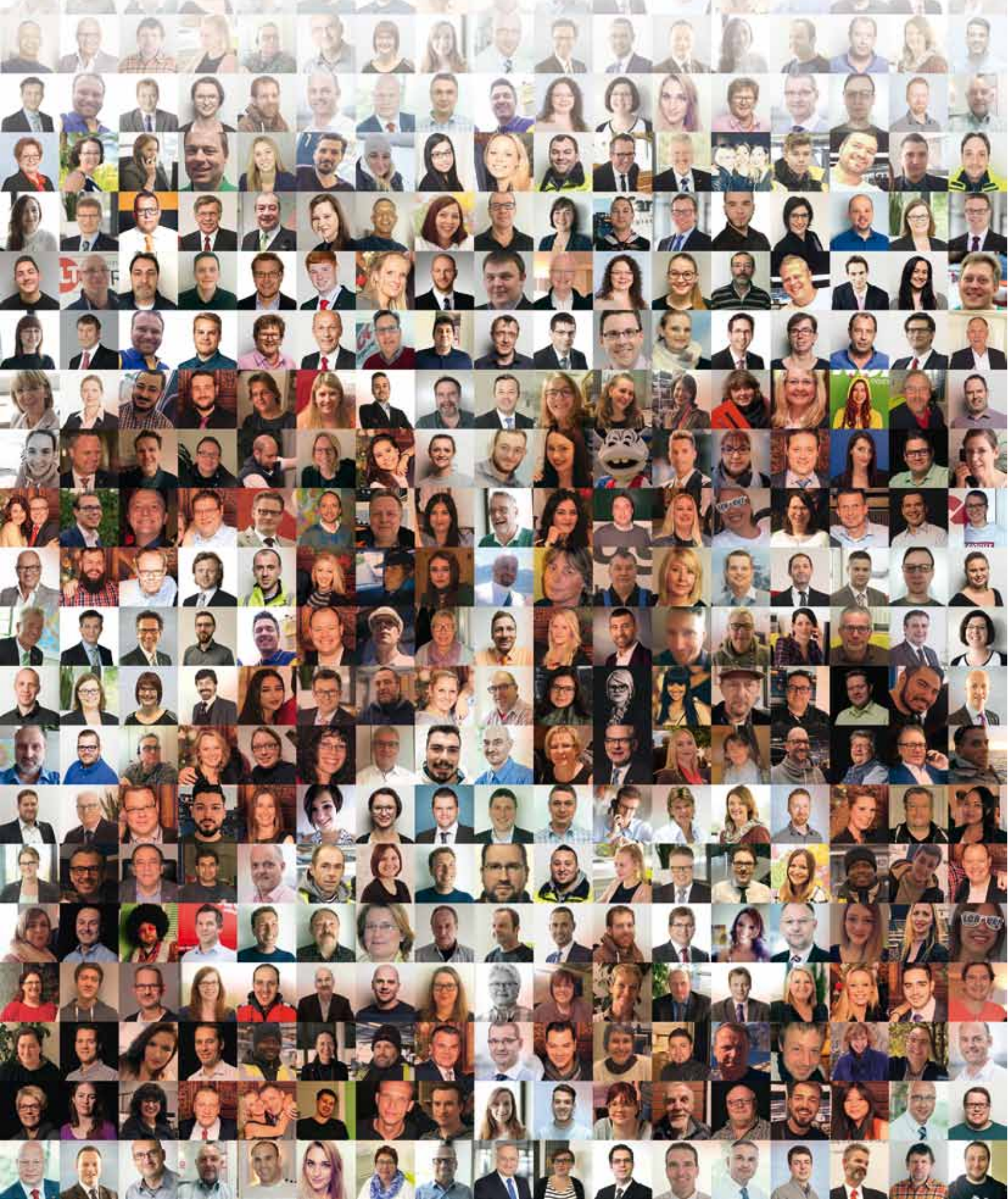


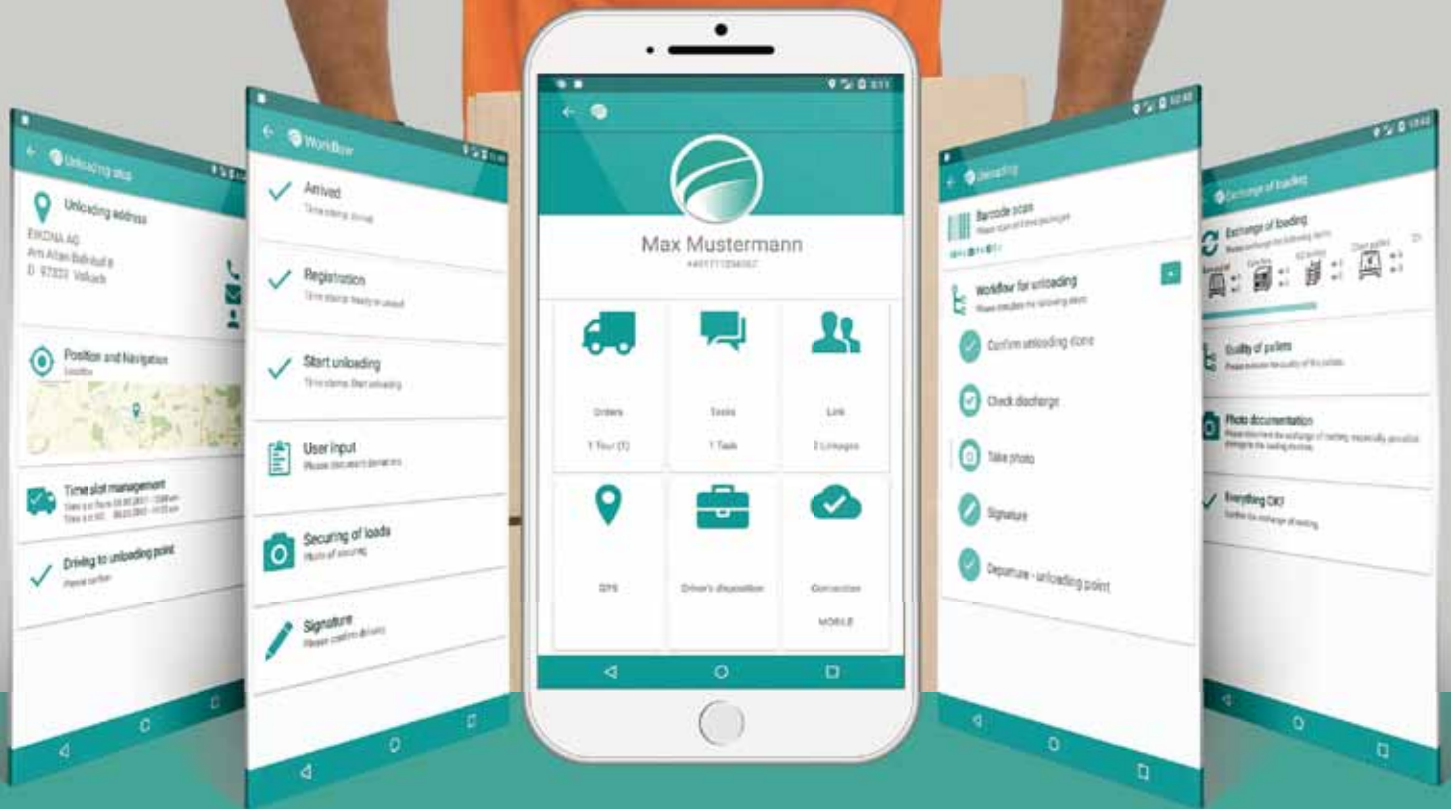
CargoTime

1/2018

The  Cargoline magazine



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Dear readers,

Can you still remember the year 1993? The European Union was formally established, Boris Yeltsin dissolved the Russian parliament, and the World Wide Web was still in its infancy. It was a year of upheaval which also saw the birth of CargoLine – thanks to a circle of courageous entrepreneurs whose foresight and determination led them to break new ground in the logistics industry. Together, they wrote a success story that continues to this day, a story we would like to share with you in this edition of CargoTime. In a detailed interview (from page 6), our shareholders discuss how they managed the ABX deal, what they would do differently with hindsight, and the plans they are pursuing with Garage 33. Look forward to a lively conversation with this sworn circle who want to “rock” the future!

