Cargoline CUSTOMER MAGAZINE

Providing insights: CargoLine in close-up

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Essence of the whole



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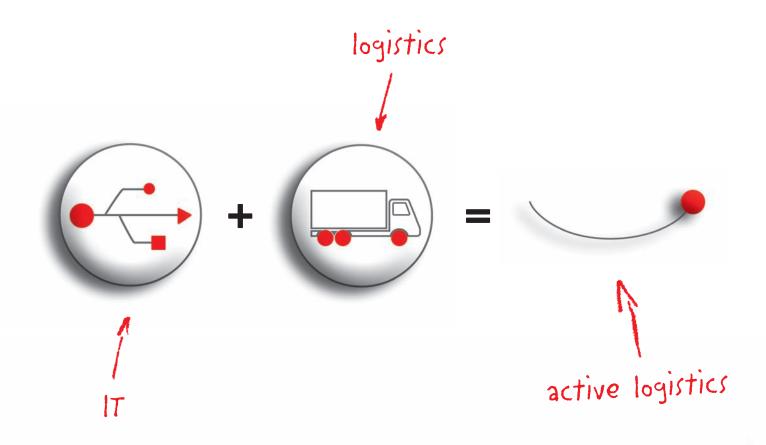
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Green action





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CONTENT



Dear Reader.

With consignment volumes to match those achieved in 2008, CargoLine is in good shape – and the economic forecasts give cause for hope. Nevertheless, the questions of whether the economy can stage a sustainable recovery from the banking and financial crisis and whether our sector has learned the right lessons are still justified.

Many logistics companies have, after all, reduced their fleets of vehicles and large numbers of sub-contractors have been forced to register for insolvency. This is why some customers are asking, in particular, whether enough vehicles and additional capacity are available to handle the expected autumn peaks in consignment volume. We can answer this question with a clear "yes" – because CargoLine secures its infrastructure and pursues a solid, long-term strategy.

Experts recommend a strong, pan-European network as a lesson to be drawn from the crisis. We have had ours for 17 years. And long ago, we introduced a comprehensive risk management policy to secure it. It is obligatory for all partners and unique in its depth among general cargo alliances. It allows us to identify potential business risks at an early stage and provide targeted support for our partners before any damage is done to the network. We also strive constantly to optimise all our relevant processes so that we operate as leanly and efficiently as possible and quickly tap the potential offered by new developments.

I hope you enjoy reading this edition of CargoTime and discovering more about what makes CargoLine special!

'Iörn Peter Struck Managing Director

MPRINT

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CargoLine is well-positioned despite the economic crisis. But what is the alliance doing and what strategies is it pursuing? We provide the answers and make CargoLine a little more transparent.

The fish does indeed enjoy the worm

We asked how much you like CargoTime and were delighted by the positive response.

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A very special fragrance Lovingly extracted scents and aromas are transported safely and carefully by Köster & Hapke.

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In close-up

Why does a general cargo alliance have a key account manager? Is the CargoLine network growing healthily? What direction does the alliance want to take in future? CargoTime provides the answers – and makes CargoLine yet a little more transparent.

"CargoLine Logistics Network is a cooperative handling standardised and systematised general cargo transports in Germany and across Europe." These are

the opening words on the CargoLine website. The term "cooperative" conceals a group of around 70 renowned partners, 45 of which are based in

Germany. These 45 alone handle approx. 10 million consignments annually. This is not just any alliance but one of the three largest German general cargo cooperatives – with its own distinct personality, shaped by each and every member.

What binds the CargoLine partners together?

CargoLine was first founded as a classical general cargo network - among other things with time-oriented shipments from consignor to recipient, procurement orders or milk runs. Over the years, this portfolio of services has been joined by a growing number of customised logistics solutions, such as picking, packaging, assembly, repairs, processing return shipments, display construction, product labelling, quality assurance and more. This level of individuality is made possible by two important commonalities - the medium-sized and usually owner-operated nature of the partner companies and their consequently close relationships with their customers. CargoLine's member companies understand all too well that, as well as being reliable, they must above all offer their customers future-oriented and flexible services.

What is the customer structure?

This is a healthy mix of large and mediumsized companies from a wide range of sectors. "All things considered, we have a stable structure, which we do not want to change," says Jörn Peter Struck, Managing Director of CargoLine. The alliance's key account management – unique for a general cargo cooperative in Germany – also ensures that even large corporate customers feel they are in good hands.

>> We blend traditional

methods with new ideas

and implement them as

quickly as possible. ≮

Sabine Fügner, Köster & Hapke

Customers with complex requirements, several locations and/ or large volumes are given one single contact partner for the entire network –

from the first meeting to implementation and the ongoing project. Invoices and damage claims, for example, are processed and settled centrally. Consequently, CargoLine presents itself to key account customers as a transport and logistics service provider with a "medium-sized outlook" but with uniform processes.

What is the essence of CargoLine?

Above all it is the way it offers services and the foundation on which these services are built. For example, a company outsourcing

its contract logistics to CargoLine (i.e. outsourcing with individual contracts) can rely on an existing, functioning and, most importantly, fully-owned network as well as uniform processes. This is

We can exert influence through our presence in CargoLine working parties. Participating here allows us to maintain a lean structure at CargoLine headquarters and guarantees we remain close to the market. Jochen Gonser, Wackler

anything but commonplace. In the latest image rankings produced by the journal "Logistik inside", CargoLine was the only general cargo alliance to command a place in the Top 10 of the category "Freight forwarders & contract logistics". There are also market-oriented, sometimes innovative, services, which are very popular with customers (see product overview page 19). "In 2009, we noted significant growth in our premium products such as NightLineEurope NextDay," says Struck. "High quality products such as these are in great demand because they allow consignors to keep unique promises to their own customers regarding service."

