

# CargoTime

2/2015 The customer magazine of  CargoLine

**IMPROVED SYNERGIES**

## The effect of e-commerce on logistics procedures

**Janine Schamberger**

How a woman stands her ground  
in a man's world

**Un, deux, trois**

How CargoLine covers the whole of  
France with three new partners

**Structured for success**

How the alliance turns ideas  
into results



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Dear readers,

*It's so simple: ordering a new CD or book takes just a few clicks. But the time when online shopping was limited to products of a manageable size has long passed. Bikes, sofas, washing machines – nowadays anything can be ordered on the Internet. But how do large and bulky goods actually get to the consumers? And what are their expectations when it comes to their digital purchase? "Focus" (page 6) explores questions like this. Moreover, we present Prof. Ingmar Ickerott's assessments of B2C as well as our own pertinent experiences in this area. After all, shipments to end consumers now amount to about 12 per cent at Cargoline. We handle them on the basis of an innovative concept in which reliability is of primary importance.*

*Incidentally: without said reliability, nothing would work in the B2B field either. CargoLiners Kissel and the Fritz Group are aware of that, too. They transport candles and products for do-it-yourselfers and craftspeople that must reach the customers on time. More about this is revealed on pages 10 to 13.*

*In addition, this issue offers you the opportunity to meet two colleagues: Janine Schamberger from Spedition Schäflein, who is asserting herself as the youngest cross-docking warehouse manager in our cargo network, and Waldemar Fast, who at the age of 63, still regularly coaches children and adolescents in wrestling. This is a matter of honour for the former pro and his employer, John Spedition.*

*Pages 18/19 and 20/21 focus on strategic matters. Here you can find out who our new partners in France are and why strict rules of operation are not necessarily a contradiction to creativity.*

*I wish you interesting reading and – as always – hope you enjoy this issue!*



Jörn Peter Struck  
Chairman of the Management Board



CARGOTIME

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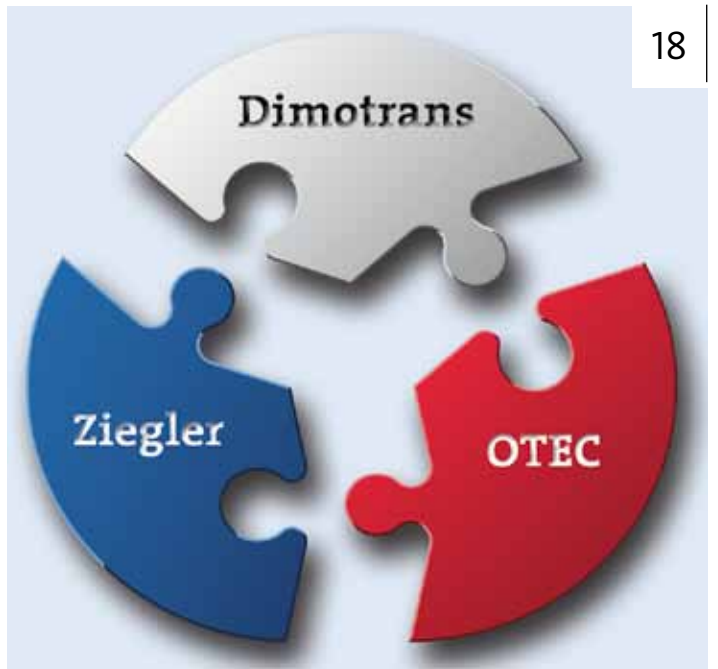




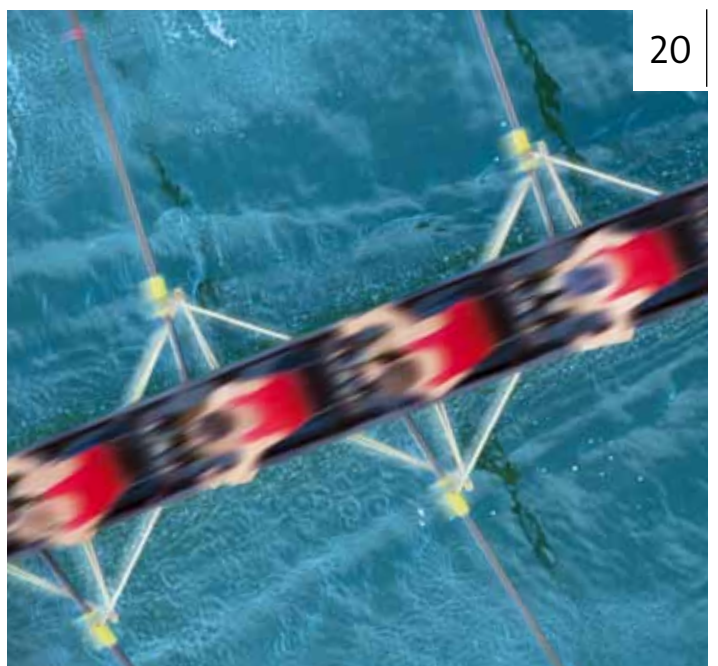
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# B2C requires new logistics concepts

