

CargoTime

THE  **CargoLine** CUSTOMER MAGAZINE

Contract Logistics:

Why general cargo networks offer that “little bit extra”



Why KAHLA manufactures in Germany and is not crackers [▶ Page 8](#)

Porcelain for the senses



How Karin Dahlmann manages the local traffic division and holds her own among men [▶ Page 13](#)

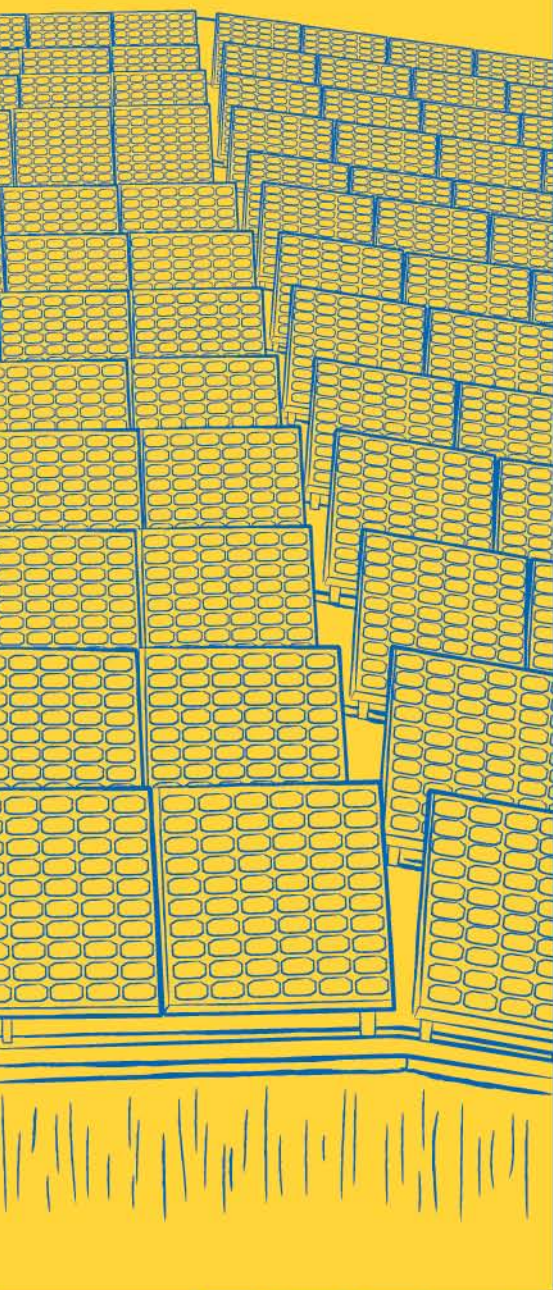
Staying calm



How to avoid damaged consignments and who is liable in the event of a claim [▶ Page 18](#)

Good packaging

Blooming Roofs



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Lighting the Way.

AS Solar GmbH, Wholesaler for Solar Technology
Am Tönniesberg 4A Tel.: +49 511 475578-0
D-30453 Hannover Fax: +49 511 475578-11
www.as-solar.com info@as-solar.com



Photovoltaic – Safe Roof Returns

Solar electricity plants are a promising investment form. The efficiency, operation, and longevity depend on many determinants. Therefore, selecting the right partner is an important factor. Here are just a few reasons why:

Why is it especially wise to invest in photovoltaics right now?

At the moment, the German Renewable-Energy-Act (EEG) dictates that the grid suppliers have to purchase solar electricity at a fixed price. This enables a safe and easily calculable capital asset investment in a photovoltaic plant.

What has to be taken into account during the construction?

The primary focus lies on the reliability, the sophistication of the planning, and the high-quality technical installation of the plant. After all, the modules should work failure-free for at least a minimum of 20 years.

AS Solar GmbH, as a manufacturer-independent wholesaler is a reliable partner. Its employees combine competence and experience in planning PV systems with excellent market and product knowledge. As a result, they are able to offer PV plants that combine outstanding profitability with a high product quality and a long service life.



Via partner companies, you will receive turnkey PV systems for at an excellent price-performance-ratio. AS Solar will gladly answer all questions about photovoltaic; in addition to the technical aspects, like building statics or grid connections, the staff can also advise you in regard to financing, insurance and/or profitability.

What target group would be interested in a partnership with AS Solar?

In addition to investors who are looking for a safe investment opportunity the AS Solar GmbH is searching for owners of large roofs (i.e. industrial/commercial warehouses) interested in leasing to investors for reimbursement.

Stefan Seils, Managing Director of Köster und Hapke GmbH



Mr. Seils (l.) with Gerd Pommerien, Managing Director of AS Solar GmbH

On the 8.000 m² flat roof of their logistics warehouse the international forwarding agency Köster & Hapke GmbH, situated directly at the Autobahn 7, solar modules with total peak performance of 258 kW will

be installed. In addition to the high-quality crystalline solar modules, by AS Solar, an innovative aerodynamically optimised mounting system will be used.

www.koester-hapke-sped.com



Dear Readers,

“Can we offer you a little more?” asks CargoTime as we focus on the reasons that modern logistics have long since grown to encompass much more than simple warehousing and supply chain management. An ever growing number of customers are interested in services offering that “little bit extra” – from picking and packing to stocking displays and even quality inspections. Our network offers them a solid foundation for all their logistics needs.

But even standard shipments often present special challenges. For example, our partner Balter & Zimmermann guarantees that each shipment arrives intact for the Thuringian porcelain manufacturer KAHLA. Even if the goods have to reach the customer by horse and cart.

As always, you will find CargoTime packed with news – from our greatly increased coverage thanks to a cooperation with Militzer & Münch to the pioneering gas truck already operated by Rotra (pages 10-12). We have also added a new section „Inside CargoLine“ to the magazine. In each issue, this feature will regularly present personalities from the alliance. We focus first on Karin Dahlmann, Local Traffic Manager at the freight forwarder Schmidt-Gevelsberg in Schwelm.

On pages 14/15, we hitch a lift with “Theo to Lodz” and present our latest product NightLineEurope NextDay in more detail. This service offers overnight delivery of general cargo to a large number of European countries – directly to the recipient. Heiner Hoffmann and Willi Thiel, the owner and Managing Director respectively of CargoLine partners Nellen & Quack and Balter Logistics, then discuss the situation in the German freight forwarding market. They outline their views of the crisis in the sector, short-time working, etc.

Last but not least we recommend page 18. As always, this page features useful tips gained from practical experience. “A little bit extra...” so to speak.

Jörn Peter Struck
Managing Director

IMPRINT

PUBLISHER
CargoLine GmbH
Waldstraße 37/18
D-63128 Dietzenbach
Phone: +49 (0) 60 74/85 08-0
Fax: +49 (0) 60 74/85 08-30
Email: info@cargoline.de
Internet: www.cargoline.de

V.I.S.D.P
Jörn Peter Struck,
Managing Director
CargoLine GmbH

EDITOR IN CHIEF
Sandra Durschang

EDITORS
kiosk:mediendienste:
Ludwig Janssen
Marion Kamp
Stefan Kreuzberger

CONTACT
sandra.durschang@cargoline.de

DESIGN
kiosk:mediendienste:
Wolfgang Scheible

PRINT
fva Fuldaer Verlagsanstalt GmbH
& Co. KG

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FOCUS

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Demand for contract logistics continues to grow. In order to concentrate on their core competences, more and more companies are outsourcing parts of their supply chain. The CargoLine partners across Europe offer those companies tailor-made services as well as sound knowledge of the sector.

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So-called 4PL providers offer to act as a coordinating “fourth party” between sender and freight forwarder. Data storage specialist Verbatim explains why the “fourth party” is out of the question for them.

PRACTICE

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From an economic point of view, family-owned company KAHLA and its “porcelain for the senses” are looking good. One pillar of success is sustainability “made in Germany”. Another is freight forwarder Balter & Zimmermann.