Apropos "unique"

The franchisees and their local transport sub-contractors work in accordance with the same quality and environmental guidelines (DIN EN ISO 9001:2008 incl. HACCP concept, DIN EN ISO 14001) and are inspected several times each year

> through both internal and external audits. This allows the alliance to guarantee its customers the same high quality standards from every partner in the cooperative. One special feature of the quality management

CARGOLINE IN FIGURES

(Date: 31 December 2009)

Turnover: 1.2 billion euros System partners: 45 of which 15 are shareholders, 25 international partners Employees: 6,181 – of whom 690 are apprentices Locations: in 42 countries Network shipments (outgoing shipments only): 9.8 million of which import/export: 2.2 million Direct line hauls per day (92 percent of all consignments) Germany: approx. 1,250, international: approx. 300 CargoLine pool swap bodies: 3,829 No. of trucks: 3,699 audit is the monitoring of transit times, i.e. determining whether a consignment was actually delivered by the agreed deadline. The alliance's contract logistics have also been certified within the frame-

work of DIN EN ISO 9001:2008. CargoLine can therefore ensure that all individual customer requirements are also subject to quality controls.

Medium-sized businesses are at the heart of CargoLine. And these are quicker and closer to the customer. **K** Heiner Hoffmann, Nellen & Ouack

The general cargo cooperative is the only alliance of its kind in Germany to hold certificates simultaneously for quality, environmental, food hygiene and contract logistics management. Furthermore, its sophisticated risk management system, advanced IT infrastructure with online track & trace in real-time as well as s.a.f.e. and s.a.f.e.-plus certification guarantee a high degree of transparency and security.

How satisfied are the alliance's employees?

Last year, almost every company in the country had to introduce short-time work for its employees or cut staff numbers outright. CargoLine was no exception. Nevertheless, its partner companies are in comparatively good shape and invest continuously in their human resources. Training young people is one example: CargoLine partners are currently teaching a trade to 731 apprentices – or 12 percent of their workforce. In addition,

> the cooperative runs its own academy offering training courses aimed at employees at every level. This year alone, more than 800 CargoLiners will receive training from highly respected trainers –

mostly at the alliance's own training centre in Dietzenbach. All employees are able to supplement these courses comfortably

vey showed employees are highly satisfied

with their companies and with CargoLine

as a network," reports Jörn Peter Struck.

"Organically. For us it is important to

have a sensible number of partners who

How is the network growing?

through e-learning.

"In addition, events

attended by employ-

ees from all partners

bond within the alli-

ance, which is very

important to us. As a

result, our latest sur-

also create a close

>> We push the global development of additional transportation links and services. Moreover, we design products that ensure environmental sustainability. Rolf Lorenz, Schmidt-Gevelsberg

have stable businesses, see each other as equals and, thanks to guaranteed exclusive areas, do not compete with each other," explains the Managing Director. "We are certainly interested in companies with great strengths in specific sectors. But companies looking for a monopoly should look elsewhere. What is more, all our partners have made an undertaking to maintain a closed national system, in which all members are closely networked and only cooperate with third parties in exceptional circumstances." In this way, CargoLine ensures that it always achieves at least the critical volume of consignments necessary to keep a network stable

> and cost-efficient. Incidentally, new partners undergo a rigorous inspection before joining. Furthermore, in order to protect the cooperative, all partner contracts

comprise a three-year contract period and a one-year period of notice.

What direction does the alliance want to take in future?

The company's network already offers comprehensive coverage of Europe. And its partnership with Militzer & Münch provides it with links to the CIS states, Middle East and North Africa. For now, there are no plans to add more countries to the network. "However, we are continuously thinking about the needs of the market and potentially innovative products. With ServiceLine and NightLineEurope NextDay, we have recently succeeded in introducing two such products," says Jörn Peter Struck.

What will there never be at CargoLine?

An excess of large concerns among our range of partners! <

"The CargoLine brand is built on strong medium-sized companies, which drive the network forward through their high standards and production criteria." Heinrich Koch jun., Koch International



The fish does indeed enjoy the worm

Customer magazines are ten-a-penny. Yet many are never even read because they do not take into account the needs of their readership or simply look too old-fashioned. CargoTime wants to appeal to its readers in every way. That is why we asked how well you think we are achieving this goal and what we can do even better.

★ "The fish should enjoy the worm, not the angler" was the title of our recent and detailed reader survey about CargoTime, in which 224 readers participated. The response was extremely positive: 95 percent said the magazine was good or even very good – both in terms of the content and the design. And there was more to come. The magazine is also mostly successful in selecting the right subject matter for its articles. Only three percent of those participating found our reports less interesting. Moreover, after reading the magazine more than half pass it on to between one and three people or even more.

There could hardly be a better compliment. However, rather than resting on our laurels we would want to make CargoTime even better. There are plenty of starting points: a grand total of 30 subjects for articles were suggested in the survey. One of the most frequent was the request for more information about CargoLine partners. We already do this in the very popular sections "Practice", "In Brief" and "International". About half of all readers say they always read these items. This is hardly surprising as they contain a wide range of information about CargoLine partners - from news and in-depth portraits to the services they offer, customers, locations and the specific challenges they face. We want to continue these successful features. In addition, we will also use other sections

to report more about our partners and what makes them special. The "Focus" of this edition is a perfect example.

You also requested more reports on changes to legal regulations, customs clearance, liability, transport law and other bureaucratic aspects. These are becoming increasingly complex and can be punished with serious sanctions if companies fail to comply. Clearly they raise many questions. This probably also explains why the section "Current Issues" is apparently the favourite of most readers. For quite some time, it has been shining a light on legal and bureaucratic matters as well as the practical aspects of logistics. Around three quarters of readers make a point of studying the reports on page 18 in every issue. In future, as requested, CargoTime will deal with these themes in even more detail. And, from time to time, we also intend to surprise you with new items. So the worm doesn't lose its taste. **<**

AND THE WINNER IS ...

To thank those who responded, the CargoTime reader survey was linked to a prize draw. The lucky winner of the first prize, a Black Nintendo Wii Sports Resort Bundle (Limited Edition) worth 200 euros is **Carsten Soltau** from Veloflex. The following readers each won an Apple iPod Shuffle **Michael Kulakowski** (Finsterwalder Transport und Logistik), **Otto J. Schäfers** (Schäfers Druck) and **Gunar Staiger** (VWS Befestigungstechnik). And a CargoLine model truck will be sent to **Ulrich Annen** (Königsbacher Brauerei), **Kai Böckmann** (Fischer Fer-

tigungstechnik), Geert van Dijk (Hydrotec Technologies), Marco Furrer (Neue Modular), Dirk Hahling (KWH Tech), Christiane Hoehns (Robbins), Michael Holtzmann (D + H Mechatronic), Angelika Krüger (BaldwinGermany), **Claudia Neu** (Alois Berger) and **Süleyman Sözener** (Albany).