**New technologies and the shopping habits of “Generation Y” are fundamentally transforming the retail sector. They are also creating major challenges for the logistics processes at the heart of e-commerce.**

**A**n estimated 516,000 online shops are competing for customers in Germany alone. So far, these have focused primarily on clothing, books, office and household items as well as consumer electronics and electrical goods. However, a growing number of DIY centres and retail companies also use the Internet as a sales channel for their bulkier products. In Germany, the growth rate in this sector has been in the double digits for a number of years and the trend – according to forecasts – is set to continue. Around 51 million people currently do approx. 10 per cent of their shopping online and spend on average 530 euros per year.

Online shops no longer simply sell shoes: they offer intelligent shopping assistants that not only measure your feet but also simulate the fit and appearance on your computer screen. And if you want to buy a jacket to match those trousers, you can now virtually “try it on” and see what it looks like in a digital mirror. Digital technology is playing an ever greater role in the marketplace. Multi-channel is the new watchword. While high-street retailers are moving onto the Internet with their shops and apps, online retailers are experimenting with city-centre stores. These outlets are joined by new web platforms that offer local retailers an opportunity to sell their products.

## Shop whenever and wherever you want

More sophisticated technological features are just one of the factors driving the expansion of e-commerce. Another is the demographic known as “Generation Y”. People born in Germany in the 1980s are radically different from the previous “affluent generation”. Studies suggest that the primary reason for this is that, unlike previous generations, these young people have little or no hope of an unbroken professional career. They are expected to offer a high degree of flexibility but live with the constant risk of failure. It forces them to highlight the aspects of their personalities and abilities that make them stand out in order to be successful in both their professional and private lives.

This trend towards individualisation is also at the heart of changes in consumer and shopping habits. Stress, the pressure to perform and a packed programme of leisure activities – Generation Y has less and less time to go shopping. Or at least, the time slots are restricted. When they find the time, they expect to find customised products and services and even emotional sales environments. And there are other factors at work: as consumers they now know more about the products they like, can inform themselves in advance and find local retailers in an instant using their smartphones. >



For younger people, the boundaries between sales channels have become blurred. In the morning, they send their shopping list to their local supermarket and pick up the goods on their way home from work. Or they order a new sofa by smartphone for delivery the next day at 8 p.m. Late at night, they might download a new book onto their e-reader from an online bookstore. On a Saturday, they may browse through small shops in the town centre before finding and buying the products they saw and liked online – but at a lower price. They shop anytime and anywhere – preferably with delivery to their own front door.

### The dark side

Although shopping in this way may be very convenient, it puts an enormous strain on online retailers and, above all, parcel services. It is also a daunting challenge for freight forwarders. According to one study by the University of Bamberg, online shoppers return at least 144 million deliveries every year. Processing each of these returns costs the seller an average of 15 euros per delivery. This pushes up costs dramatically. Moreover, shipping each parcel generates around 500 g of CO<sub>2</sub> emissions. The Bamberg researchers applied this figure to all the returns in Germany and calculated that they resulted in a total of 143,000 tonnes of CO<sub>2</sub> emissions in 2012. This corresponds to the total CO<sub>2</sub> emissions of more than 12,000 German citizens over a whole year. And it stands in stark contrast to the frequently stated need for a “greener” logistics sector.

### Reliability is everything

The consequences of changing shopping habits are now also affecting traditional general cargo freight forwarders whose core business is actually in the B2B sector. A growing number of suppliers are selling heavy and bulky goods, e.g. refrigerators, washing machines, garden furniture, car tyres, roof carriers or fitness equipment, through their online shops. General cargo freight forwarders are increasingly delivering to end consumers on behalf of these companies. At CargoLine, these goods that are too heavy or bulky to be handled by parcel services represent 12 per cent of all shipments already.