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In the haulage industry, to find a woman in a top position is today still something of an exception. At Schmidt-Gevelsberg in Schwelm, however, Karin Dahlmann is in charge of the local traffic division, and she holds her own.

INTERNATIONAL

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Staying competitive in business means acting quickly and internationally. NightLineEurope NextDay is the solution for overnight delivery of a company’s goods directly to the recipient in many European countries and business regions.

STRATEGY

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Everybody is talking about the crisis. So are we! Heiner Hoffmann and Willi Thiel, owner and Managing Director respectively of CargoLine partners Nellen & Quack and Balter Logistics, are using the situation to make sensible improvements in their companies.

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Can we offer you a little more?

Demand for contract logistics continues to grow. Customers benefit from transport and logistics providers whose own networks can provide transportation and additional services from a single source.

► Ulf Meyer, Sales and Logistics Manager at Hamburg CargoLine partner Bursped, cannot and does not want to rest on his laurels. “Not even if the fact that Dolmar has regularly received best supplier awards for many years indirectly confirms our good work.” The original contract with the manufacturer of machinery for horticulture, forestry and agriculture as well as for private use expired some time ago. Dolmar (A Member of the Makita Group) issued a new invitation to tender for its European contract logistics – a special form of outsourcing with individual contracts and additional company-specific services. And Bursped won through against major freight forwarding groups as well as against other medium-sized competitors.

You have to grow into contract logistics

The partnership began around 15 years ago with simple transportation of goods including power saws, hedge trimmers or high pressure cleaners. Today, the spectrum of services offered by the freight forwarder

► LOGISTICS CONCEPTS

From simple provision of transportation (First Party Logistics = 1PL), the sector has developed into a complex web of high-quality services. Classical freight forwarding companies (Second Party Logistics = 2PL) handle selected elements of logistics processes, such as transport and warehousing, while 3PL companies (Third Party Logistics or contract logistics) take responsibility for the complete logistics or supply chain as a system supplier. They also deal with processes such as assembly or fitting. 4PL companies, on the other hand, do not operate a fleet of vehicles or network of their own. They are dependent on linking sub-contractors and are active purely in a planning and coordinating role.



CargoLine partner Schäfflein turns loose screws into life-saving kidney machines.

goes well beyond that. For example, Bursped operates a 5,000 sqm warehouse in Hamburg for Dolmar, which has been adapted to meet the precise specifications of the manufacturer. It handles customs clearance, replaces operating manuals so that they are in the appropriate national language and supplies customers: domestically to DIY centres and Dolmar stations – e.g. in forestry offices – as well as internationally to country headquarters.

Unlike 4PL service providers, who only plan and then buy in and coordinate all the required services, or pure contract logistics suppliers, who have to buy in the transports, Bursped offers everything from a single supplier – itself. Over the years, the freight forwarder has expanded its portfolio and now offers a wide range of contract logistics services spanning the entire value added chain. “The range of these kinds of services is inexhaustible,” says Jörn Peter Struck, Managing Director of CargoLine. They include everything from picking, packing, assembling and fitting to

waste disposal logistics, prefabrication of fittings or doors for the automobile industry or individualised customer repairs.

“Dolmar and Bursped are a typical example of how the customer and freight forwarder can grow together step-by-step into a contract logistics setting,” says Struck, summarising his experiences.

Outsourcing cuts costs

As Struck observes, the trend for companies to focus on their core competences and outsource sections of their logistics is continuing. The tasks assigned to external providers, however, vary from company to company. The extent of outsourcing depends on what is defined as a core competence. Take publishing, for example: while amm logistics (Konradsreuth) “only” had to ensure that the latest Harry Potter novel was in stock punctually at 0:01 in all branches of two chains of booksellers, Nellen & Quack (Mönchengladbach) is working on behalf of publishers in the picking and optimum presentation of their

books. The freight forwarder builds and fills displays for bookshops and warehouses using tools designed specially for the purpose as well as labelling the books with price tags.

“In the ideal case, outsourcing reduces costs by 15 to 20 percent as well as cutting delivery times by up to 30 percent,” estimates the Managing Director of CargoLine. Moreover, it helps companies to avoid tying up capital in vehicles or warehouses of their own and external services can be adapted better to seasonal or economic fluctuations. Finally, customers benefit from the freight forwarder’s sound knowledge of the sector and network.

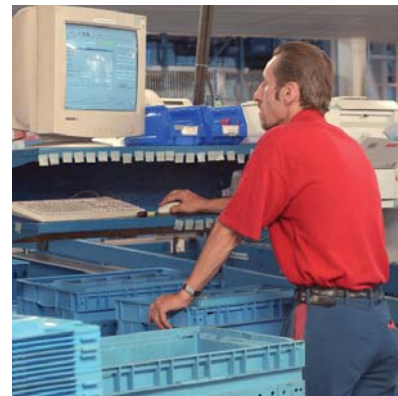
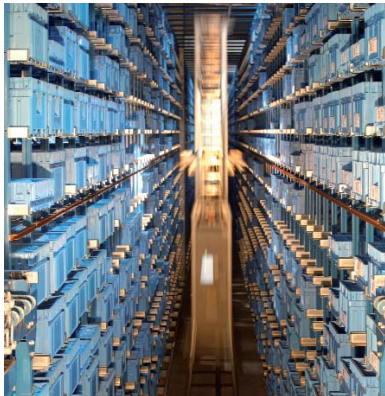
Depending on the customer’s requirements, it may be necessary for the logistics provider to invest in new vehicles, warehouse halls and equipment, hard- and software, interfaces for IT systems and training for employees.

Contract logistics need a network

“Medium-sized companies such as our partners are in a better position to provide these kinds of up-front investments than the major groups. They are more flexible,” says Struck and underlines his point using the example of Balter. The CargoLine partner based in Mülheim-Kärlich has already built two air-conditioned high bay warehouses with 12,300 pallet spaces for the pharmaceutical manufacturer Winthrop. Up to 35 million units of pharmaceutical products are dispatched from here annually.

As well as its long-standing partnership with Dolmar, Bursped’s membership of CargoLine was another important factor in winning the contract. Why? Because the alliance operates throughout Europe. Furthermore, since 1 April 2009 it has also been supplying a large DIY chain, which is an important Dolmar customer.

In contrast, many other major freight forwarders do not, or do not yet, have a network with such comprehensive coverage.



Automatic small parts warehouses, packing, or quality testing: With CargoLine, companies benefit from one-stop shopping for transports and contract logistics.

They try to build them up at great expense and with enormous effort. Meanwhile, CargoLine has taken the opposite approach and, little by little, has created an excellent

base: “We have the network, the logistics centres and the quality throughout our alliance that every contract logistics provider needs,” says Struck confidently.

▶ A LOGISTICAL MYTH

Once upon a time, the sector’s visionaries were predicting great times for Fourth Party Logistics (4PL). By this they meant companies that act as a coordinating “fourth party” alongside the sender, recipient and logistics operators who actually execute the order. 4PL providers operate no vehicles, warehouses or other logistics equipment; they merely plan and advise in a networking capacity. They manage all the logistical controlling and integrating functions within the supply chain without any equipment of their own. So a 4PL provider functions as an intermediary between

the customer and sub-contractors, offering their various services as a complete package.

So far, in practice, enthusiasm for 4PL has been limited. One of the reasons for this is that potential customers do not want to give away internal company information. Furthermore, 4PL providers often lack in-depth practical knowledge of the sector. However, it can make sense for companies to use the 4PL concept inhouse – and bring considerable success as the example of Verbatim shows (see page 7).

The fact that the need for speed, flexibility, expertise and the willingness to take risks have increased poses no problems for CargoLine. Thanks to its specific products and mature IT systems, it already meets the highest standards. And the alliance is working constantly to fulfil new customer wishes. The headquarters in Dietzenbach is aware of which solutions have been successful for the various partners and communicates information about these throughout the network. In combination with regular training courses, this ensures the effective transfer of experience and knowledge within the group.