Of course, it’s impossible to embark on a journey of this type if you don’t share the same values. A good example of this is provided by Schäflein. Its customer, BayWa AG, inspired the CargoLiner to set up a state-of-the-art multi-user warehouse with the capacity to handle even hazardous substances safely (from page 12). With warehousing technology that ensures a constant humidity of 60 per cent, the freight forwarder Streit provides the perfect climate for the special packaging products made by the STI Group (from page 14). And Europa Road – our new partner for England, Scotland and Wales – has invested a total of £30 m in developing the largest UK hub for European general cargo (page 20).

We have also relaunched our B2CLine product and added practical services which show that CargoLine always moves with the times. Discover how Internet retailers and end users can profit from these enhanced products on page 21. In addition, I would like to recommend our Social Affairs report on page 22: it shows how our industry can offer career prospects for refugees and why this is a win-win situation. Speaking of win-win: join in our reader survey and you can win an exclusive spherical gas grill from OUTDOORCHEF! Thanks to your evaluations, we can consistently optimise the CargoTime to serve you better.

I wish you an interesting read and hope that you’ll rock the future with us!



Jörn Peter Struck
 Chairman of the Management Board



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Rocking the future together



To mark the 25th anniversary of the general cargo alliance, CargoTime conducted an unusual interview. Two generations of CargoLine shareholders, which describe themselves as a “sworn circle”, grant us a profound look behind the scenes.

What binds such an eclectic group of freight forwarders together for so many years? What hurdles did they have to overcome on the long journey they have shared? And what does all this have to do with a parrot and a “Rütli oath”? Heiner Hoffmann, Heinrich Koch, Bernd Schäflein, Günter Schwarz and his nephew Oliver spill the beans on the exciting history of a successful cooperation. In the process, they offer a host of fascinating insights: on the integration of ABX, decisions they regret, their thoughts on the much vaunted “co-operation of cooperations” and their hopes for the partnership with InstaFreight and Garage 33.

Mr Schwarz, how and why was CargoLine founded?

Günter Schwarz: Way back in 1986 – 32 years ago – I wrote a position paper in which I pointed out that “the big guys are getting even bigger – the mid-tier companies are in danger.” I saw, even then, that without a network we would have no chance of survival. At the beginning of the 90s, there was a group of 35 freight forwarders – from logging companies to local truck drivers to general cargo forwarders – who were considering options for developing cooperation. However, we eventually realised that this extremely diverse group was not the way forward. It had no future. Instead, we general cargo forwarders have gone our own way: John from Eichenzell, Jeschke¹ from Hamburg, Koch from Osnabrück, Nellen & Quack from Mönchengladbach, Schäflein from Schweinfurt² and VTB from Braunschweig founded CargoLine together with us, Wackler from Göppingen, in 1993.

What are you particularly proud of when you look back?

Heiner Hoffmann: That we have managed to develop a network with standardised processes and uniform quality standards. Above all, however, that

we CargoLiners are still a sworn circle, although other networks have vigorously courted some of our partners in the past.

Günter Schwarz: That’s why we took the “Rütli oath” in 2001 and again in 2008. It was a promise to remain together based on the model of Schiller’s “William Tell”. None of us has broken it to this day. If I may quote the beginning: “We want to be a single people of brethren, never to part in danger nor distress.”

Bernd Schäflein: When I joined the illustrious circle of my colleagues not so long ago as my uncle’s successor, I immediately felt this: this tight-knit community works across generations to this day.

Heinrich Koch (laughing): Even if we have to tell each other a few home truths from time to time.

Bernd Schäflein (also laughing): That’s part of every marriage.

Of obstacles and milestones

Heiner Hoffmann: We also overcame the mammoth task of integrating the ABX branches into CargoLine. We had to take on enormous shipment volumes, but this also enabled us to expand direct and truck-meets-truck traffic – for example with Dresden or Munich. That was a huge challenge, but it worked out 100 per cent.

Günter Schwarz: Above all, we had to keep the knowledge of all our careful preparations within a very small circle of people until the takeover was done and dusted. Not everyone understood this approach. But it was the only way – no alliance of SMEs had ever taken control of a whole group of companies before.



Günter Schwarz, 81 years old, owner and former Managing Director of Wackler Spedition & Logistik and Head and Chairman of the Advisory Board of Schwarz GmbH & Co. KG Group, in which he is still active today. Initiator of CargoLine, active until 2008 in various functions for the network, latterly as Chairman of the Advisory Board.

Oliver Schwarz: We all signed a confidentiality agreement and set a contractual penalty of 50,000 euros. Actually, I have an anecdote about this. One manager had to involve his assistant, who was unable to guarantee that sum. So he asked her to tell him what was her most treasured possession – something she would be devastated to lose. She said “her parrot” and so the loss of her beloved bird was included in the confidentiality agreement in lieu of the financial penalty. *(Laughter in the round)*

Heinrich Koch: By the way, the ABX deal was an important factor in turning some CargoLiners into really sizeable local companies. In many cases they even became the top dogs – with a comprehensive portfolio of national and international services.

Oliver Schwarz: We took over the ABX location in Radebeul, Belgium. I will never forget the challenge of merging a former Belgian state enterprise and our medium-sized freight forwarding and logistics company. Their culture was completely different. But without this takeover, Wackler would not have been able to grow so fast.

Heiner Hoffmann (laughing): Do you remember, Günter? When we founded the alliance, we said you had to handle 200 outgoing shipments per day to become a CargoLiner. Today, we handle more than 1,400 shipments per day and the network more than twelve million every year.

Were there any other particularly memorable milestones along the road?

Günter Schwarz: I think we’d struggle to fit them all into one issue of CargoTime! For example, one of the first things we did was set up working parties for the various business areas. They provide a forum for specialists from the companies to contribute their experience and skills. I was, for instance, responsible for production for many years, others handled the network, IT or sales/marketing.

Heiner Hoffmann: Back in 1997, we were also pioneers in paperless tracking of consignments at the package level. In fact, we could track every single package in a consignment across six measuring points to ensure completely seamless documentation. That was a major innovation in the industry at the time.

Günter Schwarz: Absolutely. I would like to mention our hub, which we inaugurated in Eichenzell in 1996. At the time, that type of facility was almost exclusively the domain of parcel services.

Heinrich Koch: In addition, we opened our Europe-hub in 2005 because we wanted to offer our partners transport services to a wide variety of countries. Today, many of our international partners are even interconnected by daily line hauls.

Oliver Schwarz: Since 2009, we have organised a joint meeting every year, which is also attended by our



Heiner Hoffmann, 59 years old, owner and Managing Director of Nellen & Quack Logistik GmbH, founding member of CargoLine, long-time Business Area Manager of the Production/Quality/Hub working group.

international partners. And we shouldn’t forget our working party for international issues, which meets once a month. Andreas Goggi from Brigl in Italy is a member, Frank Roos from Rotra in the Netherlands and Thomas Werthmüller from Interfracht in Switzerland. So we keep our international partners involved as well.

Let’s go back to the beginning again. In your opinion, what were the biggest challenges you faced when founding CargoLine?

Heiner Hoffmann: Without doubt, establishing a common understanding of what we meant by cooperation. Some partners came from other networks and brought in their own experiences, ideas and wishes. I remember, for example, that several new partners in the alliance needed some persuasion regarding the need for a joint track & trace system and a closed network. After all, we wanted security, that is, reliable receiving stations and plannable input quantities. Some companies that were interested in CargoLine, just wanted to cherry-pick – but, of course, that was not an option. If we couldn’t convince them of our basic principles, there was no place for them with us.

Heinrich Koch: Yes, that’s true. The stability of the network was the big challenge at the time and still is today. As far as I’m concerned, everything has to be subordinate to it. We can also be proud to have started up our own companies in the alliance when



» No alliance of SMEs had ever taken control of a whole group of companies before. «

it was the best solution for ensuring the stability and integrity of the network. Kochtrans in Neufahrn is already a success story and we are on the right track with TLT in Potsdam, too.

Looking back, would you do anything differently today?

Heinrich Koch: Oh yes. In the early days, we once rejected a partner because we saw the chance of winning a bigger one. However, it then rejected us so we had to go back to the original candidate on hands and knees and ask it to join us. That was not a great move.