Many of these end customers wish to be kept up-to-date on the status of their shipment just as they would by a parcel courier. They expect delivery at an agreed time – and, of course, they expect reliability. Meeting these expectations has a significant impact on customers’ satisfaction with their overall shopping experience. For the seller, rating points are at stake. The high level of market transparency and the ease of changing suppliers mean that logistics are an important factor in the success of Internet retailers.

“Reliability is the most important requirement for transport and logistics companies in the e-commerce sector,” says Jörn Peter Struck, Chairman of the Management Board of CargoLine. “However, we are already familiar with the expectations of retailers and their customers from our traditional clients in the general cargo business.” Increasingly, these customers are asking CargoLine partners to deliver their products to end customers. CargoLine’s solution in this new business area is called “B2CLine”. This notifies private customers of their ship-

ment’s delivery date and time by SMS or email. They have a choice of accepting the suggested time slot or agreeing a new one – evening deliveries are also possible. There is no longer any need to depend on neighbours being at home or take a day off work to receive a delivery at some unspecified time. Instead, within reasonable limits, the time of delivery is determined by the availability of the recipient. For CargoLine partners, this has the advantage that they can schedule shipments to end customers more efficiently and utilise vehicle capacity more effectively. It is a successful model, which the alliance is already using to cut transit times, reduce handling and ease the burden on the environment.

### New challenges for logistics

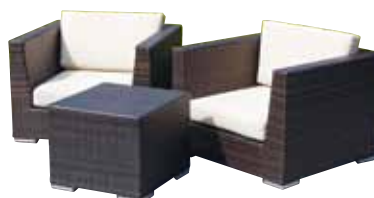
However, handling the logistics of private shipments is much more complex than traditional general cargo. After all, these consignments require individual treatment, exact notification and possibly repeat delivery runs if the recipient – despite being given prior notice – is not at home. “The art is to link private orders via the freight forwarder’s business customers with existing processes in B2B transportation or integrate them into existing standard processes,” Struck describes the CargoLine approach.

Yet even more challenges await participants in this sector. For example, it is crucial to operate smaller vehicles that deliver goods over the last few kilometres to city-centre locations or maintain partnerships with operators who provide these services. Furthermore, it is vital to be able to offer additional services, such as delivering a large mattress to a third floor apartment, unpacking it and taking away the packaging materials. CargoLine is already able to satisfy requirements of this kind. In the future, the alliance is also considering further services such as connecting washing machines or installing televisions and programming the channels.

On the other hand, these special services are associated with additional work and costs. Buyers who are accustomed to the “everything is free” mentality of the Internet are not always prepared to pay the extra charges. Nevertheless: more than half of German online shoppers are prepared to accept higher costs or slower delivery in order to protect the environment.<sup>1</sup>

Ideally, the partnership between the online retailing customer and the freight forwarder should not begin only when the shipment order is placed. The service provider should have the opportunity to analyse the requirements of the online retailer and its customers in order to determine the services they require, compare these with the services it can provide and offer transport solutions that are both attractive and realistic. Naturally, individual consulting services and logistics support are a core element of CargoLine’s products, especially when a company wants to use Internet retailing as a supplementary business area. These services enable CargoLine to design a well-rounded offer from the outset, including end customer delivery services and an intelligent logistics process.

<sup>1</sup> “Logistics in online retailing. Online retailing continues to go from strength to strength.” BearingPoint (2014)





# Logistics in the age of e-commerce

Prof. Ingmar Ickerott lectures in logistics management at the University of Osnabrück. His presentation at last year's "CargoLine Contract Logistics Day" was entitled "Logistics in the age of e-commerce". We wanted to find out more.



## Prof. Ickerott, what are the real driving forces behind e-commerce?

Mobile devices – more than anything else. They are the key element that underpin e-commerce. You can use them to order anything you like, wherever and whenever you like. Intelligent shopping assistants are also adding impetus to technological developments in the sector. For example, I can use virtual reality to simulate a new piece of furniture in my living room. Enormous changes are taking place in technology. Companies are also collecting vast quantities of data and information about shoppers in order to create and serve customer profiles more or less effectively. The new technological possibilities are hugely attractive to members of "Generation Y", who do not always take particular care of their personal data.

