

CargoTime

2/2014

The customer magazine of  CargoLine

In the premier international league

What a tightly knit network can bring about

Aboard the European Express
How CargoLine's new products increase customer comfort

No pain, no gain
What we can learn from the network's latest employee survey

Click with a kick
How CargoLine scores with online retailers and customers



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Dear readers,

A lot is going on at our international hub in Eichenzell: more than 250 tonnes of shipments leave Germany every day or arrive there from foreign European countries to be transhipped and delivered elsewhere. Via this turnstile and with about 250 direct cross-border hauls as well as numerous gates we manage the distribution of goods to the last corner of Europe and even to North Africa. But we don't work with "just anybody" – only with round about 30 selected international partners. They have subscribed to the high quality standards of our network and are among the top logistics companies in their respective country. Moreover, we have state-of-the-art IT, a staff with first-rate qualifications, and we offer market-conform premium services, which we recently expanded for Europe (see page 21). All this allows us to act in the international premier league, as the current "Focus" section illustrates (see page 6).

The article "Always energised" shows the depth of our partners' commitment to their customers. HOPPECKE Batterien, for example, can always rely on HARTMANN International, whether the issue is managing the logistics centre or the accurate and timely shipment of batteries to the customers. The successful advertising material supplier VKF Renzel can also rely on punctual deliveries. He has found a partner "on an equal footing" in BTG Feldberg (see page 10).

However, since our cargo cooperative not only bears responsibility towards its customers, this CargoTime issue also takes a closer look at matters that we were only able to touch upon in our Sustainability Report. An example is the portrait of the Environmental Officer of the Fritz Group on page 17. The article on page 22 about the "Billenetz" – a social project that the CargoLiner Bursped actively supports – is also a definite must-read. Moreover, we want to share with you the results of our second staff survey. Finally, in "The click with a kick" on page 23, we are introducing a new service, which is for the first time directed specifically at online dealers. It is sure to hold something in store for you!

I hope you enjoy reading these and the other articles in this issue.



Jörn Peter Struck
Chairman of the Management Board



IMPRINT

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Responsible according to the German Press Law

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Picture credits

Cover: Montage kiosk:mediendienste, Thorsten Kern
Page 3: Felix Schmitt
Page 7: Montage kiosk:mediendienste: retrorocket/iStockphoto, jokatoons/Fotolia
Page 8: Faraways/Shutterstock
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Page 10: HOPPECKE Batterien
Page 13: VKF Renzel
Page 14: BTG Feldberg, L. Wackler Wwe. Nachf. GmbH, Francesco R. Iacolino/Shutterstock
Page 15: Klaus-Dietmar Gabbert/vorort-foto.de, CargoLine, BHS Spedition & Logistik, Lebert
Page 16: CargoLine, Balter Logistics, Rotra
Page 17: Andreas Nohe
Page 19: Kasidit Polpadung/Shutterstock
Page 20: kiosk:mediendienste
Page 21: cienpies/iStockphoto
Page 22: Bursped
Page 23: Montage kiosk:mediendienste: majecka/Fotolia, Frank Boston/Fotolia, wvoe/Fotolia; jobjen/Fotolia, CargoLine

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In the premier international league

With over 70 partner companies, CargoLine is capable of shipping goods to any corner of Europe – and beyond. This is possible not only because of its close-knit network, but just as much because of its services, which stand out with their state-of-the-art IT, uninterrupted tracking and tracing and efficient transshipment points.

Spax screws are valued and sought after throughout the world. No wonder: after all, they can be screwed without pre-drilling. Moreover, the danger of tearing or splitting the material or of the screws coming loose when weight is applied is extremely small. The innovation was developed and patented by Altenloh, Brinck & Co (ABC) in Ennepetal in 1967. That is where currently about 50 million Spax screws in countless sizes, versions and packaging units are produced and packaged – every single day!

CargoLine partner Schmidt-Gevelsberg has handled their transport from the start – whether in direct line haul to the ABC sales companies in Spain, England, Poland and Turkey, or as cargo or partial load via the CargoLine network, for example to a furniture manufacturer in Poland or a home improvement store chain in Italy.

Joachim Köhl, who is in charge of European transports at Schmidt-Gevelsberg, can rely on 70 CargoLine partners in 42 countries to serve his important customer. They cover all of Europe: from Scandinavia to the Iberian Peninsula, from Ireland to Greece and from the Baltic region to North Africa. The cargo specialist handles about three-fourths of all shipments from Schwelm bound for foreign countries in Europe via the cooperation network. “The number is climbing and confirms our smooth cooperation across all borders as well as the reliability of our cooperating freight forwarders,” he emphasises.

Easy on the environment and affordable

About 95 per cent of all international CargoLine shipments are taken care of in approximately 250 direct cross-border transports a day. Schmidt-Gevelsberg alone drives to 36 countries at fixed and binding dates. Belgium is served five days a week, as are Paris, Nancy, Orleans, Strasbourg, Lyon and Lille in France. Croatia is scheduled for Tuesdays, Wednesdays and Fridays, and Lithuania and Romania for two days per week, Istanbul for five, plus there are four more destinations in Turkey.

In addition, the cargo forwarding company operates a gate for the shipments of all CargoLine partners to and from Ireland. Other co-

operation partners also have such gates to optimise transshipments, where consignments are reloaded for direct transport. This makes transport more efficient and is easier on the environment.

Lebert in Kempten, for instance, offers its cooperation partners a gate for shipments to and from Greece. The forwarding company has covered all of Europe since it was founded in 1954. Numerous companies profit from its many years of international experience – including MULTIVAC. The specialist in packaging machines and solutions, whose home is the Allgäu region, has customers in more than 140 countries who order all different kinds of products. Whether they want vacuum packaging machines or complete packaging lines – thanks to CargoLine’s sophisticated network, they go precisely to the places where food is manufactured or packaged in Europe.

All of Europe

What cannot be handled via direct transport or gates is transhipped at the network’s international hub in Eichenzell, which has a floor space of 3,500 square metres and 48 gates. It is an impressive load that accumulates there: more than 250 tonnes leave Germany from that place every day or arrive from foreign European countries to be transhipped and delivered.

“With this turnstile we give the entire network – and therefore also every one of its customers and every single shipment – the opportunity for close-knit distribution throughout Europe,” says CargoLine’s Managing Director Bernd Höppner, who is in charge of the network’s International Ground Transport Division. Whether it is a mountain village in Romania, Turkey’s metropolis Istanbul or the Norwegian fjords: whatever the destination of a shipment – it will definitely arrive there. The customers need not worry about how to get to these places.

Impressive development

Millitzer & Münch (M&M), one of the round about 30 international cooperation partners, also has its branch in Eichenzell. Here the >





Whether it is a mountain village in Romania, Turkey's metropolis Istanbul ...

company consolidates a large part of its international general cargo and LTL shipments via the local gate with its sizable transshipment area as well as its own warehouse for bulk and heavy cargo shipments.

In 2009, it contributed its distribution service to Romania, Bulgaria and Greece as well as Estonia, Latvia and Lithuania to the general cargo network. Russia, Belarus and the Caucasus region plus the Maghreb countries are also on M & M's list. With four journeys per week to Russia and two to Tunisia, for example, Millitzer & Münch offers true added value to all CargoLine partners and their customers. M & M Branch Manager and Road Logistics Manager for Europe, Simon Fundel, explains: "Shipments that reach the hub by Thursday evening arrive in Tunisia as early as Monday."