The management of CargoLine and editorial team of CargoTime warmly congratulate the winners and would also like to take this opportunity to thank everyone who responded for taking part!



A very special fragrance

In the town of Holzminden in Lower Saxony, the flavour and perfume scientists at Symrise AG create the finest scents and aromas. What they extract using gentle and natural techniques requires safe and careful transport – by Köster & Hapke.

> You are handed a bouquet of roses, automatically lift them to breath in the fragrance – and feel disappointed if they have no scent. No rose should be without a beguiling perfume. Scents accompany us step-by-step throughout the day – from freshly brewed coffee to aftershave – and there is little that escapes our sense of smell. Smells influence our mood almost without us being consciously aware of the fact. In aromatherapy, the scent of roses is used e.g. to relieve sorrow, disappointment and sadness.

Yet of the 5,000 known varieties of rose, only three are used in perfume products. The most famous are the "rosa centifolia" from the French town of Grasse and the "rosa damascena" from Syria and Iran. In the 12th century, crusading knights brought rose oil from Damascus - where it was invented - to Europe and with it the knowledge of distillation. "Rosa bourboniana" from the state of Tamil Nadu in India is a more recent discovery. In 2007, it attracted the attention of perfume researchers from the perfume and flavourings manufacturer Symrise during a journey to India. From it they distil a molecule with a strong, unmistakeable rose scent. Since then SymRose® has been used as a building block of perfume compositions produced by a variety of manufacturers.

A business built on nature

Symrise AG is the world's fourth largest supplier of scents and flavourings with a ten percent market share. The company is the market leader in many areas such as the aromatisation of toothpaste and mouthwash, the production

paste and mouthwash, the production of natural alpha-bisabolol, which plays an important role in many cosmetic products due to its anti-inflammatory properties, and the manufacture of cosmetic sunscreen filters. Many of the substances used have a natural origin.

"The sustainable development of our business depends on our ability to work responsibly and care for the natural world," wrote CEO Dr. Heinz-Jürgen Bertram in the company's last report. This is not just a "soundbite". The company is constantly striving to reduce its energy consumption, carbon dioxide emissions and the quantity of waste products generated by its manufacturing processes. According to its 2009 annual report, the company reduced its energy consumption per unit of production by seven percent, CO₂ emissions by six percent and external waste by 21 percent compared to the previous year. Last year, this global company was the first in its sector to be



awarded the famous fair trade certificate for its bourbon vanilla extracts, which are produced in Madagascar. This certifies that working conditions for its workers and suppliers in the country are good and guarantees farmers higher prices that allow them to develop social projects.

High quality standards

What is extracted naturally and gently must also be transported safely and with special care. Special scents require cooling. Some concentrates, in contrast, must be treated as hazardous materials. Symotion, the logistics division and subsidiary of Symrise AG, operates a refrigerated raw materials warehouse for sensitive substances and ingredients. Symotion has developed a profile of requirements for freight forwarders in order to ensure the highest levels of quality. The following are essential: records of procedural instruc-

> tions, maintenance routing, work instructions, flow charts, training certificates and refresher training courses for employees involved in transport and warehousing. Vehicles must be regularly inspected and cleaned before loading – no dust or odours may be present.

PRACTICE



Products that may trigger allergies, such as nuts, may not be transported at the same time, emergency tanks to collect any leaking liquids must be installed and damaged pallets rejected. Naturally, drivers are expected to have suitable protective clothing and good personal hygiene.

Found: A strong partner

Due to the high demands of the job, Symrise only works with a few specially selected freight forwarders. Since September 2009, CargoLine partner Köster & Hapke has been serving the company's relations in Austria, Belgium, France, Luxembourg, the Netherlands, Portugal, Switzerland and Spain from the two Symrise facilities in Holzminden and Braunschweig. Its transport services cover the full range of products in the



two primary business areas "Flavour & Nutrition" and "Scent & Care". Symrise's customers set the highest standards of punctuality, hygiene and safety. "We have to prove these standards through the corresponding certificates such as HACCP, but also live up to these in our daily business," explains Sabine Fügner, Sales Manager at Köster & Hapke. "We usually transport concentrates as hazardous substances. We therefore only use vehicles with ADR equipment and drivers with appropriate training."

The freight forwarder collects the unsorted, packed mixed pallets from the two loading points at the Symrise plant in Holzminden and transports them to the terminal in Höver. Here the shipments are sorted and packed as customer-specific orders by Köster & Hapke employees and labelled with delivery notes from Symrise in self-adhesive mailing bags – "extreme care is essential," emphasises Fügner. The process of taking delivery is supported electronically through barcodes and data simultaneously fed into the system operated by Köster & Hapke. The data is sent together with a daily loading report to the SAP system operated by Symrise. This allows its customers to access information about the status of their shipment at any time. "We also handle temperature-controlled orders and courier deliveries," adds Fügner.

Köster & Hapke was able to meet all the requirements and demanding key quality criteria of Symrise immediately. In fact, they did more. "From the very first day they more than fulfilled our expectations thanks to their high level of flexibility and secure processes," says Martin Breuer, Shipping Manager at Symrise. When asked about CargoLine he adds, "Only a network such as that operated by CargoLine makes it possible to offer pan-European distribution with a high quality of service throughout." For this reason, Symrise decided to put their excellent partnership with Köster & Hapke on a firmer footing before the end of the "trial period" and agree a twoyear contract. **《** www.symrise.com www.koester-hapke-sped.com

LONGTERM PARTNERSHIP

Symrise AG, based in Holzminden, is the world's fourth largest manufacturer of scents and flavourings. The group is active in over 35 countries around the world, generates an annual turnover of approx. 1.3 billion euros and employs over 5,000 staff. Its transport and logistics partner for many European countries is Köster & Hapke from Sehnde. Here the logistics service provider operates a 72,500 square metre site with a state-of-the-art 9,660 square metre cargo handling area for general cargo. Köster & Hapke employs 200 staff and operates 100 tail-lift vehicles and 20 swap bodies. The two partners signed a two-year contract in August 2010.

Wolfgang Ast, CEO of Symotion GmbH, and Sabine Fügner, Sales Manager at Köster & Hapke, while signing the contract.