“Virtual” logistics providers offer no additional benefits

Struck does not expect much success for purely „virtual“ providers who promise the further strategic development of contract logistics under the label „Fourth Party Logistics“ (4PL). Without access to a corresponding fleet of vehicles and an infrastructure of their own, he is convinced they offer no additional benefits. An „extra margin“ just for planning and coordinating roles is therefore not justifiable. Moreover, it is becoming increasingly difficult to find pure freight forwarders to provide high quality transportation services because good networks often offer contract logistics services of their own. „4PL providers promise all-embracing expertise, synergies and optimum capacity utilisation – but have to laboriously buy in all these elements first. But before you start to conduct you should first be able to play at least one instrument yourself,“ says Struck. “At CargoLine we provide everything ourselves. Throughout Europe.” ◀

4PL falls short of our demands

For data storage specialist Verbatim, Fourth Party Logistics providers are no alternative says Logistics Manager Carsten Mangels



▶ Logistics expertise is one of the core competences at Verbatim although our small logistics team “only” designs and plans these services. We rely on outsourcing for all our warehousing and transportation services. We are well-known for providing smooth, reliable and flexible logistics and do not hesitate to use this reputation as a marketing tool. As a supplier to electronics retail chains, Verbatim faces a constantly changing set of requirements to which we have to respond within a matter of hours. Fast, direct communication with our logistics companies such as CargoLine partner Nellen & Quack is therefore of crucial importance.

With a fourth party provider – as an intermediary between us and Nellen & Quack – we would lose that vital direct contact with

our network. As well as losing time, adding a “middle-man” would also mean that our service providers identify less strongly with our company, Verbatim. And because our in-house team of logistics experts works very efficiently – essentially as our own 4PL – outsourcing the coordinating role would not generate any cost savings.

Instead, we work with internationally oriented logistics service providers who have their own networks, their own base of long-standing partners and who are committed to the principle of quality. The pre-requisites for a successful partnership are close integration of IT systems, automatic data transfer, forecasting consignment quantities and proofs of delivery. We have no intention of allowing “bucket shop” offers to undermine our alliances. ◀

▶ CARSTEN MANGELS

Carsten Mangels is Logistic Manager EUMEA at Verbatim GmbH. As part of the Mitsubishi Chemical Group, the company has played a central role in the development of data storage technology since 1969. It also supplies high quality products in the segments of USB keys, flash memory cards, external hard drives and computer peripherals. The company’s contract logistics partners include CargoLine partner Nellen & Quack in Mönchengladbach.



Not crackers

Balter & Zimmermann transport high quality, versatile porcelain made by KAHLA in Thuringia to its sales customers – safely, punctually and even by horse and cart if necessary!

► What is as hard as gemstones, was as valuable as diamonds for centuries but breaks easily and can be found in almost every household today? The answer is porcelain – the most exclusive ceramic of them all. It was discovered 3,000 years ago in China, and yet techniques and materials involved in its manufacture remained a closely guarded secret for millennia. The “white gold” was only brought to Europe as late as the 13th Century by merchants such as Marco Polo where it found a voracious market in the royal courts. Yet despite the best attempts of the most famous alchemists of the day, its production remained shrouded in mystery. In 1708, craftsmen in Meißen in the state of Saxony – and later in Thuringia – finally produced the first European porcelain, which consists of 50 per cent kaolin, a particularly fine clay, and 25 per cent feldspar and quartz respectively. The ingredients are poured into a mould and fused during the firing process into a smooth, hard white material, which is later glazed and again fired at temperatures of up to 1400°C for about five hours. The process is complex and demands a great deal of experience and instinct even in this age of electronically controlled high temperature kilns and new casting processes.

Porcelain with added value

In the 18th Century, the development of Thuringian porcelain took a different route from that of the royal court in Saxony. It became the ornament of the up-and-coming middle classes, who had a fondness for drinking their coffee from fine cups. Today, the KAHLA porcelain factory in the small Thuringian town of the same



"I'm most creative when I'm working in the kitchen," says award-winning designer Barbara Schmidt.

name manufactures versatile modern crockery under the slogans “Porcelain with added value” and “Porcelain for the senses”. The company was re-founded in 1994 and develops products that adapt to the circumstances, offering joyful pleasure instead of demanding rigid table etiquette.

The success has been remarkable. Despite the crisis in the European porcelain market, and in contrast to the collapse of famous German porcelain brands such as Rosenthal and Hutschenreuther, the family company KAHLA is doing good business and launching new product ranges onto the market. “Flexibility is the key to our success,” emphasises Stefan Richard, General Sales Manager for Household Porcelain. “And that in turn is only achievable because every step of the process takes place in Germany – from the product idea to development to manufacturing and marketing.” 67 international design awards for innovative product design and intelligent

packaging in the past 15 years underline the success of the company’s philosophy.

For many years, however, the history of the plant was anything but rosy. Founded in 1844, by 1914 it was one of the largest and most famous German porcelain manufacturers. After National Socialism, the factory became a Soviet stock corporation – and shortly afterwards a state owned operation (VEB) as part of the “VEB Feinkeramik” (fine ceramics). This later united a total of 17 porcelain manufacturers with a payroll of 18,000 employees. Then came German reunification. In 1991, the Treuhand privatisation agency sold the company to a newcomer to the sector. Just two years later the company was forced to file for bankruptcy. In 1994, however, the business was re-founded as KAHLA/Thüringen Porzellan GmbH, the company’s shares purchased by the Raithel family and extensive investments made in technology. Business started to improve.

Ecological sustainability “Made in Germany”

Ecologically sustainable manufacturing processes are a priority at KAHLA in every

► BALTER & ZIMMERMANN GMBH

The transport and logistics service provider has 100 employees and ten apprentices. It handles 1,300 consignments every day with 105 of its own and other vehicles, as well as cargo handling and logistics halls in Korbußen and Löbichau with a total area of 14,000 sqm. Balter & Zimmermann has been a system partner of CargoLine since 1996.
www.ba-zi.de



phase of production. Additives harmful to health, such as hazardous chemicals, heavy metals or bone ash, are taboo in the company's products. Furthermore, KHALA completed an "eco-profit audit" and as a result now saves several million litres of drinking water, thousands of kilowatt hours of electricity and tonnes of CO₂ each year. The latest addition to the porcelain collection is "TAO", which features clear lines and forms as well as energy saving firing technology. It also highlights the Thuringian company's commitment to the aspect of sustainability in its corporate communications. All of the company's packaging and advertising materials now bear the green "KAHLA pro ECO" trademark. "Fairness, ecological and social awareness as well as the 'Made in Germany' and 'Certified non-toxic' brands are the pillars of our holistic concept," explains Stefan Richard.

Break-proof transportation

As well as innovative design, the company's most important goals are the sustainable

use of resources, production in Germany and developing partnerships with environmentally friendly service providers. This approach is appreciated by its customers in Germany who sell the porcelain, primarily specialist retailers, department stores and emporia. Regular customers also include international partners from the gastronomy and hotel businesses.

Safe transport is clearly of paramount importance for such fragile products. CargoLine partner Balter & Zimmermann, based in Korbußen, has been Kahla's primary freight forwarder for deliveries within Germany as well as to nearer European countries for many years. The company, which is certified according to DIN EN ISO 14001 and 9001:2008 including the HACCP concept, handles all pallet transports and an extremely varied range of other tasks: from purchasing and safe packaging to correct labelling of the goods and coordinating the dispatch orders and cross traffic. Packaging is clearly a key element in transporting these delicate goods. The boxes must be able to survive a fall from a height of one metre. The packaging must also ensure that nothing breaks when heavy items such as plates and platters are included in a single package with lighter articles such as jugs and cups.