Joint growth

The specialist for Western and Eastern Europe, the Confederation of Independent States (CIS), the Maghreb region and the Near, Middle and Far East is present in over 30 countries with 120 branches. The CargoLine network has thus been expanded beyond the European borders. "The development of the network's shipment figures is impressive," says Simon Fundel. "The orders we feed in as well as the transports from the CargoLine network to Eastern Europe and Greece have been increasing in the two-digit percentage range for years."

While most CargoLine partners in Germany are primarily exporters, Millitzer & Münch's focus is on procurement for its customers – mainly for the automotive industry and its suppliers, and for mechanical engineering companies. "We get almost everything for our customers via the CargoLine network," says Fundel. Whether it is machine parts from Germany to Russia, animal feed from Greece to Latvia or a pallet of television sets from Sweden to Bulgaria.

Comprehensive knowledge

In the experience of Andreas Witzigmann from Lebert, shipments are rarely late even in international transport – despite many impediments and a bad traffic infrastructure in some European regions. He mentions not only driving bans for trucks during the holiday season and the arduous transit across the Alps, but also constantly new construction sites and rotten bridges in Germany. However: "We look at these kinds of obstacles as challenges to master every day," he explains.

This is possible because of specific measures – for example covering long distances at night – as well as intimate familiarity with regional distinctions, country-specific legal regulations or the state of the roads. "All international CargoLine companies are deeply rooted in their respective countries and have a staff with first rate training and qualifications," Bernd Höppner reports.

Indispensable qualifications

Needless to say, the indispensable qualifications also include language skills. The languages of their most important destinations are spoken at all national and international CargoLine companies – for example Turkish, Polish and Portuguese at Schmidt-Gevelsberg and Italian, French, Spanish and Russian at Lebert. By now English has become the standard language at many CargoLine workshop meetings. At conferences, simultaneous interpretation is available when needed, and the customer magazine CargoTime also appears bilingually.

Since transport and logistics is a business between people, great store is also set by personal contacts, including at an international level, and fostering them is encouraged accordingly. "Problems can be resolved more quickly and it is easier to answer questions if you have met before," suggests Höppner. Many staff members and managers know



... or the Norwegian fjords: whatever the destination of a shipment – it will definitely arrive there.

each other from the international forwarding managers' meeting, the apprenticeship exchange among the different countries, joint advanced training seminars, the regular international "Fit for CargoLine" meeting or the biannual football tournament.

Fully electronic

Needless to say, communication and handling of all international shipments is fully electronic. After all, all partners have the necessary IT and are integrated into CargoLine's joint infrastructure.

But not only internal communication is state of the art – so is external communication. For instance, customers can track the status of a shipment in real time with Cepra 3.0 – regardless of whether it is sent directly from Athens to Tallinn, loaded onto a semitrailer in Kempten for direct line transport to Barcelona, transhipped at the hub in Eichenzell or delivered in Turku. Communication is facilitated by the fact that the tracking and tracing system can be set to many different national languages.

Bill clearance is also done centrally and electronically. The mutual services of the forwarding companies involved are set off against each other internally – the customer receives only one bill.

Persistent Europeanisation

"In recent years, we have pursued the Europeanisation of our network with determination and persistence," says Höppner in explaining the network's strategy. He readily admits that for historical reasons, it regarded the business through "German eyes" for a long time. But this changed fundamentally many years ago. "By now we look at all our activities through European eyes, with a European perspective." This development was advanced not only with the help of partner companies, many of which have operated internationally for a long time, but also through demands and requests made by customers – as

a result of the increasingly international character of production and the growing exchange of goods across national borders.

The acquisition of national and international partners in all parts of Europe and their close integration has been completed for the time being. "When selecting them it was always important to us that they were solid forwarding companies with modern IT and good distribution services," says Höppner. "For this reason, we prefer to cooperate with partners in Europe who are among the top three in their country or even the market leader in their field."

It is also important that they show proof of meeting international quality requirements and have international certifications, and that they fit into the network's culture of medium-sized companies. "MSEs are closer to their customers, are familiar with their requirements, can offer them specific solutions and are on an equal footing in our network," is how Höppner explains this requirement.

Market-conform products as important steps

The best example of the persistent and determined pursuit of internationalisation is given by the new products CargoLine has been offering since 1 October 2014. "They are the result of the experience of our national and international partners and satisfy the wishes of their customers," Höppner says. Previously the latter were able to use the standardised regular transport service or the 24-hour service NightLineEurope NextDay. With NightLineEurope Priority, Fix and Receipt, they can now choose among three additional premium services on which they can fully rely (for details, please see page 21).

Höppner and his colleagues in Kempten, Eichenzell and Schwelm are convinced that these are important steps towards the network's further internationalisation and consolidation. <

Always energised

Everyone knows what a car battery is for and what happens when it becomes weak. It is less well known that its big sister, the industrial battery, is used in hospitals, signalling installations, means of transport, nuclear power plants, computer centres and forwarding companies, among other facilities – and that it sometimes even saves lives.



Battery systems as made by HOPPECKE offer nearly non-interrupted power supply.

During surgery or for patients in intensive care, just 15 seconds may decide on life or death. Because this is how long it can take until the emergency backup generators kick in during a power outage. To bridge the time gap, frequently battery systems such as those made by HOPPECKE are used: if the electric lines suddenly no longer have any voltage, the backup solution, which is permanently available, turns on immediately. It makes nearly non-interrupted power supply possible, so that the outage is unnoticeable and life-preserving equipment is not impaired. For, in contrast to generator sets, these battery systems do not need to start up first but supply the required energy right away.

Energy-charged ambitions

“Our systems are employed wherever things can get hairy when a power outage occurs. For instance, if a metro train gets stuck in a tunnel, our batteries supply the energy for the doors to be opened so the passengers can get off. And we operate the server of a B2B transaction system, which can process an unbelievable 3.6 million transactions per minute, with 60,000 industrial batteries when needed to make sure no economic damage occurs,” explains Franz J. Ulmschneider, Division Manager for Supply Chain Management at HOPPECKE.

The industrial battery company’s energy storage solutions are also used as night storage systems for rooftop solar facilities as well as in relatively harmless cross-docking warehouses and storage buildings. There, intelligent charging and switching stations reduce the standing times of forklift trucks and improve their efficiency.

Learning by doing

HOPPECKE and Hartmann International teamed up in February 2008. At that time the Paderborn-based forwarding company won a tender that was put out by Franz J. Ulmschneider. The job was the complete logistical handling of the new battery logistics centre including the pertinent transports.

Ulmschneider admits with a dose of self-criticism that the launch was no walk in the park: “A warehouse management system was supposed to be installed within just two months. And as if this were not ambitious enough, we initially had not considered all the processes that had to be represented in the WMS. Plus, we had to take over, identify and store 7,500 pallets from the former service provider. Hartmann had to absorb the extra labour, working on six days a week for several weeks. Occasional cursing was heard on both sides. In the end, however, everything worked out as planned, and the experience bound us together.”

Passion rather than time clock

That both companies can offer a positive summary after such a tour de force is also due to the commitment of the two people bearing the main responsibility for the project at Hartmann: Kai Reuter, today

General Manager of HOPPECKE’s logistics centre, and Forwarding Manager Uwe Lachmann.