Chalets for birds and see-saws for hamsters

The pet product sector grew in 2009 – despite the economic crisis and a challenging market environment. Dobar was one of the businesses to benefit from this strength. Freight forwarder Wackler from Wilsdruff ensures that its pet products and other ranges arrive in the shops on time and according to customer specifications.

A winter as long, cold and snowy as that of 2009/2010 can make it difficult for birds to find adequate food supplies. Luckily for them there are many animalloving humans who are happy to provide bird boxes on their balconies and in their gardens richly filled with tasty morsels. Quite possibly these bird houses were made by Dobar.

Feel-good furnishings

Dobar Trading GmbH & Co. KG has its headquarters in Gronau and has been marketing its creature comforts for birds, dogs, cats, rodents, fish and reptiles throughout Europe for ten years. These include exclusive bird chalets and dog baskets, ramps and paddling pools as well as scratching trees and remote-controlled mice for cats, see-saws for hamsters and terraria. Dog toys to promote canine intelligence are a particular speciality. In addition, the company markets garden decorations, household and leisure items.

Most of its products are sold through discounters, D-I-Y stores and self-service warehouses as part of their special sales promotion campaigns. The remainder are seasonal products for D-I-Y stores and garden centres. Dobar usually stocks between 600 and 700 articles. However, during sales promotions this figure can rise to over 1,000. Seventy percent of all these products are marketed under the own brands Dobar and fidelius, and 30 percent are sold under so-called private labels. This means that the company manufactures products on behalf of a third party, such as a retail chain, which then markets them under its own brand.

Rapid response and short delivery times

The business of special sales promotions is extremely fast-moving and therefore demands the highest levels of flexibility, as Dobar's Managing Director Roman Poorthuis understands. "We score highly with our customers because we can deliver products in every range at any time and guarantee rapid response and short delivery times." The wishes and specifications of the customer are paramount when designing products and executing individual models – particularly in the case of promotional items but also in terms of the design of packaging and displays.

To ensure the success of this side of its business, Dobar has its own development department charged with optimising pet products, developing new designs and creating completely new products such as intelligence-promoting toys. Dobar also offers its customers a special service on its website – they can download leaflets with titles such as "A Brief Guide for Aquarium Owners" and "Correct Bird

ABOUT DOBAR

Dobar Trading GmbH & Co. KG has its headquarters in Gronau and markets special sales promotion items with a focus on gardening and pet products. The company also supplies D-I-Y stores and garden centres with seasonal goods, especially in the winter. Dobar's own development department continuously refines existing products and develops new ones, principally in the area of pet products. www.dobar.de

ABOUT WACKLER

L. Wackler Wwe. Nachf. GmbH, one of CargoLine's founder members, is an owneroperated company based in Göppingen with a history stretching back more than 150 years. The company's location in Saxony was established in 1991 and employs 100 staff in a 5,700 square metre cargo handling area as well as a warehouse certified in accordance with Water Hazard Classifications I and II offering space for 10,000 pallets over an area of 6,300 square metres. The company is certified in accordance with DIN EN ISO 14001 as well as 9001:2008 including HACCP concept and contract logistics, SQAS and s.a.f.e plus. It operates 70 vehicles for local transportation as well as 30 direct lines for heavy goods. www.wackler.de Feeding" and place them at the point of sale for pet lovers. The website also offers interior design tips for sales areas and even downloadable birdsong to create the right mood in D-I-Y markets. Poorthuis also attaches great importance to providing expert advice from the first enquiry to the actual delivery – as he points out, not for nothing is Dobar "well-known among its customers as a reliable and loyal partner."

The vital cog in the works

A company offering such a degree of customer orientation and flexibility needs the best possible logistics to match. And this is a responsibility that the freight forwarder Wackler has been delighted to accept since 2006. The CargoLine partner based in Wilsdruff manages the main warehouse for the trading company, which itself only operates a small sample and development warehouse. The freight forwarder also handles the company's imports from other European countries, direct deliveries from European production centres to customers as well as containers from Asia and India, which arrive in the Port of Hamburg destined for the warehouse in Wilsdruff. From there Wackler, for example, transports all the company's general cargo to recipients throughout Europe via the CargoLine network. Sometimes the consignments involved in a sales promotion total around 35 full loads per week at a single loading point.

The freight forwarder also manages all Dobar's warehouse logistics activities. As well as filling displays according to customer specifications, pricing, labelling and often picking and repackaging 800 to 1,000 items, Wackler's responsibilities include processing return shipments. Here, staff sort the returned pallets, inspect the goods for quality and merge them with existing stocks. In high season, they pick up to 80 pallets per day from a range of around 300 items. An online tool allows Dobar to view its stocks and order status in the Wilsdruff warehouse at any time in realtime. That way it is always up-to-date.

Communication guarantees success

Special sales promotions and seasonal business place the highest demands on transport and logistics. In the winter season, the freight forwarder has to cover weather-dependent sales spikes without delays or bottlenecks. Good warehouse logistics and optimum management of shipping space are essential. "Time and again, we are surprised by how well Wackler manages to meet our requirements," says a delighted Roman Poorthuis. He believes that one reason for this success is the good communication that exists between them. "This is a good condition for freeing up bottlenecks quickly and eliminating problems in the long term."

The greatest challenge with goods for special sales promotions lies in preparing large quantities of goods and delivering them at a fixed date. Delays must be avoided at all costs, even if a Dobar customer decides to run a special promotion at very short notice. "After all, one of Dobar's core promises is that it can respond to orders very quickly," explains Anne Pälmer, who is responsible for the Marketing & Logistics department at Wackler Wilsdruff. "So it is vital that inflexible logistics do not come in the way of this."

Tour de force

Last year's autumn business underlines the scale that such sales promotions can assume. Eight of 14 different items arrived by the truckload at the Wilsdruff warehouse at different times. Not only did some of these loads have to be repackaged and put into intermediate storage – they also had to be added to six items from already existing stocks, relabelled and assembled into shipments. The freight forwarder had to process and transport 1,200 pallets of this type in three weeks.

"Because we were receiving the goods at different times, the greatest challenge was in scheduling the deliveries so that full trucks arrived at the central warehouses of the D-I-Y store chains at specified times. To do this, it was always important to find that perfect moment when all the items for a certain shipment had been delivered and we could begin picking," says Pälmer describing this tour de force. Managing the project required a scheduler to be working all day long for the entire duration of the project. He coordinated the in-house operations, notified the recipients and was the information interface between Wackler and Dobar as well as the suppliers.