Partnership and cooperation

"We make a significant contribution to ensuring that all Kahla ranges arrive as required. Our employees who handle the daily business understand what is important," says Petra Golisch, Sales Manager at the freight forwarder. Stefan Richard sees

it the same way, "Balter & Zimmermann have been outstanding at adjusting to our requirements." He points out that the CargoLine partner responds quickly, making the customer its priority even for orders that come in at short notice. "For example, the company set a record by collecting and delivering 102 pallets punctually to customers in a single day without hesitating," says Richard admiringly. He values the freight forwarder as a true full-service provider and offers the example of a delivery to a trade fair in Madrid. "As well as transporting our goods for the trade fair including all the equipment for the stand with furniture and sales documents, Balter & Zimmermann's national partner in Spain also provided us with Internet and fax connections. This meant we were easily able to settle important questions with our team in Germany shortly before the trade fair began."

The family feel of the partnership even extends to the sales managers of the two companies exchanging mobile phone numbers so they can contact each other at weekends to clear up any urgent matters. Petra Golisch remembers one transport to the island of Neuwerk. A restaurant had ordered new crockery. Normally this would pose no problem. But in this case there was an extra factor to consider: the island cannot be reached by truck at all – all consignments have to be delivered by good old horse and cart. "We quickly agreed that the truck would drive to Cuxhaven and there hand over the load to the "island freight forwarder". At low tide he took the goods safely and gently to the island." ◀

▶ KAHLA/THÜRINGEN PORZELLAN GMBH

KAHLA/Thüringen Porzellan GmbH
The former "VEB Feinkeramik" porcelain factory in the Thuringian town of KAHLA has been in family ownership since 1994 and has 300 employees. It produces only high quality hard porcelain and is one of the most modern and innovative porcelain companies in Europe. KAHLA products are available in 55 countries.
www.kahlaporzellan.com

Partners of the Year



André Biber, Managing Director of Lebert Kempten (centre) celebrates with fellow winners Heinrich Koch jun. (Managing Director of Koch International) and Stefan Seils (Managing Director of Köster & Hapke) upon being named "CargoLine Partners of the Year 2008".

► Franz Lebert & Co. (Kempten), Carl Köster & Louis Hapke (Sehnde) and Heinrich Koch International (Osnabrück) are the "CargoLine Partners of the Year 2008". All three performed exceptionally well in the following categories: ratio of shipments delivered with the required quality and punctuality, conscientious use of the CEPR II Track & Trace system, absolute number of consignments delivered as well as the percentage increase in comparison to the previous year. Implementation of the corporate design standards and the involve-

ment of employees in the alliance's working parties and decision-making bodies were also taken into consideration.

"In particular in terms of quality, customer service and number of consignments, these partner companies were again able to exceed the high standards set last year. It is also clear that the standards of services are becoming increasingly uniform throughout the alliance," explains Peter Köster, Deputy Managing Director of CargoLine who is responsible for evaluating the various criteria. ◀

News orders from Konica and Co

► Since May this year, Mönchengladbach-based forwarding company **Nellen & Quack** has been assigned a leading role in ensuring that the products of **Nestlé PURINA PetCare** make their way onto the shelves of Germany's pet stores and supermarkets in a timely manner. This followed an extremely short test phase during which the firm was able to provide impressive evidence of their performance capabilities. Nellen & Quack is now operating in conjunction with the other CargoLine partners to transport around 1,800 consignments per month. Nestlé PURINA PetCare is able to deploy key performance indicators at any time in order to check compliance with Hazard

Analysis and Critical Control Points (HACCP) and the scheduled delivery time of 24 hours.

For its part, **BTG Feldberg** (Bocholt) has taken on full dispatch responsibility for all domestic general cargo consignments as well as partial and full deliveries for the Japanese copier and printer manufacturer **Konica Minolta**. This involves the company handling up to 20 swap bodies of general cargo and part loads per day. This new contract supplements the work carried out by CargoLine partner **Köster & Hapke** (Sehnde), which has been processing Konica Minolta's imports and exports to various countries since 2002. In addition to this, an expanded and ex-

Bicycles for Romanian children

► Using a bicycle to ride to school, run errands or go out on a trip is taken for granted by most children and young people in Western Europe. The fact that boys and girls in the area around Satu Mare (Romania) can now also enjoy these pleasures is due in part to the efforts of Brigl from South Tyrol. As part of a charitable campaign, the CargoLine partner transported a total of 750 roadworthy bicycles to the town some 1,700 km away.

The bicycles were the result of an exchange programme run by Sportler AG in Bozen – one of the leading European retailers of sporting goods – in partnership with Caritas. At the beginning of April, every customer who donated an old bike and bought a new one received a "cash for clunkers" bonus of up to 500 Euros and, at the same time, knew they had contributed to a worthwhile cause. The truck operated by Brigl made the journey to the Caritas station in Satu Mare and back three times before all the bicycles were delivered. The costs of transport were covered by Sportler and Brigl so that Caritas incurred no expenses. Tünde Löchli, Director of Caritas

Satu Mare, was deeply moved by the campaign. "There are families here with three or four children living on an income of just 160 Euros per month. These families are simply not able to buy bicycles for their children. These lovely bikes are in good condition and have made a lot of children very happy. It is wonderful for our organisation to receive such important help, the more so in a time where everyone is talking about the economic crisis." ◀



Insisted on loading the donated bikes themselves (f.l.t.r.): Christian Klotzner (Caritas South Tyrol), Andreas Goggi (Brigl), Christian Nothdurfter (Sportler AG Bozen), and Evi Mitterhofer (Brigl).



Bernd Schützendübel from Konica Minolta (2nd from left) signs the contract in the presence of Jörg Feldberg (BTG, far left), Lutz Gimpel (Köster & Hapke), and Jan Feldberg (BTG, far right).

tended procurement logistics agreement between engine and drive system manufacturer **MTU Friedrichshafen** and **Lebert & Co.** has entered into force with effect from 1 July 2009. Every

working day, in partnership with the CargoLine network, the freight forwarder from Baienfurt collects consignments from the approximately 900 parts manufacturers all over Germany that supply MTU with everything from radiators to exhaust pipes. Lebert then consolidates these for delivery to several locations on the following day. This reduces and optimises the total number and frequency of truck journeys. One of the key factors in winning the contract was the general cargo network's well developed IT system. It adopts the MTU material numbers and links them with CargoLine's consignment numbers, thus making it possible to check the order status at any time. ◀

AEO update

► Manufacturers operating in the international arena must be able to demonstrate that their supply chain is certified from start to finish. In order to meet these requirements, another eight CargoLine partner companies – Balter Logistics (Mülheim-Kärlich), Bursped (Hamburg), Englmayer (Leopoldsdorf, Wels/Austria), Köster & Hapke (Sehnde), Lebert (Erbach), Lebert (Kempten), Streck (Freiburg) and Zufall (Göttingen) – applied for and were awarded the coveted AEO-F certificate. This identifies the freight forwarder as an “authorised economic operator” to shippers and international customs authorities and therefore as an exceptionally trustworthy partner in international goods management. The “F” stands for “Full”, the highest level of certification. A total of 14 CargoLiners have now already received AEO-F certification.

The AEO certificate was introduced on 1 January 2008. It is an important element of the European Union’s customs security initiative. To be granted certification, companies have to go through a rigorous inspection process to prove that their businesses operate in accordance with stringent and



detailed security standards. Once the certificate has been awarded, both the freight forwarder and its customers benefit from simplified and faster customs formalities during the import and export of goods. ◀

transport logistic 2009: more specific agreements

► “We made the correct decision to exhibit on the usual scale at transport logistic in Munich despite the crisis. In fact, we were able to bring home

more firm orders with us than in previous years. Moreover, it was the ideal platform to raise even greater awareness of our product ‘NightLineEu-

rope NextDay’ which is still relatively new,” says Jörn Peter Struck, Managing Director of CargoLine, summing up the appearance of the general cargo network at this year’s leading sector trade fair in May.