They painstakingly checked and revised all storage logistics processes and linked them with the industrial battery specialist’s SAP system. As for scheduling the order processes, “we also considered the special maintenance requirements, because the way batteries are handled while they are stored has a crucial impact on their quality,” says Reuter. Specially trained staff members check their status regularly and recharge them when necessary. All other activities in the logistics centre, from incoming and outgoing goods to finishing and through to quality control, are part of Reuter’s job description. A manual scanner system that records the barcodes on the pallets and products, which were introduced in 2009, as well as automated packing lists from SAP facilitate the job.

Being on time is key

Customers are not only concerned about getting precisely the battery that meets their requirements. Often they also want just-in-time delivery. That HOPPECKE, the only family enterprise in this sector in Europe, can guarantee punctual delivery within 24 hours or at a specific time of day and at fixed dates, has earned it the trust of customers and given it a competitive edge in this fiercely contested market. And Hartmann contributes to the company’s reliability day after day. To make sure everything runs smoothly, the logistics expert and the industrial battery specialist constantly optimise their processes. In addition, they hold strategy meetings at least twice a year. This makes it possible to handle sales peaks, which sometimes double the quantities to be managed. “It takes a great deal of coordination. Plus, we must keep the necessary capacities available. When necessary, we even drive extra shifts,” explains Lachmann. Open discussions and a proactive approach are also helpful in finding solutions quickly. No doubt the summer party, which took place in 2013 for the first time since the start of the collaboration, also contributed to the candid way of dealing with one another. It gave all staff members at HOPPECKE and Hartmann the opportunity to meet in person.

Going in the right direction

Hartmann has worked with Cargoline since the beginning of this year. Ulmschneider is expecting even better service for his customers from the collaboration: “Coordination with our mechanics and the development of awareness, of a certain degree of sensitivity for our products, for example for the handling-intensive lithium batteries, are getting better every day. The cargo cooperative also has the fitting solution for time-critical transports.” Therefore the parties are perfectly at ease doing without a backup battery and a booster cable. <

HOPPECKE batteries

An owner-managed enterprise in the fourth generation and the largest privately owned manufacturer of industrial batteries, systems and chargers, the company has developed technologies and services for energy storage since 1927. Many of these developments have been trendsetters in the market of industrial batteries. The comprehensive product programme of storage batteries is complemented by cutting-edge charging technologies and monitoring units to form complete systems. Moreover, the company, which is located in Brilon in the Sauerland region, develops rechargeable energy stores and marketable concepts for the future. It is thus making an important contribution to the implementation of the global climate protection targets. Over 1,500 employees generated sales of approximately 330 million euros in 2013.

www.hoppecke.de

Hartmann International

The transport and logistics services provider from Paderborn focuses on forwarding in the areas of land, air and ocean freight, logistics, customs handling and relocations. Founded in 1856 and family-owned in the sixth generation, today Hartmann has 380 employees at its locations in Paderborn and Ibbenbüren. The company has its own fleet and is certified according to DIN EN ISO 9001 and 14001.

www.hartmann-international.de

There's no such thing as impossible!

Immaculate product presentation is everything in sales promotions and VKF Renzel GmbH offers a cornucopia of made-to-measure products to ensure the success of any promotional campaign. CargoLiner BTG Feldberg ensures they arrive punctually and in perfect condition.

It is hard to believe it all happened only a few months ago. The German football team won the World Cup and sent a whole nation into a state of unbridled joy. In the days leading up to the historic match, many supporters could simply not contain their enthusiasm and had to find some outlet for their excitement – the CargoLine alliance and its customers were no exceptions. The alliance's football fanatics decorated the bonnets and doors of their cars and trucks with 19,000 magnetic German flags bearing the CargoLine logo. These travelled to every corner of the Federal Republic. However, the fan campaign nearly never happened as the alliance only agreed on this promotional item relatively late in the day. The question was: where do we get our hands on the product we need? And, moreover, in such large numbers?

BTG Feldberg knew the answer. For nearly 20 years, this highly experienced logistics company from the western part of the Münsterland region has been working with VKF Renzel GmbH, a specialist in all kinds of customised promotional and presentational goods. They had precisely the right magnetic flags in stock and printed them with the CargoLine logo within just a few days.

From the idea to the finished product – from a single supplier

VKF can supply virtually anything on request: from complete trade fair stands to presentation containers to printed T-shirts and ballpoint pens. VKF specialises in manufacturing customised products. Around 60 per cent of all the items it sells are planned, designed and manufactured according to the customer's specific wishes – from the digitally designed prototype to the initial samples and, finally, series production. The company primarily works with plastics such as PVC and acrylic glass – combined with wood and fibre composites – and metals such as sheet steel, stainless steel and aluminium, which are used to make banner frames and connector systems.

Its in-house workshops can make virtually any wish come true: they laser, punch, stamp, weld, bend, press and saw. Moreover, they can produce every surface finish imaginable – for example, powder coatings, galvanised or chrome finishes. Extrusion technology allows the specialist to produce hundreds of different designs of plastic rails and profiles, which are used in its products. VKF Renzel also uses injection moulding to manufacture thermoplastic products such as leaflet stands, poster frames, shopping baskets and small clips.

The company maintains a constant stock of frequently ordered, widely applicable items, which it supplies as prefabricated "standard products". If they require labelling or lettering, they are simply sent to the company's in-house print shop, which also offers customised engraving, etching and even embroidery.

Advertising means individuality

"Many of our customers' wishes would be difficult to meet using subcontractors. Manufacturing in-house, on the other hand, opens up all sorts of possibilities," says Jochen Thier, Head of Shipping Logistics at VKF. "Compared to our competitors, this makes us much more flexible in responding to the extraordinary range of specifications required by our customers and also allows us to offer them alternative solutions in a very short period of time. Our versatility is what makes us special," he explains.

"Advertising means individuality. In other words, you don't have to conform to the norm – you respond to the needs of the customer in the marketplace," adds Ina Bonnes from the marketing department.

Growing together

VKF has been working with BTG Feldberg since 1995. "We weren't happy with the service provided by the freight forwarder we were using



From labels for presentation shelves to stylish shopping baskets: VKF renzel offers everything to equip a point of sale.

at the time. After careful consideration, we decided that BTG was a better match for us," remembers Thier. The decisive factors were the excellent value for money provided by BTG's service and the fact that the two companies are almost neighbours – they are based less than ten minutes away from each other. And the dense CargoLine network offered still more advantages.

VKF Renzel GmbH was founded about 25 years ago by Heinz Renzel in his garage and the business had grown steadily over the years. Nevertheless, the manufacturer of promotional items was, at first, one of BTG Feldberg's smaller customers. "Now, their sales volume has grown so strongly that it has become one of our A-list customers," says Ole Weidig, Head of Sales at the freight forwarder, which has also grown in size over the years. "As our logistics partner, BTG has always risen to the challenges we have presented them with and looked for suitable solutions," praises Thier. "In addition, the company provides a quick and punctual delivery service, a low loss ratio and proactive supervision of shipments. We particularly value the short notice service we frequently have to ask for – and always receive – from our freight forwarder."

As well as transporting promotional items as general cargo and partial or complete loads to customers, the freight forwarder also takes care of VKF Renzel's procurement logistics and has even

taken responsibility for some of its warehousing operations. The CargoLiner operates on all routes in Germany – and also delivers shipments on routes to Belgium, Portugal and Italy. BTG Feldberg thus delivers around 70 to 80 per cent of VKF's total transport volume.