## E-commerce has finally arrived in the general cargo sector ...

Of course – because customers can also find and order bulky items for houses, gardens, cars etc. using the Internet. These items are not the domain of parcel services but private end customers are not the traditional clientele of freight forwarders.

## What are the consequences for general cargo freight forwarders?

On the one hand, they will find it easy because they know – and have always embraced – the wishes of their B2B customers. However, general freight forwarders will have difficulties in the area of e-commerce because the online retail market will be highly differentiated. High-tech devices have to be transported differently from products you would buy in a DIY store. Consequently, logistics service providers will have to offer specialist services in specific segments and sectors or for selected customers.

## And on the other hand?

They will find it difficult because the needs of private end customers differ from those of traditional general cargo clients. The tried and trusted standardised processes are not capable of fulfilling these needs. They must be adapted. There are many practical examples of this: private end customers prefer goods to be delivered to their homes punctually at an agreed time of day – possibly even on the day the order was placed, in the evening or at the weekend. The final few kilometres in the city centre are also a challenge for freight forwarders. Companies require new vehicles or alliances with appropriate partners and decentralised warehouses in major conurbations for goods that are in high demand. In rural areas, the collection model will probably prevail as this does not depend on the customer being at home to accept delivery.



Professor doctor Ickerott from Osnabrück university

## Can a medium-sized logistics company provide this level of service?

Certainly not in isolation. A network is absolutely essential. Working with selected partners and sharing the load enables companies to finance the substantial investments required to enter this sector more easily and accelerate the necessary development processes. It spreads the investments and risks and everyone profits from the experience and results of the other partners.

## What do you see as the most important tasks for freight forwarders?

They must develop their strategies and set priorities based on the structure and requirements of their customers – this applies to the alliance as a whole and to every partner company. Investments in hard- and software are paramount and will extend well beyond the previous core business of logistics. But freight forwarding companies also need clever people who represent the new generation and really understand the area of e-commerce. <

# Candles for all tastes

**Many candles are designed so beautifully that they seem much too precious to light. Yet they can create a festive or cosy atmosphere – their light is the epitome of a romantic atmosphere. In Germany, Richard Wenzel GmbH & Co. KG is one of the largest manufacturers of candles, and the CargoLine partner Kissel delivers them to retailers.**

Whether pillar, straight, log fire, ball, taper, floating, outdoor or tea candle, whether for specific occasions such as Easter (egg-shaped), summer (deceptively genuine-looking “marshmallows” and “apples”), Halloween (in orange with inserted fake spider or black with a skull), the pre-Christmas season (with baking recipes, cuff crochet pattern or snowball-shaped) or New Year’s Day (with good wishes): Richard Wenzel GmbH & Co. KG – Wenzel Kerzen in short – is known for its broad portfolio, its fresh ideas and high-quality products. The wedding of Gary Barlow, the singer of the pop band Take That, included more than 1,000 straight Wenzel candles in white and red.

## Picking up trends

“Seventy-five per cent of the candles we sell are still in the classic colours red, cream or white. To make sure we know which additional shapes and colours we should offer over the next 12 months, we have a booth at the Christmasworld trade fair in Frankfurt. There we get a lot of feedback from existing and prospective clients. Moreover we and/or a designer who works for us attend trade fairs such as Formland in Denmark or Maison & Objet in Paris, where interior design trends are established,” explains Jürgen Jaksch, a member of the Management Board and great-grandson of the company’s founder, Adrian Wenzel.

Afterwards, eight to ten staff members discuss these latest colour and decoration trends with the designer and “translate” them into Wenzel products. This results in 300 to 400 ideas, of which ultimately 10 to 15 end up complementing the company’s existing extensive inventory.

In addition, the company creates individual candle collections in collaboration with its customers and partners. Some of them – including home accessories providers, specialist gardening stores and distributors – also employ their own trend scouts. Several times a year they design entire decoration worlds on paper, so-called “moodbooks”, which serve as guidelines for future portfolios.



„Who invented it?“ – In case of the <sup>®</sup>safe candle that extinguishes itself, Wenzel Kerzen from Aschaffenburg was quicker than the Swiss

## Made in Germany

The candle market is fiercely competitive, therefore companies need to find USPs, according to Jaksch. “Our comprehensive portfolio offers every buyer a customised programme. To supplement this, we can put our customers’ own designs on the candles, label them with their company name, shrink-wrap them and apply clear price labels.” About 80 staff members in logistics / packaging / order picking – 40 per cent of the total staff – are allocated to this task.