Heiner Hoffmann: We have never quit on a partner again since ...

Oliver Schwarz: We have certainly made other mistakes, but none that have left a serious mark. Of course, we occasionally have differences of opinion and sometimes even heated discussions. But in the end, we always find a way to work together.

Everything is connected

To what extent has CargoLine affected your own business?

Heinrich Koch (laughing): We are all dependent on CargoLine. If we left the network, I would have to look for another – and it's not certain I would find one. In other words: today, we simply can't survive without a network and CargoLine.



» We are the largest network of medium-sized and independent freight forwarding companies in Germany. «



Heinrich Koch, 56 years old, owner and Managing Director of Heinrich Koch Internationale Spedition GmbH & Co. KG, son/nephew of CargoLine co-founders Heinrich and Walter Koch, Member of the Advisory Board of CargoLine.

Oliver Schwarz (to his uncle Günter Schwarz): I'll never forget your words, Günter, when I joined the company in 1997: "CargoLine is a life insurance policy and we all pay into it." (To all) He meant we are committed to it, shape it and develop it together. He was always convinced that this effort would pay off for our company in the end.

Heiner Hoffmann: I'm astonished that a Swabian would pay into anything voluntarily. (Everyone laughs)

Bernd Schäflein: Every CargoLiner has also developed its own business models based on general cargo transportation and the network. Consequently we have all grown over the last 25 years.

And what influence did or do customer requirements have on the development of CargoLine?

Bernd Schäflein: In my experience, there are five primary requirements that drive us: speed, transparency, integration into our customers' processes, willingness to change and the challenges of digitisation relating to "Logistics 4.0".

Heinrich Koch: Other key issues include service level agreements, reporting and the definition of and adherence to quality standards and transport requirements. We take these into account with our premium products, for example.

Bernd Schäflein: Incidentally, we took IT and IT security very seriously from the outset. I can only guarantee the high level quality our customers expect if our systems are secure and reliable. We can ensure that all data and shipments are permanently protected thanks to our IT security system which is compliant with ISO / IEC 27001 and s.a.f.e.

You just mentioned "speed". Surely online commerce has changed your daily business?

Heiner Hoffmann: Certainly. Ten years ago, our handbook still stated that we categorically exclude delivering to private customers. Since then, we have our own product for precisely this market. As you can see, we are capable of learning. (Laughs)

Bernd Schäflein: This is a dynamic, expanding market that we can't ignore – it's both a curse and a blessing. After all, Internet retailers are building their own logistics centres and parcel services. We are naturally monitoring the development of the online market leader very closely and discussing how we can derive benefits from it for ourselves.

Unique selling points of the cooperation

The competition never sleeps. Where do you see CargoLine today in this competitive marketplace?

Heinrich Koch: We are the largest network of medium-sized and independent freight forwarding companies in Germany. Our structures differ significantly from those of other alliances or freight

forwarding groups: we are not as centralistic. At CargoLine, the business area managers and employees from the companies meet in working groups to discuss specific issues and make decisions that everyone can support and easily implement.

Oliver Schwarz: In addition, as a local SME we have a direct line to our customers. Moreover, the strong reputation and awareness of the CargoLine brand – which we have consistently built up over many years – also contributes to our good standing.

Heiner Hoffmann: Our Task Force is another unique feature of our network. During the peak seasons in spring and autumn, in particular, we can send additional workers and trucks to a location at short notice if a partner is overwhelmed by the level of shipments – that helps us to process and eliminate backlogs quickly.

Something different. One idea we keep hearing from the industry media is that of a cooperation of cooperations. What do you think of it?

Heinrich Koch: In my opinion, it won't happen on a fixed or permanent basis. But there will probably be temporary cooperations with individual partners from other networks in order to ensure full area coverage.

Oliver Schwarz: I'm also sceptical about a cooperation of cooperations. Over recent years, our mantra has always been: make CargoLine stronger and more attractive. The fact that we are gaining new partners, including some from other alliances, for instance Hartmann and – to take a current example – Rhenus, clearly demonstrates just how attractive CargoLine is.

Shaping the future

What do you expect from the cooperation with the digital freight forwarder InstaFreight and Garage 33?

Bernd Schäflein: We are looking to answer the questions of the future together. From InstaFreight, we want to learn how an online freight forwarding company ticks, what its customers want and how we can digitise processes successfully. With Garage 33, we are exploring what we can and must do to be leaner and more efficient. This will help us to compete even more effectively in future and create new business models based on digital technology.

Oliver Schwarz: Advances in digitisation do affect our business model, even though the changes are not yet being fully felt. As things stand today, we still can't beam goods from A to B, although I am working on it. (*Everyone laughs.*) Garage 33 are the "young upstarts". They think and work very differently than we do and come up with crazy ideas we might not have. So they are helping us to broaden our horizons.

Looking forward and at the same time remaining a stable, sworn community – these are all values.

» **Digitisation is helping us broaden our horizons.** «

Which other values are important to you?

Oliver Schwarz: In 2012, we discussed our values in detail with all the employees in the network. We agreed on five that we all shared: performance, partnership, responsibility, innovation and passion. For me personally, it is vital that we always remember to behave as partners in our daily dealings and prioritise the idea of cooperation.

Bernd Schäflein: Even though we only set them down in writing six years ago, I think our conversation today shows that Günter Schwarz and the other founders put them at the heart of their work from the beginning. Passion is what makes the work fun – certainly for me – and it fuels our desire to shape the future. I think that is something we all have in common.

Next generation

A few questions to the younger generation. What prompted you to enter the freight forwarding business?

Bernd Schäflein: After completing our studies, my brother Achim and I spent several years working as consultants in American corporations. Then Achim decided to return to the family freight forwarding company. Five years later, he persuaded me to do the same – because it's a very exciting and dynamic industry in which you can make a difference. To get a feeling for the day-to-day work, I started off by driving forklifts and relabelling shipments.

Heinrich Koch: My siblings and I grew up right next to the site and spent our holidays working for the company. From an early age, we were woken at six o'clock in the morning by the whistles of workers as they manoeuvred trucks in the yard. As a teenager, I found it incredibly exciting to creep into a tractor secretly at the weekend and drive across the yard. Driving with a clutch is something I practically taught myself how to do. These experiences are now part of my DNA.

Oliver Schwarz: By the age of eleven, I more or less lived above the cross-docking terminal. I knew from a very early age that I would go into the freight forwarding business and do the appropriate training. Partly that was because I wanted to continue the tradition, but also because the tasks in logistics are so varied. Every day brings new challenges.

Is there anything started by the previous generation that you would like to continue, something you admire?

Oliver Schwarz: First, the bricks and mortar of the business. That's what we see every day. But there are other things too. We would not be the top dog in Dresden today if my uncle had not realised that the fall of the Berlin Wall offered a unique opportunity and we had to "cross the border". The result was a remarkable success story. And when I see how much time and energy he has invested in CargoLine as Interim Managing Director or as Chairman of the Advisory Board, I can only take my hat off to him. He



Oliver Schwarz, 51 years old, owner and Managing Director of Wackler Spedition & Logistik, nephew of Günter Schwarz. Member of the Advisory Board of CargoLine and Business Area Manager for the Insurance and Projects working groups.

has always put the concerns of the network ahead of his own interests.

Do you envy the founding generation in any way?

Heinrich Koch: At the time of the economic miracle, and in the years thereafter, the freight forwarding market was a protected market with fixed rates. But it was also a restrictive market because you needed a concession as a freight forwarder. I admire that generation's willingness to focus consistently on the needs of the customer and take risks. For example, my father gave up his protected status as an official freight carrier for the German railways to go his own way and focus on developing our company. That was real pioneering spirit.

Günter Schwarz: Speaking of going our own ways. My ancestors were commissioned as an official transporter of goods for the Royal Württemberg State Railway. In 1990, I terminated the contract with the railways. We could no longer expect our customers to accept transportation of their general cargo by rail because the journey from Göppingen to Nuremberg took several days. So I said, "Stop the train, we're going to do it our way." Five years later, the German railways withdrew from the general cargo market anyway. Every time has its own challenges and opportunities. We also had problems that kept us occupied. But we enjoyed finding solutions and, I have to say, the results show it was worth the effort.