Many visitors commented that the atmosphere at the CargoLine stand was different from that of many others. And it is true that there was no hint of a mood of crisis – thanks to robust partners as well as targeted improvements to processes over the last 18 months, the alliance can be confident of maintaining its strong presence and hoisting its flag again in Hall A5, Booth 306 in 2011. ◀



Katja Hessel, Secretary of Economic Affairs in Bavaria, joins Managing Director Jörn Peter Struck, Ralf Amm (Amm Spedition, Nuremberg), and Willi Thiel, Marketing & Product Development Division Manager at the CargoLine booth.

Swiss decathlon: Win or break a leg trying!



► An internal company competition between Swiss colleagues might be expected to be a rather jovial affair. Nothing could be further from the truth! 58 employees of Interfracht, together with co-owner Roland Furer, fought tooth and claw in up to ten disciplines for the right to ascend the winner’s podium. Broken finger nails incurred during ten-pin bowling and muscles aching unexpectedly in certain body parts after squash were willingly accepted for this purpose. And in the battle for vital hundredths of seconds in the ski race there was only one motto: win or break a leg trying!

The ten disciplines – badminton, either pool or “jass” (a typical Swiss

card game), bowling, curling, karting, golf, crazy golf, running, skiing and squash – were suggested by the company’s employees and completed together. The five best results were considered for each competitor. On 30 July, the happy victors Sandra Rudin and her colleagues Andreas Bussmann and Kurt Michel, who scored the same number of points, sent the champagne corks flying at the boisterous post-competition party.

Yet although the Interfracht employees competed in deadly earnest, fun was the real winner. Above all it was a wonderful opportunity to get to know colleagues from different departments better. The initiator of the competition, Roland Furer, was delighted about the positive response of the workforce to his decathlon as more than half of the employees took part in their free time. “It is another sign that Interfracht is much more than just a job for most of our employees,” says Furer. ◀



Considerably increased coverage

Since October 1st, CargoLine has been offering regular shipments to further countries in Eastern Europe, to the CIS, the Maghreb region, and the Middle East. This is made possible by an extensive collaboration between

shipments in Germany and large parts of Western Europe. The same goes for procurement logistics. To this end, M&M has opened a branch office directly at CargoLine's European hub in Bad Hersfeld, Hesse.



(f.l.t.r.) Jens Krüger (Director Road Logistics), Ewald Kaiser (Chief Executive Officer), both M&M Miltitzer & Münch International Holding AG, Jörn Peter Struck (Managing Director), CargoLine, CargoLine advisory board member André Biwer (Managing Director Franz Lebert & Co.)

Swiss logistics company Miltitzer & Münch International Holding AG (M&M), a renowned expert for the East, and CargoLine. M&M takes care of the distribution of CargoLine shipments in the regions named above while CargoLine distributes M&M

“We have long offered shipments to and from the Czech Republic, Hungary, Poland, and Slovenia. Our new partner Miltitzer & Münch allows us to extend our eastbound and Mediterranean-bound services for our customers considerably,” says Jörn Peter Struck, Managing Director of CargoLine GmbH. “Moreover, the network we have now created together is perfect for the multinationals that procure and distribute their goods over vast distances.”

Ewald Kaiser, Chief Executive Office M&M adds: “The Miltitzer & Münch companies in the countries involved can now offer competitive solutions both for distribution and procurement logistics from and to Germany and Western Europe. This marks another decisive step towards new structures in our road logistics concept.”



M&M branch offices in Rades (Tunisia) and Casablanca (Morocco)

Bright young things

◆ Apprentices at CargoLine partners Koch International (Osnabrück), Nellen & Quack (Mönchengladbach), Schäfer (Neunkirchen) and Schmidt-Gevelsberg (Schwelm) are among the brightest in Germany. The trainees underlined their abilities in the “Best Apprentice 2009” knowledge test, a major competition run annually by the trade magazine “Verkehrsrundschau”. More than 1,500 of the next generation of freight forwarders from over 190 companies took part in the most recent competition. The top CargoLine apprentice in the individual rankings was Sebastian Graef from Koch International in an outstanding 53rd position, followed by Benedikt Dörner (Schäfer) in 73rd place. In the team standings, the young CargoLiners also left many renowned competitors trailing in their wake: Koch International was 13th, Schmidt-Gevelsberg 20th and Nellen & Quack achieved 23rd position. The “Best Apprentice” knowledge test involved completing eight papers in just under two months. These were packed with questions from the world of freight forwarding, transport and logistics, with the trickiest questions posed by well-known practitioners in their fields. ◆

Fresh air for Dutch tulips



◆ The Rotra livery may be yellow and blue but its heart is green. The latest addition to the fleet operated by the Dutch CargoLine partner is a Mercedes-Benz Econic 1828 LL, which runs on natural gas. Its 279 h.p. engine even betters the stringent CO₂ emission requirements of the EEV standard (Enhanced Environmentally Friendly Vehicle), which are yet more rigorous than those set by Euro 5.

Furthermore, the Econic is extremely quiet and therefore ideally suited for distribution in cities and densely populated areas.

As early as last year, Rotra conducted field tests for Europe's very first ethanol-powered truck in national distribution traffic. The Scania model produces approx. 90 percent less carbon dioxide than a standard diesel truck. ◆

Staying calm is the secret to strength



In the haulage industry, to find a woman in a top position is still something of an exception. At Schmidt-Gevelsberg in Schwelm, however, Karin Dahlmann is in charge of the local traffic division, and she holds her own.

► The office is modern and functionally equipped – with a central view of the yard, where there are CargoLine lorries manoeuvring at this very moment. Karin Dahlmann is sitting with her back to her PC, pouring a coffee. She is wearing a long white shirt, a fashionable pair of glasses, flare jeans and sporty leather sneakers. Straight away the local traffic manager makes a likeable and thoroughly competent impression.

As the person in charge of 25 staff, she coordinates and monitors the tours of 109 drivers from their 24 carrier companies and eight drivers of their own fleet with the help of her dispatchers. Every day, she moves 1,300 consignments with a total volume of 400 tonnes and collects another 500 tonnes for the long distance/export division. Shortly after starting work at 6.30 am, she has already checked the dispatchers' lists and discussed the collection tours. Then the first status requests come in, checking to find out whether deliveries are on schedule. "My strength is in staying calm. I find an answer to almost every problem", she says with total confidence. Peter Köster, her former boss and now Deputy Managing Director of Cargo Line, appreciates Karin Dahlmann's enthusiasm for her work. As he says: "She works ten or eleven hours a day, and has nerves of steel".

Cool head facing total meltdown

Those are the nerves you must have in this job, because total meltdown can occur without any warning at all: complete failure of the computer system actually happened once. "One morning I was called on my mobile at half past four to be told that not a single computer workstation was up and running. As the fault couldn't be found, I decided to handle the whole of the short-distance traffic manually", she says, without batting an eyelid. Without further ado, old typewriters were hauled out of the dungeons, dusted down and – thanks to the delivery notes attached to all the consignments – manual route cards were typed out. With a delay of barely four hours, all the local traffic vehicles were able to leave the depot. "Without a thoroughly competent team, that just wouldn't have been possible", as Karin Dahlmann recalls, and now in case of emergency, typewriters are always kept stored in the office.

No career downturn despite family

Whether as truckers or indeed as Federal Chancellor, women are taking on careers which for a long time were the preserve of men. Karin Dahlmann is one such woman. "I actually grew up in the industry. My father was a long-distance lorry driver for the then haulier "Ernst Schmidt jun.

Witwe" in Gevelsberg. That's where I started my training to become a haulage specialist in August 1969." She worked for the same company until 1982, then gave birth to a daughter. Together with her husband, she then established her own small transport company. Sixteen years later, in response to an enquiry, she went back to her old firm again as a "Dispatcher short-distance traffic". In 2001, she was accorded full representative rights, and was appointed manager of the local traffic control division. "That was a decisive day in my working life", she recalls. "I would always take the same path again, and I've never regretted my career decision, even if the industry is still dominated by men".