A partnership of equals

Ole Weidig has now been oiling the wheels of the cooperation for ten years and is highly satisfied. "We have always treated each other fairly and as partners – and when, occasionally, problems have arisen we have solved them together," he says. The feeling is mutual. "We like the fact that, like us, BTG Feldberg is an owner-operated company. It means we have a reliable partner who generally thinks and acts the same way that we do," agrees Jochen Thier. Regular meetings between the shipping department and logistics service provider play their part in maintaining this good relationship. "Knowing each other personally improves the way we interact at work," says Weidig. Joint plans for expansion are already in the pipeline. <

VKF Renzel

VKF Renzel GmbH has more than 25 years of experience and expertise across the full spectrum of sales promotions. The company's premises cover more than 100,000 square metres. At the apex of the organisation is a family-owned holding company that manages production facilities, subsidiaries and cooperation partners extending from the USA to China. The company's catalogue "Your Active Sales Consultant" is published annually in 14 countries. The VKF Group generates annual revenues of approx. 76 million euros and employs 590 staff around the world. www.vkf-renzel.de

BTG Feldberg & Sohn

BTG Feldberg & Sohn is a logistics specialist based in Bocholt and is in the fourth generation of family ownership. It employs 200 staff and has a total logistics area of 20,000 square metres. The new cargo handling hall alone covers an area of 6,000 square metres and has 75 gates. The company operates 50 trucks of its own and has access to a further 35 externally owned trucks. BTG has been a member of the CargoLine alliance since 1997 and a shareholder since 2014. www.btg-feldberg.de

BTG Feldberg augments the group of CargoLine partners

Among the “hidden champions” within CargoLine, BTG Feldberg & Sohn is currently the most visible. The Bocholt-based company has consistently expanded its cargo business and also made a name for itself in contract logistics. The construction of a 6,000 square metre cross-docking warehouse plus 2,400 square metres of office space, for which the company forked out ten million euros two years ago, testify to this development. In 2014, the next major step has taken place: BTG Feldberg turned from a franchisee to a partner of CargoLine.



Clemens A. Feldberg with his sons and successors Jörg (left) and Jan.

“Cargo has become our most important business area by now. For this reason we want to get more involved in the network as a partner and participate in its further development. Also linked to this is us acquiring deeper insight into strategic decisions of the network and impulses for our own company,” explains Jörg Feldberg. Together with his brother Jan he has run the forwarding company since 2011 – now in the fourth generation. “Our father Clemens is enjoying his retirement and writing the 120-year history of BTG Feldberg & Sohn. But we continue to discuss important company-related decisions with each other. Even back in 1997, when joining the network, his declared goal was to become a partner. We are very pleased that we have now been able to achieve that.”<

Football fever

On 28 June, the heat was on – and not just because of the summer temperatures – on the VfB Durach grounds: upon the invitation by the previous winner, Lebert Kempten, 45 teams from the partner companies in Austria, Denmark, Germany, Italy, the Netherlands and Switzerland gave it all they had to win the CargoLine football tournament. The victorious team was that of the forwarding agency R. Müller from Saarlouis. In second place came once again John from Eichenzell, and Schäfer Neunkirchen won third place. A cup was also awarded to the strongest crew, which was earned by the players and fans from Wackler Göppingen. After their sensational performance with “Guggen music” – Swiss carnival music – at the last tournament, they now stunned

the spectators with “Blacky”. The plush mascot was embodied by Executive Director Oliver Schwarz personally. The 1,600 players and spectators gathered all the strength they had left for the party afterwards, and those who persevered until midnight were rewarded with a brilliant fireworks display.

The participants owe thanks to the organisers at Lebert Kempten, VfB Durach and the CargoLine headquarters. However, we also want to thank the sponsors active logistics, Aktiv Assekuranz, Amm Spedition, AWP Consult, Baake-Bartosch, Hummel, Lobraco, LogIn, s.a.f.e, Speedytex, TimoCom and WESSELHOEFT Gefahrgutservice. It was their support that made a tournament of this magnitude possible to begin with. <



Even though Blacky's team didn't win the tournament, it won the spectators' hearts.

Lombardy and Piedmont in experienced hands

The Italian transport and logistics services provider S.I.T.T.A.M. has served CargoLine's European hub in Eichenzell (Fulda) every day since 1 April, taking care of the distribution of shipments around Milan and Turin. The route across the Brenner Pass allows the network for the first time also to dispatch hazardous goods shipments into this region via the hub. The collaboration complements the already existing lines with the CargoLine partners Brigl for the Southern Tyrol region, Gruber Logistics for Venetia and Stante for Rome and Southern Italy.

S.I.T.T.A.M., which was founded in 1960, operates a modern, 52,000 square metre logistics centre in Cornaredo. It was one of the first forwarding companies to establish regular service along the important European routes in the 1970s. In 2013, S.I.T.T.A.M. generated net sales of 120 million euros with 312 employees, moving 513,000 cargo shipments by land, air and ocean freight throughout the world. < www.sittam.it



Piedmont with its capital Turin and Lombardy are served by S.I.T.T.A.M. for CargoLine on a daily basis.

“Distinguished” partners



(f.l.t.r.): André Biwer (Managing Partner Lebert group), defending champion Oliver Schwarz (Managing Director Wackler Spedition & Logistik) and Uwe Bayer (Managing Director MTG Mannheimer Transport-Gesellschaft Bayer) were delighted to be voted “Domestic Partner of the Year”. The companies of Machiel Roelofsen (Vice President Rotra), Robert Breitwieser (Division Manager Eastern Europe, G. Englmayer) and Thomas Werthmüller (Head of European Land Transports, Interfracht) won the challenge on a European scale.

The last time this happened was 16 years ago: a CargoLiner managed to win the national election for the “Partner of the Year” award for the third time in a row. And just as back then, it was the Göppingen-based company Wackler Spedition & Logistik that made it all the way to the top of the winner’s podium. Lebert (Kempten) won second place, and MTG Mannheimer Transport-Gesellschaft Bayer came in third.

The international partners also competed for first place in a separate ranking. The winner was G. Englmayer from Austria, Rotra from the Netherlands came in second and Interfracht from Switzerland won third place.



“Our national franchisees have been competing for the title of ‘Partner of the Year’ for many years – and since 2011 the international ones have, too. When every single one gets better, the network profits as a whole, and this in turn benefits our customers,” explains Bernd Höppner, Managing Director of CargoLine.

To determine the “Partner of the Year”, CargoLine annually evaluates performance and delivery rate by a predefined quality and time standard, the percentage increase of the shipment figures compared to the same period in the previous year as well as active involvement in the network’s workshops and decision-making committees. <

Running shoes, not forklifts



Given up smoking, discovered an awareness of a healthier lifestyle, burned plenty of calories, improved communication among different departments and had lots of fun. This was the summary by the 17-member running team of the Hanover-based CargoLine partner Köster & Hapke that took part in the B2RUN company race on 11 June. “At the premiere last year, many colleagues were still laughing about us. But this year, twice as many people joined us already. In a group – with a goal in mind – sport is simply more fun,” Sönke Brockwitz, initiator and

organiser of the running team, is pleased to say. The company management honoured this much commitment and assumed the entire cost, from the registration fee to the branded running jerseys.