"Make a wish"

CargoLine is celebrating its birthday so you're allowed to make a wish. If you could wish for one thing from our politicians, what would that be?

Heinrich Koch: We contribute more than 50 billion euros a year to public budgets through tolls, vehicle, petrol, VAT and other taxes. I would like a large proportion of this to be invested in developing transport infrastructure.

Heiner Hoffmann: However, we need a better lobby to fight on our behalf for this and other issues in the industry because politicians are always finding new ways to tie our hands. We are legally obliged to comply and this affects the efficiency and quality of our work.

Bernd Schäflein: Medium-sized businesses, like our member companies, are an important driver of economic growth. So politicians should try to reduce the burden on them and give better support for SMEs.

And what would you wish from your customers?

Heiner Hoffmann: With almost 500 km of traffic jams every day, North Rhine-Westphalia has the slowest moving roads in Germany. A little more understanding of the difficulties we face due to the region's ailing road infrastructure would be welcome. And it would be wonderful if we no longer had to book delivery timeslots for market deliveries and end up waiting for hours despite arriving at the agreed



Bernd Schäflein, 40, owner and Member of the Board of Schäflein AG, nephew of CargoLine co-founder Karl-Heinz Schäflein, Business Area Manager of the Contract Logistics and Network Innovation working groups.

time. This slows us down and upsets our planning for the entire tour.

Bernd Schäflein: I would like to see our customers trust us to work together as partners in implementing the fourth industrial revolution.

Oliver Schwarz: And I would simply wish for greater appreciation of the service we provide.

Heinrich Koch: My wish is for some of our customers to think further ahead in terms of their collaboration with us rather than just the next shipment. It would be good if they included us more in their planning and developments. We would love to discuss what they expect from their logistics service providers.

CargoLine in 2043

Let's stick with the visions for the future. In your opinion, where will or should CargoLine be in 25 years' time?

Oliver Schwarz: If we can preserve the ideals of cooperation and partnership, the passion, the brotherhood and the confidence that we can rely on each other, CargoLine will be alive and well in 25 years' time.

Heinrich Koch: Hopefully our successors will be just as much a sworn circle as we are. I hope that they will maintain our businesses as independent freight forwarders and we remain the largest SME alliance in Germany – and also in Europe.

Bernd Schäflein: I would go one step further. I hope that in 25 years' time, we will be the technology leader and innovation driver and a global player. *(Laughing)* Of course, that would be easiest as a monopolist. Let's rock the future together! <

You'd like to know more about CargoLine? Or you don't have time to read the whole article? Then have a look at www.cargoline.de/milestones

» There will be no such thing as a cooperation of cooperations. «

¹ Today, Sander Logistics.

² Headquarters now in Rötthlein.

³ ABX Logistics was founded in 1993 under the name ABX Transport as a subsidiary of the Belgian Railways (NMBS/SNCB) in order to be able to offer off-track transport services, too.

Like a well-oiled machine

The BayWa trading and service group wants its products to be handled reliably and appreciates automated, digitised processes. Good reasons to entrust Schäflein with the logistics operations for its lubricant products. The freight forwarder's multi-user warehouse is unrivalled in the region.

There are more than 9,000 biogas plants in Germany. They supply almost ten million households with electricity and heat in all weathers, provide jobs for 46,000 people and save 21 million tons of CO₂ per year – to name just the most important statistics. They turn manure, food leftovers and plants into energy through the process of fermentation. However, the sulphuric and

sulphurous acids produced by this reaction can corrode the gas turbines which drive the combined heat and power plant. Plant operators therefore have to use a special biogas turbine oil that captures and neutralises these acids. BayWa is an expert in this field. The company leads the German market in oils for biogas combined heat and power plants.



In 2015, BayWa put the logistics for this area of its business in the capable hands of Schäflein. Initially, the CargoLiner based in Röthlein (near Schweinfurt) handled only the transportation of goods – for example, for BayWa’s agricultural division. Today, the logistics specialist also acts as a central warehouse for around 900 lubricants produced by its client. This is quite unusual in the industry. Many competitors store the materials on their own premises and transport them to the customer using their own vehicles. This may be practical in a regional context but it quickly becomes uneconomical when the distances involved grow longer.

The freight forwarder’s central warehouse and membership of the CargoLine network ensure that goods reach their customers quickly and reliably – not just in Germany but throughout Europe. “In the past, our consignments were order picked for regions rather than specific customers. These consignments were then broken up and repackaged for individual customers at a regional hub or by a subcontractor,” says Dr Roland Braun, Head of the Business Unit Lubricants at BayWa. However, this approach increases the probability of damage, mix-ups and shortages. The CargoLine partner takes a very different approach, as Dr Brown explains. “We are very satisfied with Schäflein. The orders are picked on schedule which is extremely important for guaranteeing punctual deliveries to our customers. It can even be the critical factor in the customer’s decision to purchase from us.”

The right solution for every requirement

Naturally, BayWa demands that its products be stored safely and in accordance with all statutory regulations. Short throughput times in the warehouse are also essential. Yet as Dr Roland Braun explains, BayWa gives the service provider the freedom to decide how to comply with these requirements. And it is this “how” that makes all the difference at Schäflein. The CargoLiner’s central warehouse is specially designed for multi-user purposes. “We were inspired by the different products we were handling for BayWa and have refined our ideas based on numerous projects for other customers. After all, not all hazardous substances are the same and our different customers also have different logistics requirements,” says Achim Schäflein, co-owner of Schäflein.

Lubricants, pesticides and hazardous substances from a wide range of industries and countries all have their own unique properties. It is not enough just to have an overview of the available bays – it is also vital to observe the maximum limits for specific hazardous substances. It is therefore vital to monitor, calculate and coordinate the storage capacities at all times. Furthermore, the handling of water-polluting,



toxic, flammable or combustible substances is governed by important safety regulations. Some of the products must not be stored together and thus require special attention. At the same time, it is important to store all types of container sizes efficiently: from 500 ml bottles to pallets to intermediate bulk containers. Making sets is another challenging and important task for Schäflein when dealing with BayWa products.

The efforts pay off

The standards for a hazardous goods warehouse which meets the “extended obligations under the German Major Accidents Ordinance” show that the depth of planning required for this kind of facility is far greater than that for a conventional warehouse. Obtaining the necessary permits was

an extremely time-consuming process for Schäflein. The warehouse required a number of inspections by expert surveyors – in particular by specialists in hazardous substances and fire prevention. Specialists, who can only be hand-picked in Germany, are also needed to operate the warehouse.

In addition, Schäflein installed an IT system to guarantee an efficient interface with its clients. This allows the client to send not only traditional order data but also essential article master data such as a catalogue of hazardous substances including product data sheets. “Many processes are now automated and digitised, which represents a huge improvement over the previous service provider,” says Dr Brown with a smile. “The IT connection there was not seamless so it was either difficult or impossible to track shipments.”

Of course, this interface, which handles most of the communication, does not replace personal communication on all levels. Whenever there is a problem, somebody picks up the phone – and there are also regular meetings. Both are immensely important to BayWa, says Roland Braun. “I think we have a great partnership. Moreover, we highly value Schäflein’s openness and approach to finding solutions.”

50:50 for a new platform

Further projects have already been initiated as a result of this good relationship and mutual understanding. For example, Schäflein now works as a logistics service provider for other divisions of the BayWa Group as well. “In addition, we developed the ‘Röthlein’ logistics platform together,” reveals Achim Schäflein. One integral part of this project is a new 14,000 square metre central warehouse, which handles spare parts logistics for BayWa technology service companies and flowed into Röthlein Logistik GmbH in January 2018. The BayWa Group and the CargoLiner each have a 50 per cent stake in this company. <

BayWa

BayWa AG is a leading international trading and service company with business activities in the agricultural, energy, construction, innovation and digitalisation segments. Founded in 1923, the company employs almost 17,000 people in 40 countries. In 2016, they generated total sales of around 15.4 billion euros, to which the energy segment contributed almost one fifth. This includes the provision of energy services, wood pellets, fuels and lubricants under the TECTROL and other brands. In addition, BayWa is a project developer, trader and full-service provider in the field of renewable energies.
www.baywa.com

Schäflein Spedition

The company founded in 1939 with three tractors is now a modern service provider of transport, contract and warehouse logistics with more than 1,200 employees. Every day, 6,500 shipment units pass through its large forwarding terminal in Röthlein. In addition, the company operates a multi-user warehouse with around 10,000 pallet bays for a wide variety of products – including water-polluting, toxic, flammable or combustible substances (almost all storage categories approved in accordance with TRGS 510).
www.schaefflein-spedition.de

Packaging with pizzazz

STI in Neutraubling is a specialist in innovative sales packaging products and displays for department stores and supermarkets. The company's large warehouse is managed by the CargoLine partner Streit, which has also been responsible for transporting its goods for many years.