Dobar was impressed by this level of commitment. The company is planning to introduce additional ranges and has naturally earmarked Wackler to handle the logistics. **4**

A family affair



Securing Rotra's position in the Benelux: Harm (left) and Machiel Roelofsen.

ny's shipment management software aimed at general cargo. "For us, the takeover is a sensible strategic expansion of our existing activities in the Benelux," explains Machiel Roelofsen, who manages Rotra together with his brother Harm. They are the fourth generation of the family to do so. "Furthermore, integration into our medium-sized company offers a long-term opportunity for Gillemot as such as well as within the CargoLine network." The Dutch one-stop logistics company, which is permitted to use the "royal" epithet, now has a total of 550 employees.

Indulgence without regret

> Pleasant company and a glass of wine - this is many people's idea of an enjoyable evening. For products from Peter Riegel Weinimport, the emphasis is on pleasure that works in harmony with nature and social responsibility. For 25 years, the company based in Orsingen by Lake Constance has been importing and marketing organically produced wines and spirits. These fine drinks are sourced from all over the world and are subject to an exemplary quality assurance system. The company's philosophy includes partnerships with Fair Trade winegrowers and support for nature conservation projects.

Its logistics are also a model of good practice. Ordered goods reach any customer in Germany within 24 to

48 hours - or even faster if necessary. On request, delivery is available with notification of dispatch or at an agreed time. Moreover, Riegel uses a system of returnable containers, which is proven to cut CO₂ emissions by an average of 39 percent within a 1,000 km radius compared to disposable containers. In June 2010, the company started working with Hermann Maier Spedition as its national distributor. The freight forwarder also organises the collection and return of empty and full containers. Among other things, the discriminating wine importer was impressed by the high quality standards of the alliance as well as its thorough certification in accordance with s.a.f.e. www.riegel.de <

and sea freight services, among other

things, as well as the family compa-



Partner of the Year



(from left to right): Kurt Lücking (National Freight Forwarding Manager, Köster & Hapke), Heiner Hoffmann (Managing Partner, Nellen & Quack) and Heinrich Koch jun. (Managing Partner, Koch International) show their pleasure on receiving their awards as "CargoLine Partners of the Year".

Every year, the CargoLine members eagerly await the networks' evaluation of their key data for the last financial year – and the news of who will be named Partner of the Year. In 2009, it was primarily the partners Nellen & Quack (Mönchengladbach), Koch International (Osnabrück) and Köster & Hapke (Sehnde) who ensured that the general cargo alliance bettered the average performance in the sector.

As the annual evaluation of statistically documented performance data showed, these three led the field in the past financial year in terms of quality (i.e. delivery by the agreed time and date, punctual status reports and low damage rate), dedication and number of consignments. For the first time, in order to identify potential areas for optimisation and improvement as early as possible, all partner companies received quarterly updates of the continuous evaluation procedure. In addition, CargoLine placed a greater weighting on the criteria relevant to quality.

Role reversal

As a thank you to its employees for their efforts in achieving first place in the competition, the management of Nellen & Quack had a special idea. Under the title "Today we work for you", the management and departmental managers organised a party for all the company's employees to enjoy themselves. The team around Managing Director Heiner Hoffmann poured beers and other cool drinks, barbecued steaks and sausages and served them to their employees, who made themselves comfortable at tables in the freight forwarder's courtyard. Only the music was provided by a professional DJ, who laid down the perfect grooves to accompany the relaxed mood. <



The chef still cooks himself: Heiner Hoffmann gives Nellen & Quack employees a treat.

Best freight forwarder

> "Talk together, exchange experiences, improve cooperation and reinforce and expand our competitive position together" - these are the aims of the freight forwarders' convention to which Wacker Chemie invites its transport and logistics service providers each year. The highlight of the event in Burghausen is the award ceremony for the "Safest" and "Best Freight Forwarder". For 2009, CargoLine partner Hinterberger from Altötting scored twice taking a magnificent first place in the "Best Freight Forwarder" category. In addition, the company took third place in the battle for the "Safest Freight Forwarder". This achievement was even more praiseworthy because, according to Wacker Chemie, the general performance level of the

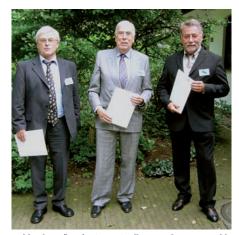


Dr. Thomas Bronnert (Logistics Manager), Dr. Siegfried Kiese (Technical Procurement and Logistics) and Ludwig Hinterecker (Procurement of Logistics Services Manager) of Wacker Chemie AG congratulate the "Best Freight Forwarder" Bernhard (2nd from left) and Herbert Hinterberger (3rd from left).

logistics companies has again risen and the differences have become smaller. <

Outstanding trainers

Clemens A. Feldberg, Senior Partner of CargoLine member BTG Feldberg & Sohn in Bocholt, Dieter Kittelberger, the former Freight Forwarding Manager of BTG and Johannes-Gerhard Eckers, Departmental Manager, have been active in honorary roles for various examination committees of the Chamber of Industry and Commerce (IHK) Nord Westfalen for 30 years. For this service, IHK President Dr. Ben-



Golden boys (l to r): Dieter Kittelberger, Clemens A. Feldberg and Johannes-Gerhard Eckers from BTG.

edikt Hüffer awarded all three the IHK golden badge of honour on 8 June 2010 at a celebratory event. Naturally, during these 30 years, the trio have also been intensively involved in training apprentices within the company and have guided around 100 young people successfully through the examination. The CargoLine partner is currently training 20 young people as freight forwarding and logistics

> services agents, warehouse logistics specialists, professional drivers, information technology specialists for systems integration and information technology specialists for application development. The 45 national partner companies in the cooperative are currently training 731 apprentices in a trade. This is nearly twelve percent of the total workforce. **\$**

Waka Waka

> There could hardly have been a better curtain raiser to the FIFA World Cup. On 12 June, some 1,500 players and spectators gathered in Hassloch, in the Palatinate region of Germany, where 46 CargoLine teams and six guest teams fought for victory in the 4th CargoLine football tournament. The games were fiercely but fairly contested to the accompaniment of vuvuzelas and battle cries. In the final, Streck (Freiburg) triumphed over Lebert from the Swiss town of Kreuzlingen. Kunze (Karlsdorf) took third place after a penalty shootout against John (Eichenzell).