More women wanted

Are women accepted in this sector? "Certainly, provided they do a good job. Many more women should pluck up courage to work in responsible positions in the transport and logistics field", she states. Her daughter, now 27, works as a banker in the investment sector, also a predominantly male domain. Karin Dahlmann recently said to her "don't always work so hard". But her daughter's calm response was "But mum, that's what you always did, too! I just have to hold my own." ◀

“Theo, let’s drive to Lodz”

The factory is in Poland, the customers are in France. Staying competitive in business means acting quickly and internationally. NightLineEurope NextDay is the solution for overnight delivery of your company’s goods precisely from “A” to “B”.

► Today Lodz, tomorrow Lyon – singer Vicky Leandros who had a No.1 hit in Germany with “Theo, wir fahren nach Lodz” (“Theo, let’s drive to Lodz”) would surely have appreciated NightLineEurope NextDay. Whatever the product – spare parts, medical products or machines – this new service ensures that every consignment reaches its destination overnight. “We transport general cargo to many countries throughout Europe. Directly to the recipient. After all, companies also have to be able to depend on their international shipments of goods or raw materials arriving on time,” explains Jörn Peter Struck, Managing Director of CargoLine. “That is why we develop intelligent scheduled transports such as NightLineEurope NextDay for them.”

Regular deliveries

One customer taking advantage of the solution is Teknos, a specialist manufacturer of paints and varnishes based in Helsinki, which uses the service when it has production backlogs. “Even if we have delays in

the factory, it is essential that we meet the delivery deadline,” explains Bjarne Norlyk, Logistics Manager. The goods are dispatched to Germany, France, the Netherlands, Poland and the Czech Republic from Horsens and Vamdrup in Denmark. One hundred percent just-in-time, naturally. The Danish CargoLine partner Otto Hansen is responsible for delivering the consignments. The company also handles pan-European overnight shipments for other customers.

Although NightLineEurope NextDay was only introduced to the alliance’s product portfolio at the beginning of the year, many customers are already regular users. MTG Mannheim, for example, makes several deliveries to Austria each month for Stabila, the manufacturer of measurement instruments. Heidelberger Naturfarben GmbH is also an MTG customer. It supplies products made with natural colours in the toy and cosmetic sectors and regularly sends its well-known children’s toiletries – marketed under the “Tinti” brand – to wholesalers,



specialist retailers and chemists based in Europe, and especially in Austria, using the NightLineEurope NextDay service. These are important markets for its plant-based products for bath-time fun, skin and hair care.

The belt and braces approach

Heidelberger Naturfarben cannot imagine life without the new service. “It is perfect: from the customer service to the reliability of the deliveries to the price-performance ratio – everything is just right,” says Markus Bächstädt, the company’s Logistics Manager. “So we want to use the product even more widely in future in order to guarantee our customers reliability and punctuality.”

One reason for the harmonious service is to be found in the robust and seamless CargoLine network – consisting of approx. 70 partners both in Germany and abroad. They are subject to binding levels of service based on ISO standards, e.g. hygiene regulations (HACCP), which ensure consistently high standards and quality across borders.

However, it is primarily the clearly defined range of services that differentiates the net-



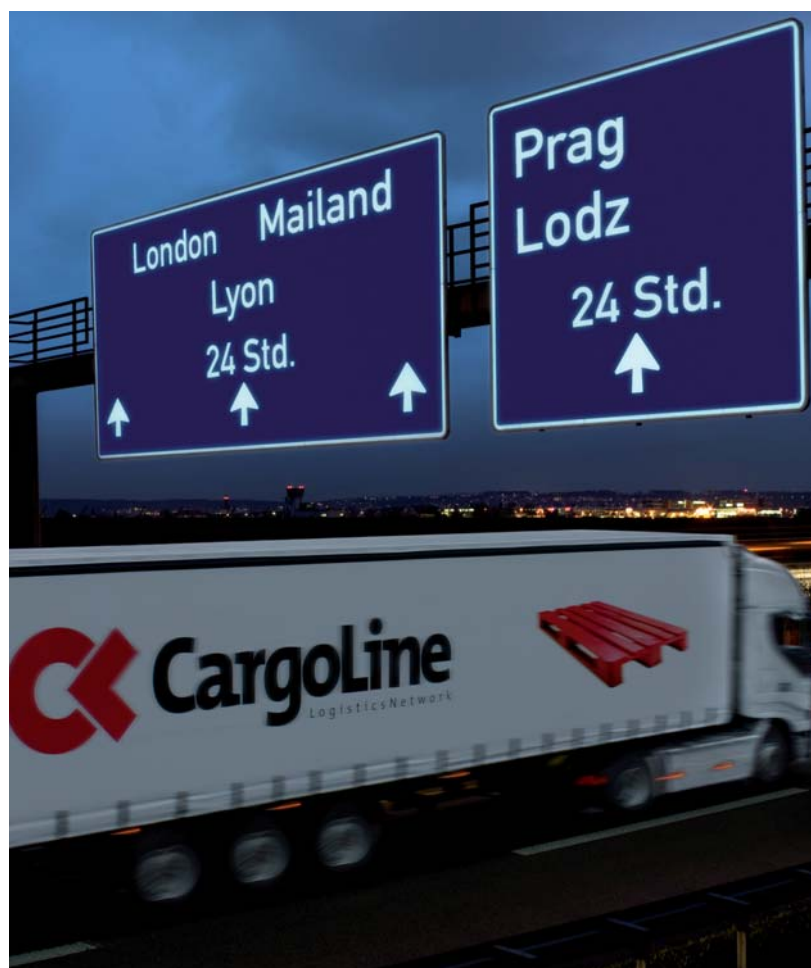
work significantly from its competitors. Everything is scheduled, planned and defined right down to the smallest detail – from the available destinations to separate references in the track & trace system and procedure rules for critical situations. For example, what happens if the route is blocked by a traffic jam? Or if an accident prevents the truck from continuing its journey? “Then we fall back on drivers and vehicles we keep in reserve for just such emergencies,” explains CargoLine’s Managing Director. “Whatever happens, the consignment arrives as promised!” CargoLiners are only rendered powerless through “acts of God”.

High transparency thanks to Track & Trace

Obviously, one important requirement for delivering the consignment “on time” is the ability to reach a destination within one day. As Struck explains, “We have no difficulty reaching London, but pan-European transports by truck to Manchester are simply not possible in this timeframe.” So what destinations can actually be served overnight? The answers are available on the network’s website. Under “Products/ NightLineEurope NextDay” at www.cargoline.de there is a clear map of Europe as well as an easy-to-use search function for collection and delivery locations.

▶ NIGHTLINEEUROPE NEXTDAY AVAILABLE HERE:

CargoLine offers complete overnight coverage for Austria, Belgium, Denmark, Germany, Luxembourg, the Netherlands and Switzerland. The service is also available for many cities and business regions in the Czech Republic, England, France, Italy, Poland, and Sweden. Other destinations available on request



In addition, customers can check where their consignment is currently situated. This is made simple using the CEPRA II® system, which can be used around-the-clock to determine the status of the transport. Alternatively, customers can request information by e-mail. Proofs of delivery including signatures are also available online.

One stop shop

There is another bonus: customers who already work with a CargoLine partner can hand over the overnight consignment together with other general cargo. This means they only have to use one freight forwarder, check one invoice and follow one set of processing guidelines. This leaves customers with more time to focus on their core busi-

ness. Or perhaps to dance with joy. After all, “Theo, let’s go to Lodz (in German, “Theo, wir fahren nach Lodz”) became a hit in England as “Danny, teach me to dance” ◀

▶ TIP

At www.cargoline.de it is easy to find out whether your shipment can be delivered via NightLineEurope NextDay. You can also discover which CargoLine partner is responsible for your area. Simply enter the starting and destination countries together with the first two digits of the corresponding postcodes!