The concept is engagingly simple: first enjoy a refreshing glass of organic beer, then transform the packaging into a stylish bar lamp. This unusual promotional idea was developed by a Hamburg design agency for Störtebeker, a craft brewery based in Stralsund in northern Germany. The packaging concept with an illuminating afterlife was inspired by Hamburg's new landmark – the Elbphilharmonie concert hall. Its curved plastic hood has a matt finish and a special connector system makes it seemingly float above the base, a cardboard box with the look of concrete. The packaging contains a bottle of beer and glass as well as a miniature bottle of rum. After drinking the beer, simply insert a small LED bulb and the designer lamp is ready to use. The "Mini-Elphi" is sold at the brewery's concession stand in the concert hall. This bright marketing idea is making waves and was created by STI Group, an award-winning packaging specialist based in the town of Lauterbach in Hesse. The company has several branches throughout Europe, such as the one in Neutraubling near Regensburg, Bavaria.

Where there's class there's brass

Every child knows that the packaging is half the fun. An attractive box or colourful wrapper is guaranteed to increase the sense of anticipation. Market studies show that buyers spend just one and a half seconds assessing the packaging. Within this short period of time, it must attract their attention and perfectly communicate the brand message. After all two-thirds of end users only make their purchasing decisions when they are at the point of sale (POS). Consumers value a high quality look, plenty of content, and useful information about the product. As part of a larger study, STI Group tested the influence of sophisticated packaging on customers' price tolerance. The results are surprising. In the case of a chocolate bar, for example, respondents would pay 50 per cent more for a product in an ultra-refined wrapper. The same applies to alcoholic drinks: consumers are willing to pay 13 per cent more for an attractively

packaged spirit than for the same product in a simple bottle and up to 27 per cent more in a gift box with two glasses.

Fast and flexible

"As a manufacturer of tailor-made packaging products, STI Group works with a wide range of sophisticated finishes – from embossing and lacquers to cellophane wrappings and foil-laminated cartons," says Mario Eichelmann, who has been responsible for logistics in Neutraubling for 15 years. Display construction is another increasingly important market segment. In production, displays range from standard developments to individual designs that are matched in shape and construction to the product design. Later, these are usually stocked with merchandise on quarter- or half-pallets as sales-shipping solutions and delivered to dealers ready for placement. Shop staff find it easy to set up the displays as they only have to remove the hood, dispose of filler sections and, if necessary, attach a poster. "They are also highly attractive to retailers because they allow them to expand shelf space at low cost," says Eichelmann. However, as he points out, the solution sometimes has to be even faster and easier. "Our flexible 'Ratz-Fatz' walls are made of corrugated cardboard and consist of single elements connected by rubber bands. These walls can be set up in supermarkets in the blink of an eye."

Friendly climate

From its Neutraubling location, STI delivers to the German market in the 24-hour express sector. In addition, it supplies other European countries from Austria to the Benelux countries and Sweden. CargoLiner Streit+Co in the neighbouring town of Obertraubling has been a reliable logistics partner for all these services since early 2011. Each year, the freight forwarder safely and punctually delivers 50,000 pallets in around 4,000 shipments. Since 2014, Streit has also been





managing every aspect of STI's external warehousing operations and associated contract logistics. The goods – mostly delicate cardboard boxes – are stored in a warehouse in Regensburg, reserved exclusively for STI. "They need a constant humidity of about 60 per cent," explains Stephan Graf, Head of Sales at Streit, "otherwise they can become damp or brittle." The warehouse is built of clay blocks, which ensure a steady and suitable climate. "We monitor the warehouse climate continuously and take action to regulate it if necessary," says Graf.

Other goods are not permitted to be stored in the hall, "especially those that emanate a strong smell, such as car tyres, coffee or mint. The cardboard boxes would absorb these odours and would need to be disposed of," he explains.

Reliable partners

In addition to managing STI's warehouse operations, Streit is also in charge of its transport logistics. "This is partly due to the efficiency of the CargoLine network with its very high-grade services," emphasises Mario Eichelmann. He believes another important factor in the success of the relationship is that it is a partnership of equals. Klaus Schützmann, Managing Director of Streit, also appreciates the reliable and successful relationship. "It is very professional and friendly. We understand each other. We see ourselves as partners who support each other, overcome challenges together and develop new ideas."

"Last year, we standardised our production and logistics using lean management principles and streamlined processes," says Eichelmann. This was based on the 5S methodology and looked at every aspect of operations – from cleaning to structuring. At the same time, Streit's warehouse and transport structure were analysed and rated positively. "As well as digital order processing, it is important to have a fixed contact person in the company," says Eichelmann. "Someone we can talk to at any time about any issues." <



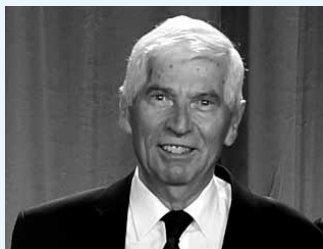
STI Group

... employs over 2,000 staff at eight production sites in Germany and Europe. Its customers include 15 of the 20 most popular international brands as well as leading retail groups and agencies. www.sti-group.com

Streit+Co Spedition

... is an owner-operated freight forwarding and logistics company based in Obertraubling near Regensburg. It was founded some 80 years ago. The company's service portfolio ranges from national and international transport services with trucks, trains and ships to flexible procurement, distribution and contract logistics solutions. It operates a warehouse area of more than 25,000 square metres and has 10,000 pallet bays in its high-bay warehouse. The automated warehouse for hazardous goods can accommodate up to 7,000 pallets. www.streitcargo.de

Sad farewell



It was with great sadness that the members of CargoLine learned of the deaths of their two long-standing business partners Fritz Johann Amm and Dieter Klumpp. Amm Spedition, founded by Fritz Amm in 1966, has been a CargoLine partner since 1995. First alone, and later together with his son Ralf, Fritz Amm developed his company into one of the top 3 general cargo freight forwarders in Nuremberg and the surrounding area. In 2017, the company was celebrated by the former Bavarian Minister for Economic Affairs Ilse Aigner as one of the 50 fastest-growing owner-managed companies in the Free State of Bavaria. Fritz Amm was always a welcome guest in the cooperation's meetings, even after handing his company over to his son Ralf. He died on 25 January 2018 at the age of 79.



Klumpp + Müller in Kehl am Rhein has been a valued CargoLine franchisee since 1997. For many years, Dieter Klumpp was a member of the Technology/Fleet/Telematics Solutions working group on behalf of the alliance. He was also an active member of his local church and deeply committed to social projects. He died on 5 February 2018, one day before his 70th birthday.

Our sympathy goes to all those who were close to Fritz Amm and Dieter Klumpp, in particular their wives Elfriede Amm and Lotte Klumpp, the sons Ralf and Martin Amm, and their families. <

Schmidt-Gevelsberg turns 125

Auguste Schmidt must have been an extraordinary individual: after her husband, the son of the company's founder, died unexpectedly in 1932, the young widow assumed leadership of the freight forwarder Schmidt-Gevelsberg, founded in 1893. With her second husband, Hans Grünewald, she led the company through the turmoil of the war and the post-war period, turning it into a successful transport service provider: upon her death in 1981, the company was proud to employ 215 members of staff. Remaining childless, she decreed in her will that the Hans Grünewald Foundation should be established after her death. Its objectives: as the owner to ensure the maintenance of the transport and logistics service provider with its jobs and to support four certain social projects in the region with the money generated.