B2RUN currently organises company races in eleven major cities. More than 5,000 companies and institutions take part in them, running to earn many thousands of euros for children and adolescents in need. <

Solidarity with flood victims

“A number of friends and relatives of Bosnian colleagues were affected by the bad flood in the Balkans this summer. The region is poor anyway, and now the people there no longer had anything. We simply had to help,” explains Andreas Witzgmann, Head of Sales from Lebert Kempten. So the forwarding company asked its customers to make donations in kind. Other CargoLiners followed this example, so that by the end of June, Lebert was able to ship baby food and baby care products, functional clothing, blankets, sanitary items, cleaning products, mattresses, milkshakes, disposable tableware, non-perishable foodstuffs, bandaging material, water filters and much more with a total value of over 30,000 euros to Bosnia – free of charge, naturally. Recipient and distributor of the goods was the recognised aid agency “Hleb života” (“Bread of Life”).



“The willingness of many customers and other companies of the CargoLine network to help was almost overwhelming. We want to thank them with all our heart,” says Witzgmann, touched by the response.

His sincere thanks also go to all colleagues involved for their tireless commitment in the unexpectedly complex planning and organisation of the transport. For example, for security reasons Bosnia stipulates that when relief supplies are imported, their expiry date must be indicated on the packing slip, and that even drinks which require no refrigeration to remain non-perishable only be transported in cooled closed box semi-trailers, which Lebert procured at its own expense. <

CargoLine's Sustainability Report ready for download



For months their partners conducted painstaking measurements, wrote down data, trained drivers, surveyed staff members, optimised routes, installed energy-saving light bulbs and solar panels, and much more. The result is CargoLine's first Sustainability Report. In agreement with the 1992 UN Conference on Environment and Development ("Rio Conference"), it covers the areas of ecology, economy and social affairs. "When working on the Report we followed the most current guidelines of the Global Reporting Initiative (GRI), which has become internationally established as the standard for sustainability reports," says CargoLine's Chairman of the Management Board Jörn Peter Struck. "As a result, our Report is transparent and can be compared on a global scale. Moreover, it contains numerous vivid examples of how our network and its members assume their responsibility."

Curious? Write an email with "Sustainability Report" in the subject line and your contact details to info@cargo-line.de and we will send you the Report free of charge. Alternatively, the QR code below will take you to the PDF at CargoLine's homepage.

(www.cargo-line.de/sustainability).



Non-prescription aid

Recently, Balter Logistics once again invested heavily in its staff, its properties and its fleet. For example, the transport and logistics services provider expanded its existing pharmaceutical warehouse by 4,300 to 12,400 storage spaces, installed additional cameras and temperature loggers and modified its heating system. The temperature-controlled warehouse is already used by the first pharmaceutical industry customers. They avail themselves to various extents of its logistical services such as incoming goods inspection, repacking, legally mandated storage of samples and receipt of returns. Ten employees have been trained in professional warehouse management according to the GDP guidelines for the pharmaceutical industry. Three additional new pharmaceutical trailers guarantee GDP-compliant transports.

More room for contract logistics

Balter has also expanded its other logistics capacities by an additional 5,100 square metres. The



CargoLiner uses properties meeting many different requirements and with all kinds of appointments to store cardboard packaging, tools, accessories for New Year's Eve celebrations, drugstore items, packaged food as well as special sale goods for discounters, among other items. In addition, he offers matching contract logistics services in the strictly monitored facility in the Urmitz-Bahnhof industrial park of Mülheim-Kärlich. In addition it handles Europe-wide transports. <

Amm is growing with contract logistics

The forwarding agent Amm has been known for almost 50 years as a reliable logistics partner in the greater Nuremberg area and beyond. Now the company has expanded its facilities by an approximately 8,000 square metre high-bay warehouse. This allows the company to offer more container and contract logistics services. These include, for instance, the unloading of containers, interim storage, packing and picking, the construction of display racks transshipment and storage of a vast range of goods.

The forwarder handles up to 150 sea containers per day and distributes them throughout Bavaria. Altogether the more than 100 company-owned trucks transport a little over a million shipments per year. "My father handed me a company that was in excellent shape in 2006," explains Managing Director Ralf Amm, who holds a degree in business administration. "Expanding our contract logistics capacities enables us to enlarge our clientele. Plus, it makes us more independent of pure transport, which is subjected to fierce price wars." <

Berlin-Potsdam with a new team

Transporte + Logistik Theurer has reinforced the CargoLine network since September. The owner-managed company has approximately 175 employees, including twelve apprentices, at its locations in Potsdam and Lübesse. The cargo specialist with a strong focus on contract and event logistics has its own fleet, some 33,000 square metres of cross-docking and logistics space and is certified according to DIN EN ISO 9001 and 14001.

"We have found a partner in Theurer who has been firmly rooted in the greater Berlin area for almost 40 years and ideally complements our network not least with its experience in the cargo business," CargoLine's Chairman of the Management Board Jörn Peter Struck is pleased to say. www.transporte-theurer.de

Rotra continues on its green route

In April 2014, Rotra began with the construction of a 38,000 square metre terminal for container dispatch via inland vessels to



and from Rotterdam on the property next to its company grounds. Among other facilities, the Dutch CargoLine partner is going to build a filling station for liquid gas there, which can be used by trucks as well as ships. The multi-modal facility is the first of its kind in Continental Europe. The project will considerably reduce the noise level and the CO₂ emissions compared to diesel transports. This fits in well with other environmentally friendly initiatives of Rotra, such as the use of natural-gas-operated trucks, the production of solar energy for the company's own use as well as availing itself of combined transports. <

The man in the green zone

The Fritz Group from Heilbronn is a CargoLine shareholder with an outstanding reputation in the area of “green logistics”. The responsibility for this success lies in no small measure with Andreas Nohe, the company’s Environmental Management Officer.

Andreas Nohe was born in 1969 and is a graduate in environmental technology. Given the choice, he prefers to cycle to his local bakery. The car also stays in the garage during family outings with his two sons. Instead, he attaches a trailer to his pushbike and they head out into the countryside. The values and passion that the Environmental Management Officer of the Fritz Group brings to his role in the company apply equally at home.

In September 2010, he left his job with a supplier to the automobile industry and joined the family-owned company in Heilbronn. Fritz was founded in 1938 and now employs more than 600 staff on a 65,000 square metre site, of which 17,500 square metres are used for storing dangerous goods. This so-called “chemicals hall” was the first challenge Andreas Nohe, who is also the company’s Dangerous Goods and Fire Prevention Officer, faced when he joined the company. From flammable white spirit to toxic hexafluorozirconic acid, it is vital to maintain the correct storage conditions for between 200 and 250 different substances at all times.

Another of his responsibilities is to calculate the ADR points for dangerous goods before they are transported – a special ADR certificate and corresponding equipment are required by law for any substance with a score of 1,000 points or higher. The Fritz Group normally uses a software solution to perform this calculation but, occasionally, there are still some special shipments for which the score must be calculated by hand.

Root and branch improvements

Protection of the environment, employee safety and accident prevention are key aspects of company policy at Fritz, and Andreas Nohe works continuously to develop improvements in these areas. In addition, he promotes awareness of the environment among the company’s employees, who are keen to contribute ideas of their own. “It was their idea to install LED lighting in three new halls and a regulating light barrier control,” says Nohe in praise.

In 2013, the company successfully reduced its CO₂ emissions by 13 per cent compared to the previous year. A new energy-saving truck wash, individual driver training courses, route planning supported by telematics and a modern fleet of vehicles all contributed to this achievement. Naturally, the freight forwarder is also certified in accordance with the environmental standard DIN EN ISO 14001. It has also produced its own environmental report – authored by Nohe – since 2011.