There were also a number of special awards: for the team that had travelled furthest to attend (Jöbstl from Vienna), the team with the highest average age (GE from Hamburg), the team with the best defensive record (Helmrath from Bad Kreuznach) and the team that scored most goals (Bursped from Hamburg). Not only did the football ground of 1. FC 08 and TSG Haßloch pro-



CargoLine football champions: the team from Streck Transportgesellschaft (Freiburg).

vide an outstanding setting for the tournament, which was professionally organised by last year's winner MTG Mannheim with extraordinary efforts made by Uwe Bayer, Frank Brechtel and Simon Diehl. The venue could not have been better for the post-tournament party with music from the band DEAN either. The thanks of all who participated go to the employees of MTG who helped in organising the event, to the owners of the company Walter and Gerhard Bayer as well as to the clubs and many sponsors involved. Without them it would have been impossible to organise a tournament on this scale! We look forward to the next CargoLine football tournament in Freiburg in the summer of 2012! <

Tradition from the Lower Rhine

* "We want to show how much of our shared tradition from Mönchengladbach rolls along Europe's roads each day – after all Nellen & Quack has been around since 1884 and the Borussia Mönchengladbach football team since 1900," says Silke Roth, member of the Nellen & Quack management team, explaining the special design of the freight forwarder's latest truck in Borussia colours. The CargoLine partner and club sponsor presented its new 40-tonne truck outside the stadium at the top league club's opening match of the season. Fans also had the opportunity to win a detailed miniature copy of the vehicle at the summer festival. The winners

of three races, in which the competitors had to drive a small remote-controlled truck through a set course as quickly as possible, were each the recipients of a limited edition Borussia mini-truck. Nellen & Quack also presented two VIP tickets for a Borussia Mönchengladbach home fixture to the fastest driver of the day. All the remaining hobby truck drivers were the happy winners of footballs from the transport and logistics service provider. **<**



Working with skill and touch

Romania has been a member of the EU since 2007. Militzer & Münch Romania ensures that goods flow steadily along the trade arteries between Dracula's homeland and Germany, its No. 1 trading partner.

> Where Count Dracula once committed his monstrous deeds, present-day vampire fans still find plenty to get their teeth into: bloody horrors await them in Bran Castle, the local shopping centre sells Dracula fan merchandise, gothic bands play in the streets. The more bloodthirsty members of these garlic-necklaced throngs can even attend a vampire execution show.

Special position

Tourism is just one small part of the Romanian economy, though. Traditional industries such as metal working, metallurgy, chemicals, oil, petrochemicals and especially the textiles and clothing industry are the dominant sectors. For competitive reasons, the country is starting to focus on more technically advanced products.

Special position

Romania's most important commercial partner in 2009 was Germany with over 17 percent of the country's trade. CargoLine partner Militzer & Münch Romania takes an active role in developing the logistical side of this relationship. "In just six years, our workforce has grown to 30 employees. This year, we expect to generate a turnover of 6.4 million euros," explains Managing Director Valentin Dragu proudly. As one of the few transport and logistics specialists in Romania to have an IATA licence, the company has its own facility at Bucharest's international airport. The full service provider operates another branch in the centrally located city of Brasov. Its headquarters which focuses on road transport is in Bucharest directly by one of the country's few motorways.

Challenging infrastructure

Romania's poor infrastructure is a real challenge. Due to almost exclusively single lane roads and their often poor quality, the average speed of trucks is just 40 km/h. "This makes it very difficult to meet transit times. But our colleagues and customers in the West are developing more and more understanding for our situation," laughs Dragu.

At its headquarters, the DIN EN ISO 9001, 14001 and 18001 certified company has a 1,200 square metre warehouse built in 2007 to Western European standards. Only recently, the freight forwarder completed a 3PL project there which included, amongst others, building and shrink-wrapping small-scale white goods and home appliances on pallets, and, after receiving the delivery order from the client, picking and packing, sorting, labelling and delivering the goods to hypermarkets on schedule. In addition, they had to collect delivery documents in time for the client's billing purposes, clear customs for export to Serbia, and administer the stock, something they accomplished with 100 percent accuracy. Dragu knows that no challenge is too big for his employees: last summer they had

to unload 13 full shipments of sensitive components for a wind turbine, store them in a specified order, load them again at a later date in the same order and transport them to the Black Sea. This job took the company several days and required a great deal of skill and touch.

Militzer & Münch Romania is currently installing a new software solution which is compatible with CargoLine's Track & Trace system, thus allowing customers to follow their shipments even in Romania. "At least the data highways work," says Dragu with a smile. **<**

MILITZER & MÜNCH

The Militzer & Münch Group employs a staff of circa 2,500 at 120 locations in more than 30 countries. As a specialist for Eurasia and North Africa, Militzer & Münch offers international services such as overland road and rail transport, airfreight, ocean freight, as well as project logistics along the East West axis. Militzer & Münch operates a dense network of branch offices in Eastern Europe, the Commonwealth of Independent States, the Middle East, the Far East, and North Africa. The company was founded in 1880; it is headquartered in St. Gallen, Switzerland. Since October 2009, it has been a partner of CargoLine. www.mumnet.com **《**

A special office

Twenty-six year old Daniel Salm, an employee of the Mannheimer Transport-Gesellschaft Bayer, is one of Germany's youngest mayors. His dedication and team spirit are an asset to the village of Freimersheim at a time when the coffers are hardly overflowing.

Village mayor Daniel Salm stands proudly in the garden of the nursery and kindergarten in Freimersheim, a village of 1,000 souls and part of the municipal association of Edenkoben in Rhineland-Palatinate. In just a few weeks he, the team of nursery and kindergarten teachers, parents and other volunteers levelled 200 square metres of earth, hauled stones, laid turf and paved an area of 180 square metres. They invested over 600 hours of labour in building the all-weather outdoor area. "We saved the village a total of 15,000 euros," says Salm with satisfaction.