Taking the right action

With the insolvency of U.S. investment bank Lehman Brothers in September 2008, the financial world – and with it the business world – have fallen into a precarious situation. Yet instead of watching the economic recession passively, Heiner Hoffmann and Willi Thiel, owner and Managing Director respectively of CargoLine partners Nellen & Quack and Balter Logistics, are using the situation to make sensible improvements in their companies.



CargoLiners Heiner Hoffmann (left) and Willi Thiel are using the situation to make sensible improvements in their companies.

► Mr Hoffmann, how badly is Nellen & Quack hit by the crisis?

Heiner Hoffmann: Not as badly as colleagues who work primarily for the automobile industry and manufacturing sector. Although we are also feeling the effects of the crisis, the pain is not too bad. It helps that we have expanded our contract logistics business over recent years.

What action have you taken in this area?

Heiner Hoffmann: We started preparing for this situation as early as last summer by increasing our sales efforts. We were able to compensate for falling volume through new business such as the order from Nestlé PURINA PetCare.

Have you had to introduce short-time working?

Heiner Hoffmann: Clearly we have looked into the possibility of short-time working and made preparations in case it becomes necessary. So far – thank goodness – we have not had to do so.

Mr Thiel, what is the situation at Balter?

Willi Thiel: We reduced working hours from March until the end of August. This was a very difficult decision for us to take at first because we are a medium-sized business and not used to these kinds of measures. There were some very heated discussions on the subject. But then we used the free time to provide more training for our employees.

Together with DEKRA, we developed a training programme that covered a wide range of skills from driver training to foreign languages to complex IT applications.

How were short-time working and further training received by your employees?

Willi Thiel: The workforce fully backs our decision. They see the enormous efforts we are making and that they benefit from further training. And perhaps it is also partly because we voluntarily topped up their pay for short-time working to 100 percent. *(smiles)*

How much of a help is it to be a CargoLiner in the current situation?

Heiner Hoffmann: Of course it is an advantage. We support each other in both word and deed. We have investigated processes and developed measures together that will help all our partners in the current situation, e.g. in optimising main legs. In this respect, CargoLine is a several steps ahead of other alliances and even the major concerns.

Willi Thiel: Yes, I can clearly remember a strategy meeting where someone said, “CargoLine is our life insurance policy”. This statement is more accurate today than ever. We have a good reputation in the





market and work hard to live up to it every day. The network is robust, we have a good system throughout Europe and work closely together. These are foundations we can build on. But we must not take the support of CargoLine for granted.

Have you noticed any changes in customer behaviour?

Willi Thiel: Many customers have cut their warehouse stocks to reduce capital lockup. On the other hand, domestic and international demand for our premium products such as NextDay shipments is stronger.

Some competitors are entering negotiations and offering significant price cuts. What do you think of that?

Heiner Hoffmann: Two things will happen in the medium and long term: returns will

fall at these transport companies and a few will fall by the wayside. But even at the largest freight forwarders, big price cuts are always at the expense of quality. Either way the customer suffers.

What is your analysis of CargoLine's response to the crisis?

Heiner Hoffmann: CargoLine took the right actions quickly. Among other things, we produced a catalogue of points on various subjects such as areas for potential savings. CargoLiners can then implement these independently.

Willi Thiel: We also have the advantage that we have been running workshops and training courses continuously for many years. This allowed us to react immediately to the change in market conditions by offering new courses. Above all, the "Fit for CargoLine" workshops have been a great success – our employees highlight potential areas for improvements that they have noticed in their daily work. This means that our staff are directly involved in optimising our processes and are motivated as a result. At the same time, everyone profits from the transfer of knowledge.

Mr Thiel, in these difficult economic times, was it right to exhibit at transport logistic?

Willi Thiel: Absolutely! As one of the most important alliances of medium-sized companies, it was important and right to demonstrate our presence and to promote our new product NightLineEurope NextDay. Above all, more decision makers attended the trade fair this year than in previous years so we were able to agree more firm deals than in 2007 – although the number of conversations we had was the same.



What are your forecasts for the future?

Heiner Hoffmann: I believe the worst is behind us – at least for the domestic market. The situation for European business is sure to be more differentiated.

Willi Thiel: I am convinced that CargoLine will survive these difficult times in good shape. In recent years, we have all invested significant sums in our IT systems and international transports. We have an outstanding position in both areas and these investments are now bearing fruit. The trade fair was another source of encouragement for us. ◀

▶ HEINER HOFFMANN

Heiner Hoffmann is the driving force behind the transformation of 125 year old company Nellen & Quack (Mönchengladbach) from a branch of a major concern back into a solid owner-operated company. Its 210 employees now operate a logistics area of approx. 16,500 sqm on a site covering 55,000 sqm. The CargoLine partner primarily supplies transport and contract logistics services for the retail market. Since 1999, Hoffmann has been responsible for the Production division and therefore for all inter-company processes within the alliance.

▶ WILLI THIEL

Willi Thiel has worked at Balter Logistics for 23 years, and for 15 years of these as Managing Director. The company has 170 employees, a site covering 65,000 sqm as well as a 15,000 sqm logistics area. It is now in the fourth generation of ownership by the Balter family. The CargoLine partner's customers include companies from the retail sector, paper and pharmaceutical industries as well as the health sector, for which Balter handles complex contract logistics services. Willi Thiel has been responsible for the Marketing & Product Development division at the general cargo alliance since 2003.

Securing loads: Good packaging is half the battle

Dents and cracks – consignments can sometimes sustain damage during transport even when the greatest care is taken. The cause is often inadequate or even absent packaging. Who is liable in these circumstances? And what is the correct way to package goods?

► “When goods are damaged, the sender often argues that they were packed using the customary type of packaging. As a result, he believes the freight forwarder is responsible. However, senders often forget that “customary” and “secure for transport” are not the same thing,” explains Manfred Dahmen, Departmental Manager for transport liability insurance at the Duisburg branch of insurance broker Aktiv Assekuranz Makler GmbH. “Damage to goods is always assessed according to the principle of who caused the damage and not the manner in which it was caused. Consequently, the insurer investigates whether the damage can be traced back to rough

handling of the goods or to inadequate packaging for normal transportation requirements.”

The definition of “normal”

But what is “normal” in this context? Manfred Dahmen explains, “During transportation by truck, in particular, the load experiences normal levels of vibration due to heavy braking and centrifugal forces when going round bends – and the freight forwarder or haulier is therefore not liable for damage due to these causes.” The sender is always responsible for packaging and must therefore package the goods so that they can survive even journeys on poor roads without damage. For example, if a manufacturer simply shrink wraps an extremely sensitive machine in plastic film it may well be protected against damp but hardly against impact. And a Euro cardboard box is not remotely strong enough for transporting heavy iron discs.

Customised protection

When selecting the appropriate packaging materials, the sender should also remember that shipments may be transferred from truck to truck, especially in general cargo or groupage shipments. The route, vehicle, weather conditions and duration of transportation also play a role in the decision. Many senders also forget that proper packaging means more than a strong shell. Securing/fixing the goods on loading equipment such as pallets is also an important element of packaging. Websites such as

www.lasiportal.de provide tips on choosing the right tools to secure loads. It also has a free load securing calculator for fastening shipments in the vehicle.

Compensation: Yes or no?

In summary:

A transport liability insurer first assesses the cause and then the extent of the damage. If this can be traced to inadequate or absent packaging, the sender is liable. In this case, no compensation will be paid. However, if the carrier/freight forwarder caused an event resulting in the liability, the insurer will reimburse the compensation based on the GTC or legal conditions resulting from transportation law.

Protection against third party claims

Finally: All these precautions do not just help the sender to protect his goods. They also protect him against claims made by other persons, e.g. if it can be proven that damage was caused to a third party due to inadequate packaging. ◀



► “THE THREE PRINCIPLES OF PACKAGING”:

- The sender is always responsible for packing goods securely for transport.
- The packaging must be appropriate for the transport conditions.
- Do not forget to secure the consignment on the loading equipment.