Due to these complex options, the manufacturer cannot produce in advance. Therefore the company manufactures its goods almost exclusively in response to orders placed – and 100 per cent of its production is in Germany. “What we would be able to save in personnel costs by outsourcing production to Poland or the Czech Republic would have to be spent in more complex coordination and logistics,” explains Jaksch.

## Danger foreseen – danger averted

Another USP is quality. For example, the family enterprise was a founding member of the Gütevereinigung Kerzen, an association committed to the quality of candles. Its DEKRA-tested “RAL quality seal for candles” gives consumers the assurance that they are acquiring high-quality products that do not endanger their health and which even meet the American FDA food standard.

Wenzel even had his invention of the <sup>®</sup>safe candle patented. It is a candle which can be used anywhere. Thanks to its unique wick holder it extinguishes by itself. Moreover, the burning wick cannot tip over or slip through on wreaths even without a holder. “According to a study by the German Insurance Association (Gesamtverband der Deutschen Versicherungswirtschaft), the number of fires during the pre-Christmas season has declined continuously and considerably since 2007. This corresponds with the launch of our <sup>®</sup>safe candle,” Jaksch explains proudly. The system has proven so successful that Wenzel recently issued two licences for it.



### Stronger together

Just as the company has grown over the years along with its customers, so Kissel Spedition, the carrier in Stockstadt am Main, has evolved along with the candle manufacturer since the 1970s. It handles all transports within Germany as well as deliveries to various customers abroad. Kissel's flexibility is particularly attractive: "When the weather is very hot, we can load goods only late at night so the candles don't suffer. Therefore Kissel schedules its trucks in a way which ensures that the goods can be picked up at our two locations in Aschaffenburg at night and still be delivered on time the next morning," Jaksch is pleased to say.

Thanks to Kissel, the candle manufacturer also responds quickly to special rush requests: "It can happen that a customer urgently needs fresh supplies, for example during the pre-Christmas season. Then our machines run at full steam to produce the order by 10 p.m. Kissel picks it up the same evening and delivers it reliably overnight."

### A promise is a promise

Jaksch moreover appreciates the fast communication paths with the forwarding company: "You have the same contact persons and you know the other's

abilities and needs. When you have products that are as sensitive as ours, it is extremely important that they are treated carefully and arrive safely. In that respect we feel very well taken care of by Kissel." This is critically important for Wenzel Kerzen: "When we talk to customers, you typically have two owner families communicating with each other directly. In this situation, promises are made without ifs, ands or buts, also with regard to logistics."

Jürgen Jaksch is waiting somewhat impatiently for Kissel to break ground for its planned new facilities in neighbouring Mainaschaff: "To keep evolving, we must face the question of how we can meet the growing logistical demands of our customers. More and more often, they want short-term deliveries and have special requests which we cannot handle indefinitely on our available space. When Kissel is in our direct vicinity from 2017 at the latest, we can think about outsourcing order picking to the forwarding company." <

> **Interesting facts about candles and tips for burning them properly are available at <http://kerzen-wenzel.de/en/tips.php>**

### Wenzel Kerzen

... has produced high-quality candles in Aschaffenburg since 1899. The company, which is owner-managed in the fourth generation, offers a comprehensive selection of different sizes and colours plus design candles in line with current colour and decoration trends. A total of 200 staff members, of whom 100 work in production, processed about 9,000 tonnes of raw material in 2014. Wenzel Kerzen produces up to one million candles a week and up to three million tea lights in its modern plant, some of whose machinery the company helped develop. Eight staff members are currently undergoing professional training as wax candle makers and designers. [www.wenzel-kerzen.de](http://www.wenzel-kerzen.de)



### Kissel Spedition

... was founded by Edwin Kissel in 1979. Today the company has 176 employees and uses 35 of its long-distance trailers and 150 swap trailers. In addition, it employs 25 subcontractors with 55 vehicles. The transport and logistics services provider handles approximately 1,100 outgoing and 950 incoming shipments. Logistics commissions, including for a renowned chain store for home accessories and room scents, complete the business. Kissel was accepted into the circle of CargoLine shareholders on 1 July 2015. [www.kissel-spedition.de](http://www.kissel-spedition.de)



# Products to set the handyman's (or handywoman's) heart racing

**Shoppers in the do-it-yourself segment are also moving to the Internet in greater numbers. One machine and tool manufacturer, which has already responded to this trend, is Güde from Wolpertshausen in the Swabia region of Germany. Assistance with freight forwarding is being provided by the Fritz Group, which is based in Heilbronn.**

**A**utumn is a busy time for gardeners everywhere. Amateurs and professionals alike are pruning trees and hedges, scarifying their lawns one last time, sawing and splitting firewood, harvesting apples and turning them into juice, must and cider. The list of jobs goes on and on. And because morning and evening temperatures can already be quite fresh, a pellet-fired stove is a perfect source of warmth.