Agile jubilarian

This year, the freight forwarder is now celebrating its 125th birthday. The company, with a European focus, has been a CargoLine shareholder since 1995 and, with 320 proper employees and 180 regular freight carriers, deals with around 5,000 general cargo consignments every day in a large logistics centre, in which a wide variety of services are also provided to the customers. The subsidiary BHS in Bremen handles air and sea freight. And with Anaxco (formerly LogIn), the freight forwarder has established a successful foothold in the field of software for logistics companies.



New management, time-honoured values

Prepared for their management roles by long-standing Managing Director Rolf Lorenz since 2014, Burkhard Frese and Torsten Huberti took the helm of the transport and logistics service provider on 1 January 2017. Together, despite increasing pressure from the competition, they continue the Schmidt legacy: the consistent development of processes and the organisation itself, the fair and long-term employment of the staff, and the support for social projects.

In the middle of the year, all employees, their families and friends of the company will duly celebrate the anniversary. The company will also make a particularly generous donation to social projects in the region in order to commemorate Auguste Schmidt. <
www.schmidt-gevelsberg.com

Koch International elected "Partner of the Year"

Koch International (Osnabrück) prevailed against Schmidt-Gevelsberg (Schwelm in the Ruhr region) with a narrow lead in CargoLine's 2017 quality ranking. Freight forwarder Wackler (Wilsdruff near Dresden) earned third place.

On top of several second and third places, this is the second time Koch came first since the ranking was introduced in 1996. This time the Osnabrück-based CargoLine partner won because it was equally successful in all evaluation criteria. The commitment of its management team to get involved with the cooperative's working groups and decision-making committees is worthy of particular mention.

Schmidt-Gevelsberg aced in absolute shipment figures and in being so well interconnected with other Cargoliners. The latter is true for Wackler in Wilsdruff as well. In addition, the freight forwarder distinguished itself on account of the quality of its scanning at the points of intersection and its execution of CargoLine projects, which it mastered with great enthusiasm.



From left to right: the managing directors Torsten Huberti, Burkhard Frese (both from Schmidt-Gevelsberg), Peter Beste (Koch International), and branch manager Markus Hecker (from Wackler) accepted the "Partner of the Year" trophies as representatives of their respective companies.

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 working groups and decision-making committees. The award ceremony took place as part of the general assembly of franchisees on 14 March in Hamburg. <

euRobi prize for Wackler trainee

Elifnur Ögrük, soon-to-be shipping and logistics services agent at Wackler in Göppingen, is one of the three winners of the newly launched euRobi foundation prize. The European Movement Baden-Württemberg awards the prize to experience reports by trainees who spent time abroad in Europe during their dual training and gained a wide variety of experience in the process.

The 20-year-old went to Barcelona in 2017: for two months, she visited the FEDA German vocational school, after which she worked at SALVAT LOGÍSTICA, Wackler's partner freight forwarder and the official CargoLine partner for Spain for two months. Here, she worked in a variety of departments in order to get as many different insights as possible into the processes.

Elifnur Ögrük considered the opportunity to discover a new country and, at the same time, to continue her training without disruption to be

a "unique opportunity". She greatly appreciates the fact that Wackler, as a medium-sized company, made it possible for her. "Normally, only the very big freight forwarders make such an offer," emphasises Gabriele Schwarz, Training Officer and authorised representative of the Schwarz Group, which the freight forwarder is part of.

Elifnur Ögrük incidentally received the second prize of 750 euros for her experience report. It is available at: <http://ebbw.eu/eurobi> < www.wackler.de



Elifnur Ögrük (third from left) wins twice over: with Wackler, she enjoys the same training opportunities she would have with one of the very large freight forwarders, she also comes in second at the euRobi competition.

Sparkling anniversary celebration at Auerbach Castle

More than 200 "Hofmänner" (Hofmann employees) celebrated the 55th anniversary of Spedition Hofmann (Biebesheim am Rhein) on 19 August 2017 at a rustical knight's banquet at Auerbach Castle. In order to ensure the well-being of those present, a herald performed the ordeal of "poison testing" with one of the employees before each course. If he survived it, the meal was released to the "Hofmann folk" present. "King Karlheinz" (aka Karlheinz Rohrwick, Head of Long-Distance Scheduling) then knighted Managing Director Helmut Hofmann before the cheering guests.



Raise a glass to 55 years of Hofmann Spedition ...



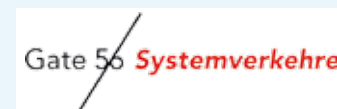
... and all its employees, especially the longest-serving veterans.

492 years of employment with the company

But it wasn't just the management who were honoured: as a special thank you, Managing Director Uwe Hofmann honoured 19 employees who have remained loyal to the freight forwarder for at least 20 years. The longest serving among them is truck driver Hans-Jürgen Giesing with 37 years of employment with the company. Those honoured can boast a total of 492 years of employment together. Spectacular fireworks with a burning "55" on the castle wall rounded off the wonderful celebration. < www.hofmann-spedition.de

Seamless network

It has taken the plunge once again! With Gate56 Systemverkehre in Polch, CargoLine has opened its third own location. On 1 January 2018, the alliance shed the former partner Balter Logistics, which was taken over by Raben, in the Koblenz region.



"We were not able to find any network independent, medium-sized freight forwarders in the region which could cope with our inbound volumes. Based on the positive experience with our own sites, with Kochtrans in Munich-Neufahrn and TLT in Potsdam, we decided to establish Gate56 Systemverkehre. Employees from Balter who brought CargoLine experience with them, a number of customers from day one and Managing Director Guido Nowitzki with experience in general cargo all ensured a positive new start," says Jörn Peter Struck, Chairman of the Board at CargoLine, with a smile.

There was also a change of partner in the East Thuringia region: instead of Balter and Zimmermann, which were also taken over by Raben, since 1 January, the company Franz Transporte based in Ronneburg has been acting on behalf of CargoLine. < www.gate56-systemverkehre.de <http://franz-transport.de>

Up to speed with logistics and digital processes

On the sixth Cargoline contract logistics day, which takes place once a year, the general cargo cooperation demonstrated not only what Logistics 4.0 and Industry 4.0 might look like in practice, but even what Football 4.0 could be like. Andreas Cüppers, Head of Digital at Borussia VfL 1900 Mönchengladbach thus reported on the facets and (logistical) challenges of digitisation for the German premier league football club. And since the event took place in the Borussia stadium thanks to the good relationship between the host Nellen & Quack and the club, Cüppers was also able to demonstrate the points cited in his presentation such as digital guidance and queue management directly for the roughly 60 guests.

CFO and board member Marco Getz talked about how digitisation may proceed in retail and how retail may be changed as a result.



His company, Medisana AG in Neuss, is shaping the change, which also affects logistics, in close consultation with Nellen & Quack. Ultimately, Medisana has been a transport customer of the Cargoline partner company since 2009 and a logistics customer since 2011. By contrast, Nicolas Megow from Garage 33 in Paderborn examined the requirements for commercial success, such as teamwork and freedoms, in his presentation “On students, control loops and digital disruption”.

Of course, a guided tour of the stadium was a must after the informative presentations. By the by: you can get a “digital glimpse” into the stadium with a 360° view at <https://reportage.wdr.de/stadion-borussia-monchengladbach#12143>



The latest Cargoline contract logistics day combined informative speeches about digitisation in retail and logistics with football up close.

Generational change



After 45 years at the helm, Georg Graßl (right) handed over the successful business to his son Philipp.

The 100 Graßl employees said goodbye to their long-standing senior director with a serenade and a shower of confetti: on the 85th anniversary of the freight forwarder with its headquarters in Plattling in Lower Bavaria, he passed the baton to his son Philipp. For 45 years, Georg Graßl headed the family company which his father founded in 1932 and which has been a Cargoline member since 1994. Georg Graßl expanded the company with great commitment. He also brought his extensive knowledge of the shipping industry to the Chamber of Industry and Commerce in Deggendorf in a variety of roles.