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► Postcode 0...

L. Wackler Wwe. Nachf. GmbH
01723 Wilsdruff
phone +49 (0) 3 52 04/8 283-0

Balter und Zimmermann Spedition
GmbH
07554 Korbußen
phone +49 (0) 3 66 02/591-0

Finsterwalder Transport und
Logistik GmbH
06112 Halle
phone +49 (0) 3 45/12 28-0

► 1....

SPETRA Spedition & Logistik GmbH
Berlin
14979 Großbeeren
phone +49 (0) 3 37 01/31-0

Hans Sander GmbH & Co. KG
18146 Rostock
phone +49 (0) 3 81/6 67 72-0

► 2....

KG Bursped Speditions-GmbH & Co.
22113 Hamburg
phone +49 (0) 40/7 31 23-0

Jeschke Spedition GmbH
21129 Hamburg
phone +49 (0) 40/7 33 54-0

Gaston Petersen Spedition GmbH
24145 Kiel
phone +49 (0) 4 31/69 60 97-0 + 6 92 67

BHS Spedition & Logistik GmbH
28197 Bremen
phone +49 (0) 4 21/59 52-0

► 3....

Carl Köster & Louis Hapke GmbH
& Co. KG
31319 Sehnde
phone +49 (0) 51 32/8 22-0

Spedition Kunze GmbH
33602 Bielefeld
phone +49 (0) 5 21/5 83 05-0

John Spedition GmbH
36124 Eichenzell
phone +49 (0) 66 59/9 72-0

Friedrich Zufall GmbH & Co. KG
Internationale Spedition
37079 Göttingen
phone +49 (0) 5 51/6 07-0

herotrans Speditions GmbH
39167 Irxleben
phone +49 (0) 3 92 04/8 79-0

► 4....

Nellen & Quack Logistik GmbH
& Co. KG
41066 Mönchengladbach
phone +49 (0) 21 61/6 69-0

BTG Feldberg & Sohn GmbH &
Co. KG
46395 Bocholt
phone +49 (0) 28 71/99 70-0

Heinrich Koch Internationale
Spedition GmbH & Co. KG
49076 Osnabrück
phone +49 (0) 5 41/1 21 68-0

► 5....

TLC Transport & Logistik
Colonia GmbH
50997 Cologne
phone +49 (0) 2 21/9 36 57-0

Gustav Helmuth GmbH & Co. KG
55543 Bad Kreuznach
phone +49 (0) 6 71/88 08-0

Spedition Balter GmbH & Co. KG
56218 Mülheim-Kärlich
phone +49 (0) 2 630/98 61-0

Leopold Schäfer GmbH, Spedition
57290 Neunkirchen
phone +49 (0) 27 35/7 89-0

Schmidt-Gevelsberg GmbH
Internationale Spedition
58332 Schwelm
phone +49 (0) 23 36/4 99-0

► 6....

ABX LOGISTICS (Deutschland)
GmbH
63128 Dietzenbach
phone +49 (0) 60 74/3 07-0

KISSEL Spedition GmbH
63811 Stockstadt
phone +49 (0) 60 27/40 38-0

STG Logistik GmbH
66450 Bexbach
phone +49 (0) 68 26/9 35-0

Mannheimer Transport-Gesellschaft
Bayer GmbH
68169 Mannheim
phone +49 (0) 6 21/32 21-0

► 7....

L. Wackler Wwe. Nachf. GmbH
73037 Göppingen
phone +49 (0) 71 61/8 06-0

CargoLine Heilbronn
c/o CargoLine GmbH
phone +49 (0) 60 74/85 08-0

Spedition Kunze GmbH
76689 Karlsdorf-Neuthard
phone +49 (0) 72 51/92 92-0

KLUMPP + MÜLLER Kehler
Kraftverkehr GmbH & Co. KG
77694 Kehl
phone +49 (0) 78 51/87 00-0

Hermann Maier Spedition KG
78224 Singen
phone +49 (0) 77 31/8 28-0

CargoLine Aldingen
c/o CargoLine GmbH
phone +49 (0) 60 74/85 08-0

Streck Transportges. mbH
79108 Freiburg
phone +49 (0) 7 61/13 05-0

A.S. Speditions-GmbH
79585 Steinen/Baden
phone +49 (0) 76 27/7 02-0

► 8....

Hinterberger GmbH & Co. KG
Spedition u. Logistik
84503 Altötting
phone +49 (0) 86 71/50 64-0

Kochtrans Patrick G. Koch GmbH
85375 Neufahrn
phone +49 (0) 81 65/4 03 81-0

Honold International GmbH
& Co. KG
86156 Augsburg
phone +49 (0) 8 21/7 10 06-0

Lebert & Co. GmbH, Intern. Spedition
88255 Baienfurt
phone +49 (0) 7 51/40 01-0

Franz Lebert & Co., Intern. Spedition
GmbH & Co. KG
87437 Kempten
phone +49 (0) 8 31/7 02-0

Franz Lebert & Co., Intern. Spedition
GmbH & Co. KG
89155 Erbach
phone +49 (0) 73 05/1 74-0

► 9....

Amm GmbH & Co KG Spedition
90451 Nuremberg
phone +49 (0) 9 11/6 42 58-0

Streit cargo systems GmbH
93083 Obertraubling
phone +49 (0) 94 01/96 29-0

Georg Graßl GmbH Spedition
94447 Plattling
phone +49 (0) 99 31/91 57-0

amm logistics GmbH
95176 Konradsreuth
phone +49 (0) 92 92/9 58-0

Schäfflein Spedition GmbH
97520 Röhlein
phone +49 (0) 97 23/90 69-0

► International partners connected to the hub

G. Englmayer Spedition GmbH
A-2333 Leopoldsdorf
phone +43 (0) 2 23 57 30 73-0

G. Englmayer Spedition GmbH
A-4600 Wels
phone +43 (0) 7 24 24 87-0

Jöbstl & Co
Logistik und Transport GmbH
A-8142 Wundschuh
phone +43 (0) 31 35 501-0

Transport GILLEMOT N. V.
B-1910 Kampenhout
phone +32 (0)16 66 47 00

M&M Militzer & Münch BG OOD
BG-1336 Sofia
phone +359 2 984 57 10

INTERFRACHT-TOLIMPEX AG
CH-4132 Muttenz
phone +41 (0) 6 13 78 18 18

Lebert AG Internationale Spedition
CH-8280 Kreuzlingen
phone +41 (71) 6 77 22 00

Spedition Maier AG
CH-8262 Ramsen
phone +41 (0) 5 27 42 81 00

Raben Logistics Czech a.s.
CZ-251 01 Říčany Jazlovce
phone +42 02 22 80 22 22

Raben Logistics Czech a.s.
CZ-627 00 Brno
phone +42 02 22 80 22 22

Otto Hansen & Co. a/s
DK-7100 Vejle
phone +45 79 42 99 99

Englmayer Hungaria Kft.
H-2051 Biatorbágy
phone +36 23 53 08 70

Brigl Spedition
I-39100 Bozen
phone +39 04 71 24 61 11

GRUBER Logistics SpA
I-37139 Verona
phone +39 045 8 51 55 00

Larioexpress Forwarding & Logistics Srl
I-22070 Montano Lucino (CO)
phone +39 031 3 38 91 11

Rotra Forwarding BV
NL-6984 AA Doesburg
phone +31 (0) 3 13 48 01 99

Labatra Sp. Z. o. o.
PL-43-187 Orzesze-Zawisz
phone +48 (0) 32 32 41 94 0

Geodis UK Ltd.
UK-High Wycombe,
Bucks HP12 3TW
phone +44 (0) 14 94 44 65 41



Cargoline GmbH
Waldstraße 37/18
D-63128 Dietzenbach
Phone: +49 (0) 60 74/85 08-0
Fax: +49 (0) 60 74/85 08-30
Email: info@cargoline.de
Internet: www.cargoline.de