Award-winning commitment

The Fritz Group’s pioneering work was most recently recognised by the DEKRA Award in the category “Environment” – a special achievement, of which Nohe is justifiably proud. The medium-sized logistics specialist was praised for the transparency of the measures it has introduced and implemented to reduce CO₂ emissions as well as for its root and branch approach to improving the environmental performance of the company. In addition, the jury highlighted the “Green Beak Project” – a homemade biotope on the company premises with a pond, nesting boxes and insect hotel.

This project is cared for and maintained by the company’s 25 apprentices, who also pass on their knowledge to the next generation of trainees. After all, understanding the ecological connections in a microcosm also helps us to see the bigger picture with greater clarity.

Andreas Nohe now aims to acquire an electric vehicle for shorter journeys on the company site. “If it works and is accepted, we will extend the concept to all the facilities operated by the Fritz Group,” explains Nohe. He also envisages extending the existing green roof areas. And he believes the suggestion of his employer, Wolfram Fritz, to test the feasibility of an LPG powered truck to be a true milestone. We look forward to finding out what other environmental plans Andreas Nohe and the Fritz Group have in store for the future. <



No pain, no gain

Employee surveys are an effective tool for gauging the mood in a company and identifying areas for optimisation. The results of the second survey in CargoLine's history are clear: those who implemented the suggestions of the first survey in 2009 were rewarded with good marks in 2014.

The participants at CargoLine's annual general meeting of franchise holders awaited item 3 on the agenda with bated breath: "Employee survey 2014: Presentation of the results". How would the findings compare to those of the first survey in 2009? What insights would managing directors and supervisors gain this time? Was there a high level of participation? And, above all, did the measures implemented by many CargoLiners after the first survey have any effect?

Little by little, the audience relaxed. Although the participation level (54.4 per cent) was slightly lower than the level in 2009 (60.6 per cent), it could still be considered representative of the workforce as a whole. Most importantly, however, the level of overall workplace satisfaction and sense of identification with CargoLine received a strong mark of 2.78, almost unchanged from the result in 2009. This figure is based on a scale ranging from 1 (top grade) to 7 (bottom grade). Moreover, most employees have a good opinion of and identify with their company.

Good results offer motivation

CargoLine also achieved a positive response in the areas of trust, identification with the aims and values of the alliance and the utility of the network, which is perceived as being extremely strong. "It is now very important that we do not rest on our laurels, but continue to work with the aim of improving our performance," says Jörn Peter Struck, Chairman of CargoLine's Management Board, cautiously expressing his satisfaction after the publication of the results.

Time to grumble

According to Jürgen Schultz-Gambard, co-founder of the HR consulting company Cubia and Emeritus Professor of Economic and Organisational Psychology at the Ludwig Maximilian University in Munich, the fact that certain aspects of the study such as pay, workload or stress

or the existence of "team ethics" did not achieve such good marks as in 2009 is not a major cause for concern. "The reasons for this may well be found in the fact that 2009 was a year of crisis or that the employees' expectations are higher now than in 2009. But that does not necessarily mean things are worse. Naturally, CargoLiners must ask why this is so in order to ideally nip any possible dissatisfaction in the bud. However, critical judgements are almost always tantamount to scope for improvement. Hence every CargoLine partner is well-advised to seize this opportunity, as better marks were received in those companies where consistent follow-up processes took place after the last employee survey."

The continuing high level of acceptance of employee surveys within the CargoLine network are a good reason for optimism – 79.2 per cent of participants agree that they are useful. This is due, in large part, to the detailed presentation and discussion of the results and development of ideas for improvements after the last survey by half of the alliance's partner companies. The changes that followed were clear and tangible.

Implementing changes

"The success of an employee survey of this type depends heavily on the implementation of measures based on its findings that improve our daily performance on every level of the company," says André Biwer, Managing Partner of the Lebert Group. "So I was especially pleased that we achieved outstanding marks in precisely those areas where we invested time, organisation and money after the last survey."

For example, in 2009, Lebert defined nearly 50 measures for improvement and implemented them in a targeted manner. One of these was the introduction of a regular information bulletin in which the com-

Employee survey



pany's management informs all employees about the most important events and developments over the last month. In addition, as André Biwer proudly reports, the company was able to grant virtually all the wishes of its employees in the area of office materials and equipment soon after the survey was completed.

Communication is everything

Lebert is planning to scrutinise the findings of the latest survey equally thoroughly. "I am discussing the overall and departmental results with our managers and also assessing employees' evaluations of their supervisors in one-to-one discussions. We then intend to define the follow-up process for each individual area and talk to all our employees in workgroups in order to give and receive feedback. Once again, we expect to identify potential scope for improvement and gather suggestions for specific measures to be implemented."

Nellen & Quack in Mönchengladbach has enjoyed a similarly positive experience. "We reported the results of both the most recent survey and the 2009 survey throughout the company. Our employees are also allowed to present their problems and wishes at regular meetings, our so-called 'jours-fixe', which take place on all levels of our industrial and commercial areas," says Managing Director Anita Breit, explaining the company's strategy.

Graßl, based in the town of Plattling in Lower Bavaria, learned similar lessons from the 2009 and 2014 surveys. "Information was not flowing effectively through the company so we started holding regular meetings with leading employees. We also founded a circle of department managers. This meets every six weeks outside the company, premises and provides an opportunity to exchange information about the various departments or projects in progress," explains Philipp Graßl, Junior

Director. "In addition, we are planning a strategy weekend for the management this year under external leadership."

Colleagues return

In 2009, the management of MTG not only discussed the results but also spoke with employees individually and agreed performance targets. The results of the 2014 survey confirm a high level of employee satisfaction with the company – just as they do at Nellen & Quack – and show that the Mannheim-based transport and logistics specialist is on the right track when it comes to processing and responding to the results of the study. "We are also pleased that we have been able to re-employ a number of colleagues who had left our company," says Stefanie Bayer, Head of Human Resources at MTG. Philipp Graßl confirms this. "Two former employees have returned to us in the last two months alone. This happens all the time."

Poor netiquette

Despite the improvements in communication in many of the CargoLine companies since the 2009 survey, some employees complain that the tone of communication between the partner companies has become less courteous. "One of the weaknesses of digital communication is that misunderstandings can arise quickly, which lead to a negative atmosphere. For all the strengths and advantages of these new technologies, this continues to be a problem," says a concerned Tanja Wilhelm, Managing Director of Sander Spedition in Rostock.

Consequently, CargoLine is already preparing a number of intercompany events to highlight the crucial nature of etiquette in digital communication. As Philipp Graßl points out, it is also important to maintain bilateral friendships on all levels. The CargoLine football tournament (see page 14) and intercompany events such as >

“Fit for CargoLine”, which is attended twice a year by employees from all departments and levels of the alliance, offer good opportunities to do this.