Symbolically, Philipp Graßl stands for the new generation of freight forwarder managing directors which the industry is gradually getting to know: approximately 40 years old, open to digitisation, academics, cosmopolitan, but at the same time attached to their home regions and shaped by their (grand)father's companies. “Not standing still, moving, being flexible and fit for the future” is his motto, which he combines with plenty of ideas for his company and for Cargoline. We wish him good luck with it – and may Georg Graßl enjoy a relaxed retirement and wonderful travels. < www.grassl.de

Barbecuing on gas like the pros

Anyone who only associates barbecuing with hot sausages and cold drinks is sure to rub their eyes and stomach in astonishment when fine foods such as quail with shiitake mushrooms or roast veal in a beer marinade cooks slowly on the grill. "A good spherical gas grill can do significantly more than a charcoal fire," says the South Tyrolean top chef Roland Trettl, who is also well-known as a TV cooking show judge. He also appreciates the predictable pre-heating times and the steady temperature. A spherical gas grill is also the equal of a charcoal barbecue in terms of flavour according to Trettl – and it's great for barbecuing a sausage, too.

Slow and steady wins the race

Trettl became aware of a spherical gas grill from the brand OUTDOORCHEF at a presentation – an entirely new experience for him. Since then, the 46-year-old top chef can't do without it. In the summer months, it replaces almost his entire kitchen. OUTDOORCHEF is known in particular for the unique patented funnel system in its barbecues. This makes the spherical gas grill a real all-rounder: depending on the position of the funnel, the grill can be used for hot barbecuing, slow cooking, boiling, or even baking. At the same time, the system offers effective protec-



Roland Trettl, south Tyrolean top chef.

tion against flare-ups and smoke. "It's clear to see that the company has put a lot of thought into the development of this barbecue," says Trettl. It is also very easy to use. With the right accessories, "you can even prolong the holiday feeling with a paella from the barbecue."

Storage and delivery in one place

But what does this holiday feeling have to do with CargoLine? Plenty: for many years, the Osnabrück-based affiliated partner Koch International has been managing the warehouse for OUTDOORCHEF, which distributes its premium barbecues via specialist retailers and online platforms. "Including spare parts, more than 3,000 items, among which are 200 standard products such as barbecues and accessories, rest in up to 17,000 pallet bays there.

Among other things, the logistics company installs country-specific connections, packs the goods professionally, encloses the appropriate instruction manual, handles the returns, and much more," explains OUTDOORCHEF Managing Director Peter Kovacs. Koch also delivers the goods to OUTDOORCHEF's retail partners – around 30,000 pallets picked every year. The premium barbecues thus ultimately reach not just the professionals, but also the amateur chefs in their gardens. <



Take part and win a premium spherical gas grill by OUTDOORCHEF

If you'd like such a versatile spherical gas grill in your garden too, then take part in the current **CargoTime reader survey**. All participants will be entered into a prize draw for an Ascona 570 G in the exclusive Chef Edition, donated by OUTDOORCHEF as the main prize. The spherical gas grill, worth 754 euros, with its 9.7 kW output on two ring burners, makes barbecue-loving hearts beat faster with its cast iron grid. Controllable from 90 °C to more than 300 °C, it allows for multi-faceted low temperature grilling (BBQ) as well as baking a pizza in a matter of minutes at more than 300 °C. You are always in control thanks to the integrated lid thermometer.

The mobile frame is made from powder-coated steel, the front and floor trays are made from solid wood with storage areas for barbecue utensils. With a large grill surface boasting a diameter of 54 cm and two burners which can be controlled separately, you can prepare even large portions. The winner will be able to enjoy a dish that is fried quickly, cooked gently or baked sweetly in the comfort of good friends. <

Europa Road appointed as CargoLine's sole UK representative

Europa Road, a dedicated division of the ambitious independent logistics provider, Europa Worldwide Group, has been appointed as the sole UK representative of the prestigious CargoLine network – a major step for the business towards its goal of becoming the market leader for the distribution of goods between the UK and Europe.



Dan Cook, Operations Director of Europa Road, is proud of 1hub, England's largest hub for European general cargo.



Europa Worldwide Group

... is a fast-growing privately-owned freight forwarder which is structured into four operating companies – Europa Road, Europa Air & Sea, Europa Warehouse (third party logistics) and Europa Showfreight.

Following an ambitious front-end restructuring of the business after Andrew Baxter acquired it in 2013, turnover has grown from £76 m to £141 m in 2017, organic volume growth across the business is running at 20 per cent and its presence in the market is stronger than ever before. It aims to exceed £200 m by the end of this year. The company employs more than 650 people in the UK and Hong Kong.

www.europa-worldwide.com

Following four years of strategic investment in the business after it was acquired by Andrew Baxter in 2013, this year will see the business's first acquisition, a targeted recruitment plan for talented road account managers, and further investment in IT as well as an interactive new website.

Europa Road, which currently operates 36 routes across Europe (23 of which operate daily), is constantly innovating, most recently launching MBX (Money Back Express). This bespoke new service offers customers the opportunity to benefit from a full refund of freight charges if Europa fails to deliver to the customer's defined and agreed transit time – something no other logistics business is currently offering on express shipments which move through a network.

Operations Director at Europa Road, Dan Cook, says: "The last four years have been pivotal in reshaping the goals, ethos, direction and personality of our business and we are now at a stage of consolidation – looking to the future with a robust, innovative and ambitious business model which will help us continue to grow.

"What sets us apart is our beautifully simple operating model, which is centred around 1hub – our £30 m headquarters in Dartford, UK, which we had designed and created after Andrew acquired the business. 1hub is the UK's largest European groupage hub, where all of our European freight is

centralised inbound and outbound, and from where we connect to our ten regional branches around the UK with direct trunking every day."

Explaining why Europa believes it has the best network, Dan adds: "Thanks to our hub in Dartford, we offer a more efficient, structured, reliable and more streamlined service than our competitors. We have been able to increase daily services to all of our European partner depots, which reduces transit times and improves quality of service. Customers deal with a single point of contact and are assured that what we don't ship today, we always ship tomorrow."

Now part of the CargoLine network, Europa has added a daily round trip connection, five times per week, to and from the central CargoLine hub. It will also receive CargoLine's consignments to distribute in the UK and act as a gateway for export consignments into the hub, either for Germany or further afield.

Dan adds: "Our relationship with CargoLine will further strengthen the reliability of our general groupage product and enable the business to offer enhanced product ranges within a standardised framework, such as time-specific deliveries (pre 08.00 and pre 10.00, or evening deliveries), express options and much more. Moreover, that membership gives us an added level of integrity and credibility on the European stage."

Satisfied customers, satisfied online retailers

Three years ago, CargoLine created B2CLine: a notification tool designed to simplify delivery of goods to Internet shoppers. Now the company has added two new customer-friendly services – B2CLine Plus and B2CLine Premium – to its product portfolio. These were launched on 1 March 2018. Online retailers can also benefit from the service – through positive reviews.



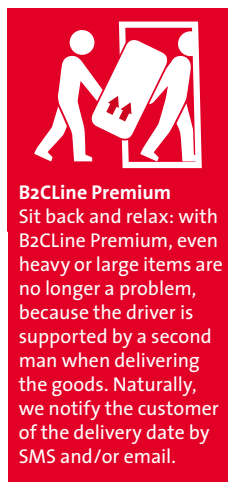
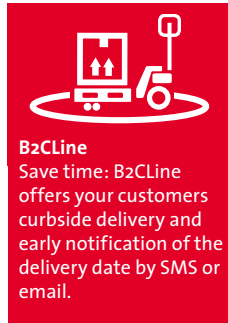
You have bought a new washing machine online. The delivery service has unloaded it onto the pavement but you have no idea how to move it into your apartment. What do you do? Or you are an Internet retailer. A customer has given you less than a five-star review because he was satisfied with the goods – but not with the delivery service. How do you prevent this from happening again? In a world of aggressive pricing where consumers can compare virtually every product or service online, top quality service and convenience are essential for winning new customers and generating positive reviews.

High expectations ...

Online customers, though, are not always easy to satisfy. They often expect the same service for heavy or bulky shipments from a freight forwarder that they receive from a regular parcel courier. In other words, delivery at a pre-agreed time on the preferred date to the place of use – on whatever floor of the building that might be located. Few general cargo companies can offer this level of service. First, the size and weight of the goods are simply too great for the lone driver. Second, schedulers have to take the time required for this type of service into account when planning routes. However, most web shops do not allow customers to book premium delivery options explicitly so the expectation goes unrecognised until the moment of delivery. The consequences: a discontented customer and, in the worst case, a bad review for the online retailer.

