app. When our customers have to look for return freights or storage possibilities, locate trucks or find freight carriers while they are on the road, they simply log in via the app on their tablet or smartphone. This facilitates everyday work considerably.”

## High acceptance

The success of the mobile access option is also reflected in the current user figures. During the first weeks alone, the freight exchange provider was able to activate access for more than 1,500 users in Germany. In all other TimoCom countries figures are also growing. Especially Hungary and Slovenia have many “mobile” fans.

## More secure than a bank card

Aside from the practical benefit, Frings points out the special security measures: “You log in via TC Login and also enter your own PIN when



you want to work with your account while you are on the road. The principle is similar to that of a bank card – except it’s even safer. The TC login, your PIN and the respective terminal are linked with each other. If one of the parts of the puzzle is missing, you cannot access TimoCom. This is a great security advantage for our users.”

However, what connects Timocom and CargoLine is more than just business: “What we as CargoLine like about TimoCom is that, like us, they help reduce carbon dioxide and other emissions by optimising capacity utilisation and making processes more efficient along the logistics chain with their products. Plus, as a medium-sized company with local social commitment we also appreciate TimoCom’s active involvement in this area,” Jörn Peter Struck, Chairman of CargoLine’s Management Board, is happy to say. <

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

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Transporte & Logistik Theurer GmbH  
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Jeschke & Sander Spedition GmbH  
21129 Hamburg

Gaston Petersen Spedition GmbH  
24145 Kiel

moresco logistic GmbH  
26789 Leer-Brinkum

BHS Spedition und Logistik GmbH  
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BTG Feldberg & Sohn GmbH & Co. KG  
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