Countless garden tools and power tools for these tasks are delivered in the RAL 5015 blue livery that is the trademark of Güde. The company based in Wolpertshausen near Schwäbisch-Hall offers a very extensive range of machines and tools for homes, gardens, workshops and construction sites. It is one of the top 10 companies in the sector. The target groups are professionals and, above all, DIY enthusiasts.

## Innovations from Germany

The name Güde refers to Günther Denner who founded the company approximately 35 years ago. Nowadays his nephew Ulrich Abendschein holds 50 per cent of the company. Soon his business grew so large that he was able to place orders for products of his own in Asia and import them directly. These were manufactured in accordance with Güde's quality and product standards. "But we generate most of our ideas in-house and have a pretty good record on innovation," says Helmut Arnold, CEO of Güde.

He also sees the company as an innovator in terms of pricing. "Our products are around 20 per cent cheaper than those of the A-list brands. We can afford to do this because we adapt the components to the needs of our customers: For example, an amateur gardener does not need an electric hedge trimmer designed for 1,000 working hours and costing 600 euros. A tool for 500 working hours at a price of roughly 150 euros is perfectly adequate. He will be able to trim his hedge with it quite happily for the rest of his life," laughs Arnold amiably.

## Speed and quality

The company's products find willing buyers in DIY centres, specialist retailers, discounters and, increasingly, in online shops. This has changed the shipping structure. While products were once shipped to retailers by the pallet, retailers themselves are now requesting that Güde dispatches an ever greater proportion of their sales directly to the end consumer. This is why Güde operates a 30,000 square metre area that always maintains a large stock of over 2,000 different items. "It allows us to process incoming orders immediately – regardless of whether it is for a handy rotary hammer drill or a 200 kg log splitter. We can respond extremely quickly, especially to mixed orders, which currently account for around 80 percent of our business," explains Arnold proudly.

Many products are assembled in-house before being dispatched. In addition, trained specialists inspect every item in accordance with strict quality criteria. Some logistics staff, around a quarter of the total, are responsible for checking that the shipment is loaded and organised correctly.

## Customer-friendly delivery

End customers, in particular, now expect to receive their goods so quickly that choosing the right freight forwarder is absolutely critical to success. "We used to have three to five days from the customer placing the order to receiving the delivery. Today, we often have only 48 hours and certainly no more than 72 hours. And the products still have to arrive punctually and in good condition," sighs Arnold. There is a further challenge: it is difficult for Güde to plan its transport capacity requirements in advance – usually it can inform the freight forwarder of the number of trucks and swap bodies it will require just one day beforehand. For the past nine months, Güde's sole director has therefore put his trust in the Fritz Group as one of two service providers. "Fritz responds to our requirements at pleasingly short notice and



is very flexible because our products have to keep moving. From bulky, tall or heavy goods to disposable or exchangeable pallets – the freight forwarder can handle anything we throw at it. You can tell that Fritz has very competent staff.”

The freight forwarder from Heilbronn has yet another advantage: one year ago, it introduced the “B2CLine” product in association with the general cargo alliance CargoLine. This service is tailored specifically to the needs of Internet buyers. “B2CLine” is a notification tool that informs the customer of the scheduled delivery time of his online order by email and SMS. It suggests three possible delivery times and the receiver simply clicks the one he prefers. If he would rather receive his order at a different time, he can ask to be called back to agree an alternative time by telephone. This speeds up the delivery process and increases the number of successful deliveries at the first attempt.

#### **B2C is the decisive factor**

However, the tool delivers much more: it can be integrated into the online retailer’s shop system and even allows customers to select their preferred delivery time at the moment they place the order. Further services such as delivery to the place of use, removal of packaging etc. are also possible with the integrated notification tool (see also CargoTime 1/2015).