... and an elegant solution

CargoLine's existing notification tool B2CLine and the recently added services B2CLine Plus and B2CLine Premium, which were launched on 1 March 2018, offer a solution.



B2CLine offers customers early notification of the delivery time by SMS and/or email. The recipient is given a choice of three delivery appointments or can ask the freight forwarder to offer an alternative. Hours of waiting, asking neighbours to accept the delivery or even sacrificing a day's holiday are now things of the past.

B2CLine Plus and B2CLine Premium provide additional services. With B2CLine Plus, CargoLine partners deliver the goods to the customer's home or cellar, remove them from the pallet and take the pallet away. With B2CLine Premium, the CargoLine driver is supported by a second man which allows heavy or bulky items, such as refrigerators and sofas, to be taken easily to their place of use. Add the evening delivery that can be booked if needed, and you have a service that leaves nothing to be desired.

Integration into any shop system

All three products can be ordered when a shipment is registered by the online retailer. Integration into web shops is even easier – it is suitable for use with all shop systems, all forms of data transmission, programming software and interfaces. In this case, customers can select the level of service they require directly when placing their orders. Great reviews are guaranteed. <

Advantages at a glance

For online retailers:

- > Easy to integrate into shop systems
- > Notification tool operates with any system
- > Real-time track & trace

For customers:

- > Flexibility: customer can select a convenient delivery time, additional service options
- > Notification by SMS and/or email
- > Fast delivery
- > Real-time track & trace



www.b2cline.de

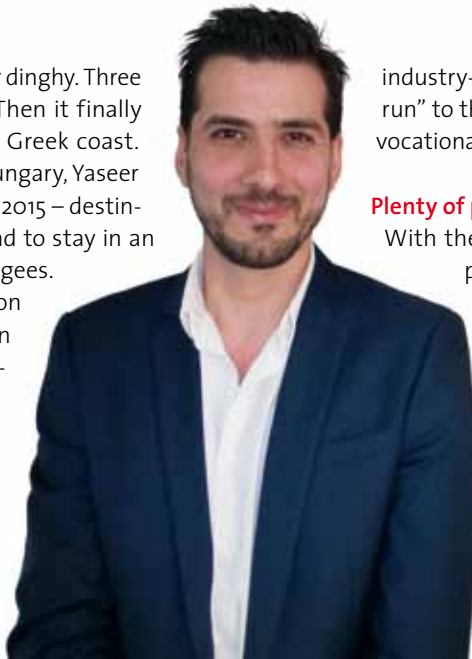
Home port Hamburg

Sanders Logistics gives refugees like Yaseer Alarnaout more than just career prospects, it also gives them the feeling of being at home. In return, the freight forwarder gets highly motivated trainees.

Three times, he had already sat in a rubber dinghy. Three times, the engine had cut out at sea. Then it finally happened: the little boat reached the Greek coast. Continuing through Macedonia, Serbia and Hungary, Yaseer Alarnaout finally reached Germany in August 2015 – destination Hamburg. For a full two months, he had to stay in an exhibition hall with more than 750 other refugees. In his next accommodation, an initial reception centre for around 1,200 people, the young man was still not able to relax. Nonetheless: “In Germany, I immediately felt happy and free,” the likeable Syrian says in German. By now even words like “Handelsgesetzbuch” (General German Commercial Code) roll off his tongue almost perfectly.

Uncharted territory for both sides

“Yaseer is making excellent progress,” says Stefan Höflich. The Training Manager and son of the senior partner at Sander Logistics¹ wants to provide professional opportunities for refugees. “Many people say that these people have no prospects. So we simply have to give them some! The industry is also in desperate need of trainees,” says Höflich. The CargoLine company currently has ten trainees – three of them are even completing combined studies for a Bachelor’s in logistics. In March 2017, however, the freight forwarder ventured into uncharted territory with offers for refugees. At that time, it came into contact with Yaseer Alarnaout through the W.I.R. (“work and integration for refugees”) employer service. One month later, he started a six-week traineeship at the family company at the Port of Hamburg – albeit with some initial language difficulties. “Refugees learn many things which aren’t very useful for day-to-day professional life in the integration courses,” explains Stefan Höflich. When the young Syrian then started his training as shipping and logistics services agent at Sander in August, the company opted for assisted training which was offered by the job centre. Here, trainees get an assistant who explains



industry-specific terms such as “general cargo” or “main run” to them, as well as going into the content taught in vocational schools in more detail.

Plenty of professional experience

With the afore-mentioned support, everything is now progressing well. Thus, topics like procurement, marketing, English, geography, business operations, controlling, or economy and society give the young man visible satisfaction: “I’m learning a lot. And I am grateful for this opportunity. What’s more, everyone at Sander is very nice – like a big family.”

He stays in contact with his own family via WhatsApp, since his parents and brothers are living in Jordan following their flight from Syria. Yaseer also lived there for a while since his grandfather is Jordanian and organised an apprenticeship for him at Jordan Minerals Est. (JME). After that, Yaseer was responsible for importing minerals from Hamburg to Jordan for JME for five years. But Syrians have a very low status in Jordan: Yaseer Alarnaout did not obtain an official work permit. Since at the time there was also a risk of being drawn up for conscription in the Syrian military, he fled to Europe together with his uncle and his uncle’s family.

Since his application for asylum has been approved, Yaseer can now undertake training for three years and work for two years in the profession he has learned (“3+2 regulation”). What will happen after that remains to be seen. At any rate, he certainly doesn’t lack optimism and willpower. No more than Stefan Höflich, who occasionally goes for bike rides with him and is already looking forward to meeting the next trainee: an Iranian woman who will begin the same traineeship as Yaseer this year. <

¹ Formerly Jeschke & Sander.

Delivery app saves paper and time

Schäfflein AG is modernising its local delivery processes with Android-based scanners and a new app. The Habbl app from EIKONA AG puts digitisation at the heart of the company's 50+ delivery vehicles. Paperless processes simplify processes and cut out the clutter of paper documentation.



To replace its mobile data entry (MDE) units, Schäfflein has recently acquired Android-based scanners for its local transport fleet. These replace the old-fashioned text-line displays with graphical interfaces. The new devices offer outstanding support for truck drivers managing complex tasks in the collection and delivery of general cargo. Once the tour data have been loaded, they not only indicate which packages have to be unloaded at which stop, but also guide the driver step-by-step through requirements relating to special products. "For example, it automatically gives the driver clear, visible reminders about the delivery of fixed deadline shipments," explains Ilja Petrowski, Project Manager at Eikona Logistics. This allows him to plan his route accurately for punctual delivery. In addition, the app displays helpful information about each customer's receiving point, such as the name of the driver's contact or whether he should phone ahead of time to provide notification of the delivery.

Simple communication

"The display then automatically shows the driver a telephone handset button, which he can touch to connect directly to the contact telephone number," says Ilja Petrowski. The driver then enters whether he was able to reach the customer in a result dialog. If he was unable to do so, Schäfflein's scheduling department intervenes. The driver cannot continue the tour in the usual way until this data has been entered. "For us, the Habbl app is a key step towards guaranteeing greater security in our processes," emphasises Thomas Bauer, Freight Forwarding Manager at Schäfflein. This is because the software tells

the driver when payment is required on delivery and guides him through pallet exchanges. "The display shows the driver how many pallets, flat pallets or mesh pallets he has to take back with him," says Ilja Petrowski. Again, he can only continue when he has confirmed these inputs.

Customised configuration

In order to reproduce the processes exactly as they have to be completed by the drivers during their local delivery tours, Schäfflein has set up its own workflow in the Habbl workflow designer with all the required checkpoints, input fields and checklists. This workflow was then field-tested by selected drivers and adjusted accordingly before the final rollout. "After the test runs, we were able to fine-tune some of the settings to meet the needs of our people more effectively," says Thomas Bauer. As well as supporting drivers, the new tool streamlines administrative processes at Schäfflein. This is because the app can photograph signed delivery notes directly on-site and archive them electronically. There is no longer any need to scan them. "Overall, we benefit from the app's excellent tour guidance for drivers which significantly reduces the risk of errors," emphasises Thomas Bauer. And the freight forwarder's schedulers can follow the vehicle's journey in real-time on a map. < www.habbl.de

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