Not all employees are equal

Interestingly, there appears to be a clear difference between the satisfaction levels of commercial and industrial employees. According to the survey, Sander in Rostock is one of the CargoLiners that has a very high level of employee satisfaction. And yet, the results of the 2014 survey were more negative among its industrial personnel than they were in 2009. “We have to take a hard look at ourselves and admit that we did not succeed in carrying these employees with us,” says Tanja Wilhelm. “We want to change this, which is why we have already modified our management structure. As a consequence, we will offer greater support for our industrial employees and seek to deploy them in the areas or positions for which they are best suited and qualified. Furthermore, during the upcoming annual performance reviews, we will again ask all our colleagues whether the changes and adjustments we have introduced have achieved the desired effect.” On the other hand, the number of positive responses to the question regarding personal development at Sander was greater than in 2009. Tanja Wilhelm attributes this to the success of the CargoLine Academy, which “works continuously to develop a programme that is always attractive, even to long-serving employees. We have noticed a growing interest in these events among our workforce.”

Improved questionnaires

The survey will be optimised and conducted again by 2018 at the latest. The alliance is currently discussing whether to produce separate questionnaires for the commercial and industrial areas of its members’ companies in order to take better account of their different needs, workplace realities and routines. However, before this can happen, all the companies in the alliance will have to discuss the results in detail and implement adequate measures. In particular, the shortage of qualified professional staff in the sector means that the importance of the survey as a means of building loyalty among employees should not be underestimated. <

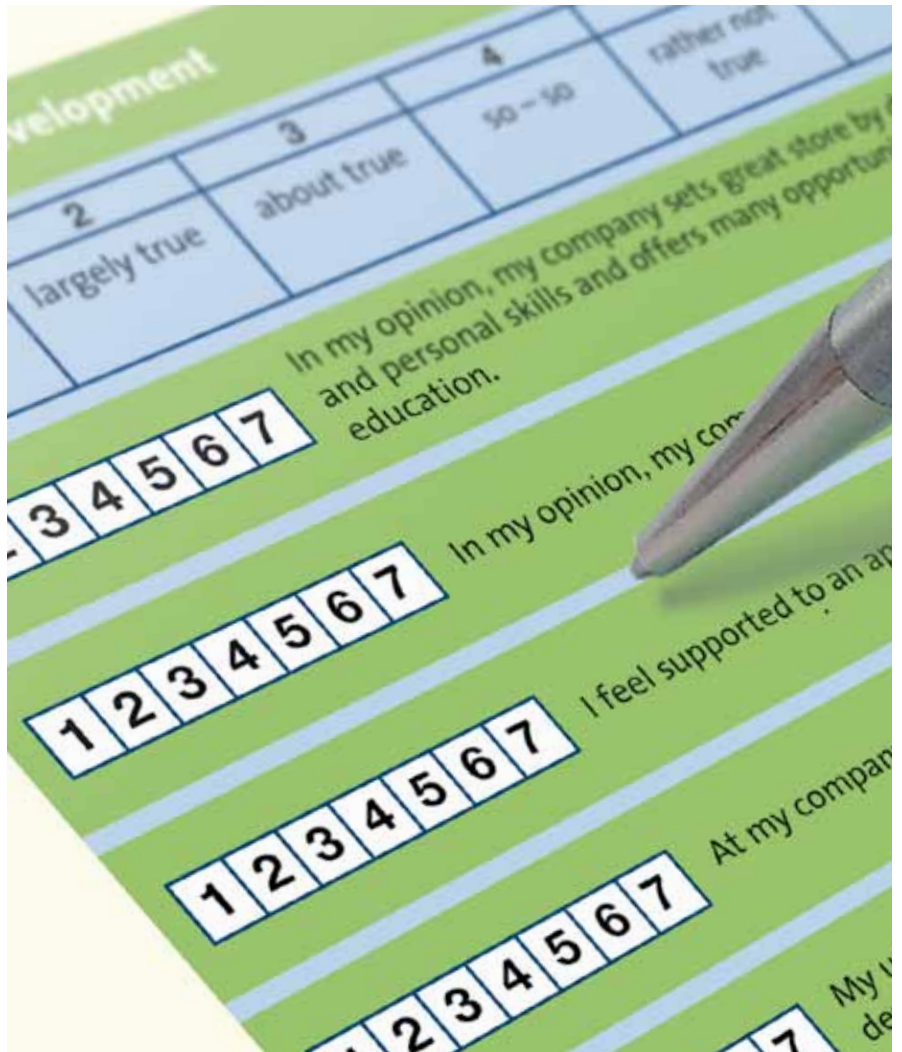
“About the employee survey”

At the beginning of 2014, for the first time since 2009 and the second time altogether, all the employees of every CargoLine partner company were invited to evaluate the general working conditions in their company, their roles and responsibilities, compensation, personal development, the performance of their superiors, the climate and corporate culture, workflows and processes as well as communication and flows of information. They were also asked to assess the quality of the cooperation between their company and other CargoLine partner companies as well as with system headquarters. The survey aimed to highlight changes that have taken place since the last employee survey in 2009. It was also an opportunity for new employees to offer praise and criticism with the goals of increasing the level of satisfaction within the partner companies and strengthening cooperation within the alliance as a whole.

Anonymity guaranteed

To protect the anonymity of the participants and guarantee data security, every employee received an eight-digit transaction number (TAN). This was drawn at random, could only be used once and was required to answer the 171 questions either online or using a printed survey form. Where these existed, the advisory boards of the partner companies were included in the preparations.

The report was produced for all franchise holders as a detailed evaluation for each company and a summary report for the management. This enabled each company to compare its results to those of the other CargoLiners. The survey was prepared, conducted and evaluated by Cubia AG in Constance under the aegis of the company’s co-founder Roman Diederich and Rainer Ulbricht, Senior Consultant. Professor Jürgen Schultz-Gambard, co-founder of Cubia and Emeritus Professor of Economic and Organisational Psychology at the Ludwig Maximilian University in Munich, was responsible for the production of the survey, in-depth analysis and the presentation of its results.



Climb aboard the European Express!

On 1 October 2014, CargoLine added three new premium products to its existing range of services for standardised deliveries within Europe: NightLineEurope Priority, NightLineEurope Fix and NightLineEurope Receipt. The alliance now offers a total of five services that focus on the needs of the international market.



“Around 90 per cent of our European deliveries are handled via the NightLineEurope product,” explains Bernd Höppner, Managing Director of CargoLine. Conclusion: the majority of customers want a standardised delivery service, which runs according to the table of standard transit times (up to 96 hours) of the freight forwarding network.

In 2009, CargoLine introduced “NightLineEurope NextDay” for customers with more urgent delivery deadlines. This premium service guarantees deliveries of general cargo within 24 hours to recipients in certain European postcode areas. “We have now expanded these areas to include parts of Slovenia, postcode areas 4 and 5 in Sweden and postcode area 4 in Poland. We have also increased the maximum consignment weight from 800 to 1,000 kg,” explains Höppner. “This service combines the advantages of CargoLine’s dense network of scheduled services with special onward deliveries by a sprinter or van from the specified receiving depot. This enables us to be even more flexible yet still offer the product at an attractive price,” he says, revealing the secret behind this superfast service.

Punctual deliveries you can depend upon

On 1 October this year, CargoLine launched three new tailor-made products for international deliveries. The first of these is “NightLineEurope Priority”, which offers prioritised delivery of goods to every corner of Europe. “While deliveries with NightLineEurope can occasionally be delayed by unexpected events, the NightLineEurope Priority service gives customers a commitment that their goods will be delivered within the specified standard transit time,” explains Höppner.

The second member of the new triumvirate is “NightLineEurope Fix” for standardised deliveries within Europe on a specified working day. This service is ideal for goods that have to be delivered to their destination “just in

time”, e.g. construction materials or components for the automobile industry. The total delivery time depends on the specified standard transit times in the destination country as well as on the storage period for the goods, which must not exceed five days.