A worthwhile enterprise

Daniel Salm, who is not a member of any political party, has played a major part in successes such as these. A trained forwarding agent, he is always keen to roll up his sleeves himself. He also has a ready ear for his fellow villagers even outside his regular surgery hours as mayor. Nor is he above knocking on doors when he wants to achieve something for his village and he is quick to gather decision-makers around the table before developing situations become problems. The citizenry of Freimersheim respect his dedication.

Yet the notion of standing for office arose literally over a few drinks. When Daniel Salm toasted the coming year with friends on New Year's Eve 2008, they suggested to him that he should apply for the position of village mayor that would soon become vacant. "You are involved in the community, you like taking responsibility and you could represent our generation," they said. The idea spread like wildfire. Soon other villagers were approaching him, urging him to stand.

Putting in the hard miles

After submitting his application, he made time-consuming visits to all 360 households in Freimersheim during which he introduced himself and presented his ideas – including the building of a youth centre. These discussions gave him a clear insight into what his fellow citizens really care about. "It allowed me to piece together a picture of what my future activities would entail," he remembers. The voters appreciated being approached directly. On 7 June 2009, Salm convincingly won the election.

However, before applying he discussed the idea with his employer, Mannheimer Transport-Gesellschaft Bayer (MTG). Salm, who is responsible at the company for procurement and invoicing partners and haulage companies as well as advising customers on tariffs, knew it was important to consult them and know he had their backing. "Being village mayor sometimes involves you leaving work an hour early or taking holidays at very short notice. That is only possible if you have the company's full support."

Wide-ranging responsibilities

Daniel Salm invests between 8 and 15 hours per week in his role as village mayor, including Saturdays. His roles include chairing meetings of the village council and taking overall responsibility for the village nursery and kindergarten – from personnel to the teaching concept – to planning the village festival and acting as a mediator in neighbourly disputes. "I don't perform marriages though," he adds regretfully. "That is the responsibility of the municipal authority in Edenkoben." Sometimes urgent matters are sorted out spontaneously and without unnecessary paperwork over the garden fence or at a festival.

Despite his tender years, which have made him a well-known figure far beyond the village boundaries, he is highly valued by all his mayoral colleagues in the municipal association. This is not least reflected in his election to the municipal association's council.

When asked whether this dual role of professional career and honorary office eats excessively into his free time, Salm laughs and answers that he is "a sociable kind of

person who combines both roles. Anyway, there is always time for a glass of wine with friends." **4**

Hot summer days

Charitable donations are not the only outlet for corporate responsibility. Sustainable business practices can also play their role. For CargoLine, nothing is more natural than environmentally certified processes and a corporate philosophy to match.

There has never been more sunshine. As well as temperatures of up to 40°C, the summer months of June and July also gave Europe its longest unbroken period of sunshine since records began. Is this already a clear sign of global climate change? One thing is certain – the star at the centre of our solar system is effectively an inexhaustible source of energy for our planet. The radiation striking the earth each day is enough to provide around 10,000 times the quantity of energy consumed by humans world-wide during the same period.

If only we could harness it. If photovoltaic cells could be placed on every rooftop in Germany, it would be possible to generate 115 percent of the country's annual electricity needs – but few do so. However, a good number of these few are CargoLine partners. In addition, providing special transportation services for solar modules, wind turbines and decentralised combined heat and power stations is an interesting business.

Social responsibility

Do good and speak about it often. Charity campaigns have often turned into longer term relationships, such as that between CargoLine and the Bärenherz Foundation for terminally ill children. Many CargoLine partners also take on social responsibilities in their own areas (see CargoTime 2/2007). Staff development schemes extend well beyond the legal requirements and employee surveys, such as the study conducted in 2009 among all CargoLine partners, aim to optimise conditions in the workplace. However, the most urgent aspect of the sector's involvement in sustainability is that of climate protection. In total, road freight traffic in Germany only accounts for five percent of the country's CO_2 emissions. However, this still creates a special responsibility, as the legal predecessor of the Association of German Freight Forwarders and Logistics Operators (DSLV) postulated as early as 1992. The CO_2 equation must be improved both thoroughly and rapidly. Ecologically optimised warehouses and cargo handling areas, the modernisation of vehicle fleets and a corresponding corporate philosophy are good starting points.

Environmental protection as a way of life

CargoLine's partners have long been living by the standards of environmental certification in accordance with DIN EN ISO 14001, some of them also in accordance with SQAS. DIN 14001 documents that a company observes all the applicable environmental laws and regulations and avoids placing an unnecessary burden on the environment. Certified companies must also investigate and attempt to prevent emergencies and accidents arising that could have an environmental impact. In practice, this means that they avoid producing waste wherever possible, separate waste products for recycling, reduce water and electricity consumption, use paperless order processing systems, install biological waste water treatment plants in their truck

How to profit from solar energy

AS Solar is a globally active energy company. From its company headquarters in Hanover, the company plans and markets photovoltaic, solar thermal and pellet systems. Interview with Gerd Pommerien, Managing Director, AS-Solar GmbH

What are the important considerations when designing and building a solar power plant on a company roof?

"When installing a photovoltaic power plant on the roof of a hall it is important that the area is not in shadow and that the statics of the roof are taken into account, i.e. how much additional weight the roof will bear. A photovoltaic power plant can be expected to stay on a roof for at least 20 years so the roof panelling should be inspected first. It must be south facing. The suitability of the mains connection must also be inspected as well as the question of how and where inverters can be installed. These are devices converting DC voltage into AC voltage and direct current into alternating current. All this is done by our experienced planners.



Considering the recent 16 percent cut in the subsidy provided by the German federal government, is the installation of a new photovoltaic power plant still costand tax-effective?

"The construction of a photovoltaic plant is still profitable even though the subsidy has been reduced. The cost of these plants washes, convert their fleet of vehicles to the EURO 5 standard and use low rolling resistance tyres as well as training their drivers in how to drive more fuel-efficiently. They group inner city deliveries and optimise routes through the use of modern planning and scheduling systems, telematics and hubs. Where it makes sense, the cooperative's partners use combined road/rail transport. CargoLine is also participating in the research project CargoXchange (ATLF) currently being conducted by the Fraunhofer Institute on the network-wide scheduling and grouping of journeys. And several partners already have their own solar energy plants on their roofs.