“All these products – NightLineEurope NextDay, Priority or Fix – are ideal for shipments with specific deadline requirements and enable our customers to intensify or even expand their contacts with European customers,” says Höppner.

Signed and recorded

To point out the special status of the scheduled goods, specific labels are used for dispatch and a special text key for data transfer. This is also essential for national premium services. Naturally, the new products enable customers to follow the current status of their shipments in real time with track & trace using Cepra 3.0.

Cepra is also at the heart of CargoLine’s third new premium product “NightLineEurope Receipt”. Here, the customer signs a delivery note receipt once the goods have been delivered and the driver then enters the data into Cepra 3.0 so that the signed receipt is quickly available to both the consignor and customer.

By the way, NightLineEurope Receipt can be combined with all CargoLine’s international products and – like all these other innovations – is available throughout the seamless European CargoLine network. “We are rather proud of this achievement,” admits Bernd Höppner. “After all, every one of our partners in roundabout 30 European countries has undertaken to implement and comply with the requirements associated with these new products.” <



Commitment to the future

Bursped, the freight forwarder based in eastern Hamburg, has always believed it to be important to offer opportunities to young people. For a number of years, the company has been working together with “Billenetz” – a project for lifelong learning, which focuses primarily on young people with immigrant backgrounds. It is also an investment in the next generation of the company’s workforce.

The source of the Bille, a 65 km long tributary of the River Elbe, lies in an idyllic setting in the moors around Linau. It meanders gently through the state of Schleswig-Holstein into the Hamburg districts of Billstedt, Billbrook, Horn, Hamm and Rothenburgsort. Here, however, the setting becomes less idyllic. At the end of 2010, the Statistical Office for Hamburg identified these areas as those with the highest proportion of persons with immigrant backgrounds in the region. In Billbrook, migrants and their families account for around 70 per cent of the population, of which over 90 per cent are under 18.

In 2002, more than 60 dedicated partners joined forces to set up a “learning region” in the districts of Hamburg along the Bille. The name “Billenetz” not only incorporates the name of the river but also abbreviations for “Bildung” (education) and “Lernen” (learning). The network brings together schools, social institutions, companies, employers, cultural centres, initiatives and associations. In October 2003, the organisation published the first “atlas of apprenticeships in eastern Hamburg”, which is distributed annually free of charge to inform young people about the work experience placements and apprenticeships available in these districts. Around 220 companies now participate in this publication offering over 1,000 positions in 208 professions. The freight forwarder Bursped has been participating in this forum since 2006. On the one hand it wishes to attract promising young potential employees from the region, but it also aims to offer disadvantaged young people the opportunity of a professional future.

The first step: work experience placements

Gunnar Hänselmann, Quality and Environmental Management Officer at Bursped, attended one of the network’s information evenings for the first time in 2006. He was immediately impressed by the approach. Ever since, the CargoLine partner has been offering work experience opportunities for between four and six school pupils every year – with

the prospect of taking up an apprenticeship after leaving school, e.g. as a specialist in warehouse logistics.

The company also trains professional drivers and qualifies young people for professions in the commercial area of a freight forwarding and logistics service provider. Bursped considers it a duty to provide employment for its apprentices once they have successfully completed their courses. “We don’t train young people in order to put them out on the streets. We train them to work in our company and to offer them a future,” emphasises Hänselmann.

People are the most important asset

The medium-sized, owner-operated freight forwarder invests heavily in its most important asset: its employees and their logistics know-how. So naturally, Bursped offers its employees professional development opportunities such as in-house training courses, workshops, foreign language courses and e-learning as well as external courses run by the CargoLine Academy at its training centre in Fulda.

Work experience placements and apprenticeships with Bursped are highly sought after. The company receives 30 to 40 applications for between ten and twelve vacancies for new apprentices each year. Three or four of these are regularly the result of contacts through Billenetz. “We have a special relationship with everyone who lives in our region – whatever their background,” says Hänselmann. The warehouse and administration department teams currently include young people from Kazakhstan, Belarus, Turkey and Poland who have made their new home on the banks of the Bille. Bursped’s commitment to social issues also makes a positive contribution to achieving a key aim of the CargoLine alliance – building sustainable businesses. However, its primary goal is to offer young people the prospect of building themselves a successful future. <



The click with a kick

Have you ever had to take an extra day's holiday to receive a package or ask retired neighbours to do so on your behalf? The new delivery options for private customers from CargoLine finally put an end to these inconveniences. Moreover, they make life easier for online retailers and give them a competitive advantage.



Once again, the German E-Commerce and Distance Selling Trade Association (BVH) is forecasting substantial growth rates in the e-business sector this year. This is primarily due to online sales of furniture as well as white and brown goods. However, consignments of this size are usually too bulky for traditional parcel services. A freight forwarder is required – and sometimes a team of two men to handle the heavy package or other additional services. But, above all, customers value one thing: coordinated, plannable delivery times, which ideally fit in with their working hours.

Text messages replace the busy signal

Since October, CargoLine has offered a number of solutions to meet the special needs of private customers. For example, one day after the customer has placed his order, he is sent a text message or email by the responsible CargoLine partner. This informs him when he can expect to receive the delivery: either on the following day between 8.00 and 13.00 or between 13.00 and 17.00, depending on the postcode. This enables the customer to make preparations for receiving the delivery. Alternatively, he can phone up the freight forwarder to agree a different delivery time. Automated notification by text message or email is much faster than by telephone. Online retailers also benefit as faster deliveries generally mean fewer returns as there is not enough time to look elsewhere, purchase the product for less and cancel the order. What's more, fast delivery times contribute largely to customer satisfaction and customer loyalty.

Delivery options at the click of a mouse

CargoLine's new, specially programmed notification tool can be integrated into the shop software of an online retailer and even takes the process a stage further. It offers the buyer the following options for delivery on the second day during or after completing the purchase: in the morning between 8.00 and 13.00, in the afternoon between 13.00

and 17.00, or in the evening between 17.00 and 22.00. If delivery on the second day after purchase is not convenient, the customer can use the tool to arrange a new delivery time.

Extra service

In addition, customers can use the shopping solution to book the option "ServiceLine 1 – delivery by one man". Not only is this very convenient for the customer – it can also be reflected in good ratings for the retailer and thus provide a competitive advantage. After all, the quality of the delivery service is frequently a consideration of Internet users when they rate an online store. The additional services "ServiceLine 2 – delivery by two men", "Delivery by 8.00" and "Saturday delivery" are currently in planning.

From freight forwarder to fulfilment service provider

CargoLine partner Wackler in Göppingen has gone further yet. In September 2013, the company acquired a 51 per cent stake in its customer Elektro-Plus. This platform currently offers more than 28,000 branded products ranging from electric toothbrushes and espresso machines to compressors and freezers. The freight forwarder already had over eight years of experience beforehand in handling every aspect of the e-shop's logistics, including order picking, shipping, inspection of incoming goods, reprocessing and adding back returned goods to the stock.



In addition, Wackler offers non-logistics customers support in selling their products online and setting up their own e-shops. Among other things, this option includes a payment and order processing system. In addition, the Göppingen-based transport and logistics service provider offers the full range of graphics and IT services. This makes it very simple for conventional retailers to create an online shop and respond to competition from pure Internet shops. <

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

► o....

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