A corporate philosophy becomes a strategy

One business that has done this, for example, is the Dutch logistics company and CargoLine partner Royal Rotra with its unique "Automatic Bicycle Warehouse" (ABW) in Doesburg, which it operates for

has fallen by more than 40 percent since 2006. In future, there will be a greater focus on the operators own use of solar power. The new subsidy regulations will provide special support for this aspect. Assuming an operating life of 20 years, the returns achieved can quite easily be in the range of seven to nine percent."

How much will it cost?

The price of a photovoltaic plant depends heavily on various factors such as the type of module – crystalline or thin-film – the manufacturer of the modules and the type of roof installation. Our experts always produce an individual plan. The subsidy provided under the German Renewable Energy Law (EEG) alone is enough to pay for the photovoltaic plant.

www.as-solar.com

the bicycle manufacturer Gazelle. Photovoltaic solar cells on the roof generate enough electricity for the equivalent of 35 households. It supplies all the energy needed for operating the warehouse and also feeds electricity into the power grid. Rotra's annual CO₂ saving for this climate project alone is around 48,000 kg compared to mains electricity. The degree to which the family-owned Dutch company lives this principle and has anchored it in its corporate philosophy is evident from its other efforts in this area. These measures are presented on Rotra's own microsite www.rotra.eu/green-ethical.

Good examples from the German Cargo-Line network are Lebert at its Baienfurt site, whose solar energy plant on the roof is one of the largest in the administrative district of Ravensburg, and Köster & Hapke in Sehnde. AS Solar installed patented lightweight and highly efficient crystalline solar modules on the flat roof of the latter's 8,000 square metre cargo handling area. These have a peak output of 275 kilowatts, the equivalent annual consumption of 125 households and a CO_2 saving of around 200,000 kg.



Fresh breeze for Italy: Special transporters from Gruber Logistics on their way to wind farms on the Apulian coast.

Investing in a market of the future

CargoLine is also advancing renewable energy as a transport and logistics service provider. In Bari, the capital of Apulia, Italy, family-owned Gruber Logistics, which is headquarterd in Auer, South Tyrol, and has a subsidiary, amongst others, in Verona, has set up a separate department to deal exclusively with this area. Thanks to an EU project investing billions, many companies have established branches here on the Adriatic in Southern Italy, the majority of them German. They are investing in grand style in the construction of solar and wind power stations in the region.

The special transporters operated by the CargoLine partner drive almost daily into the Apulian hinterland and to remote stretches of coastline - loaded with rotor blades, solar panels and turbines. "We offer services along the entire value added chain from route planning to storage and transportation, the preparation of lifting platforms and cranes to the equipping and monitoring of construction sites," reports Martin Gruber, Managing Director. "To do this, we are investing 4 million euros in special equipment in the current financial year alone." The South Tyrolean company expects this area to generate six percent of its annual turnover in the financial year 2010. "Moreover, we are investing in renewable energies ourselves. Our first step in this direction will be the construction of photovoltaic plants at our facilities in Verona and Vercelli, which will supply up to 85 percent of the electricity required there," adds Gruber.

Environmental protection is not the core activity of a provider of logistics services. However, it is a significant aspect of the business. CargoLine is working intensively on bringing the needs of economy, ecology and social needs into harmony. It will continue to intensify its efforts in these areas in future. **4**

Europe at a glance

If we were to ask you whether Malta and Croatia are members of the EU, would you be able to answer immediately? If so, well done. If not, we advise you to take a glance at this page to get a quick overview of the current state of the EU and the movement of goods between the EU and third countries.

What documentation do I need for movements of goods between two third countries?

- Between two non-EU countries: Produce export documentation -> Produce transit documentation -> Customs clearance
- Between non-EU and Russia: Export documentation -> TIR carnet -> Customs clearance Important:
 - Customs clearance is performed by a brokerage, which must be appointed before dispatch.
 - Together with your freight forwarding partner, you must find out at which customs office the goods are to be cleared (for DDU the instruction must be requested from the freight forward-
 - ing partner, for EXW you receive the instructions from the recipient) 3. It is essential that everything is declared precisely in the export documentation.

What is the procedure for movements of goods that have to pass through a third country in transit between two EU countries?

Community goods, i.e. transportation begins and ends in the community (EU), that pass through the territory of an EFTA or a third country, are transported in accordance with the so-called "internal community transit procedure" T2. Noncommunity goods are subject to the transit procedure T1. What documents do I need for a movement of goods between an EU country and a European third country without simplified customs regulations?

- For goods valued at ≤ 1,000 euros, the invoice for the goods (commercial invoice, pro forma invoice of the seller in both cases without the addition of German VAT) is sufficient proof.
- For goods valued at ≥ 1,000 euros, it is essential that, 24 hours before dispatch, an export accompanying document (EAD) is produced via ATLAS and given to the driver for presentation at the external EU border.
- Certificate of origin, declaration of origin (if required in the country of destination or requested by the purchaser).
- Export licence, information from the list of goods in certain cases.
- Movement certificate, declaration of origin, supplier's declaration
- Delivery note (e.g. consignment note, bill of lading)
- Certificates from authorised organisations containing information on quality, safety, quantity or other matters.
- ATA carnet for goods such as professional equipment, commercial samples or trade fair goods, which are being delivered only temporarily to a country which has adopted the carnet convention and are subsequently returned unaltered.

Do special regulations apply to trade with the USA, Iran etc.?

Due to the complexity of these regulations we refer you to www.zoll.de or to your national customs regulating body

What regulations must I observe for movements of goods between two EU countries?

For community goods (goods originating in the EU, goods from third countries on which duties have been paid) no customs formalities are required. Monitoring is only required for goods subject to excise duties (alcohol, tobacco and mineral oil). Member countries of the EU

EU candidate countries: Croatia, Former Yugoslav Republic of Macedonia, Iceland, Turkey. In terms of customs regulations, Croatia, Iceland and Macedonia must be treated purely as third countries. Turkey has a customs union with the EU. Potential candidate countries: Albania, Bosnia and Herzegovina, Kosovo in accord-

Albania, Bosnia and Herze govina, Kosovo in accordance with UN Resolution 1244, Montenegro, Serbia. Treated as third countries under customs law.

EFTA countries (European Free Trade Association): Iceland, Liechtenstein, Norway and Switzerland. Treated as third countries under customs law. Third countries that have a customs union with the EU: Andorra, San Marino, Turkey. Here the so-called simplified procedure in accordance with Directive 2008/118/EC applies.

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