“Whether you are a manufacturer, retailer or freight forwarder, if you do a good job in the area of B2C,

you will be successful,” says Arnold with confidence. “At the moment, there is still room for improvement in terms of the transfer of data we require for notification. We still have to work on that. But, in general, the tool has helped us enormously in offering a premium level of service to our retailers and their customers.”

#### **Service heaven, not service hell**

Service is writ large at Güde as the statistics prove. Of the company’s 140 employees, 35 to 40 – or around one-third – work in customer support. “Our buyers used to be mostly high-street retailers who occasionally ordered a spare part by telephone or had an urgent question because the customer was standing next to him. Today, online orders account for two-thirds of our sales. Although private customers cannot buy from us directly, they still call us if they need information. This is why our customer service staff do not just work on Mondays to Fridays from 8:00 - 18:00 but also on Saturdays from 8:00 to 12:00.”

Helmut Arnold and his team can be proud of what they have built up at Güde over the past 35 years. And they are also optimistic about the future. After all, thanks to their dedication to excellent customer service, the prospects are good for further growth. <

## **Güde**

... is a supplier of machines and tools based in Wolpertshausen in the Swabia region of Germany. It has production facilities all over the world. The distinctive blue design is its trademark. Customers include retailers, DIY centres and online stores in Germany and other European countries. Over 4,000 retailing customers have placed their trust in the company and its approximately 140 employees since 1980. Last year, the company and its subsidiaries generated sales of roughly 72 million euros. [www.guede.de](http://www.guede.de)

## **Fritz Group**

... is one of the largest freight forwarding and logistics service providers in the Heilbronn region. Spedition Fritz GmbH & Co. KG offers grouped, full and partial loads. Fritz Logistik GmbH, in contrast, specialises in warehouse and contract logistics. It offers retailing and industrial customers a broad portfolio of services and an area of around 80,000 square metres, of which 15,000 square metres are licensed by the German Federal Emission Control Act. Its major clients operate in the mechanical engineering, food processing, chemical and automotive industries. The company is in the third generation of family ownership and management. It employs 600 staff and generated sales of around 73 million euros in 2014. [www.fritz-gruppe.de](http://www.fritz-gruppe.de)



## Kissel is a new shareholder

Precisely eleven years after joining the general cargo network as a franchisee, Kissel Spedition in Stockstadt am Main was accepted into the circle of Cargoline shareholders. Their number has thus increased to 16. The carrier was founded by Edwin Kissel in 1979. Today his sons Joachim, Michael, Stefan and Thomas run the company, which has 176 employees, 35 of its own long-distance trucks plus 150 swap trailers. The transport and logistics services provider handles approximately



One of three "Partners of the Year 2012" becomes a shareholder: Spedition Kissel

1,100 outgoing and 950 incoming shipments. "Since the foundation of the company we have evolved continuously. Accordingly, we wanted to have more of a say at Cargoline and a greater impact on the direction in which the network is going," Michael Kissel offers as an explanation for this step. The network certainly appreciates this: "Kissel is one of our most solid partners, with strong growth rates – especially in international business – and has demonstrated continuously good performance," comments Jörn Peter Struck, chairman of Cargoline's Management Board. <

## International Partners of the Year



From left to right: Following the awards ceremony, Andreas Goggi (Managing Director at Brigl, Italy) and the international "Cargoline Partners of the Year 2014" Thomas Werthmüller (Member of the Management Board at Interfracht, Switzerland), Machiel Roelofsen (Vice President at Durch Rotra) and Robert Breitwieser (Member of the Management Board at G. Englmayer, Austria) proudly present their trophies.

On the evening of the first day of the conference, the participants of Cargoline's European partner meeting had no mind for the sights of Barcelona. The focus of their attention was solely on the coveted "International Partner of the Year 2014" award. First place went to the Dutch transport and logistics company Rotra, second place to Interfracht from Switzerland, and third place to the Austrian partner G. Englmayer.

While originally the main emphasis in granting the award tended to be on aspects of quality and quantity, the extent to which an international Cargoline partner advances the network within Europe has now become an increasingly important factor. Rotra, for instance, excels not only because it shows the most dynamic growth of its pan-European shipments, but also because it is most widely interlinked with the other Cargoliners. On this basis the company, which is one of the most innovative in the Netherlands and which transports its cargo with outstanding environmental awareness, was able to climb from second place in the

last competition to its current top position. The runner-up, Interfracht, also moved up one place compared to the previous year. One of the decisive factors for this was the company's outstanding active involvement in the network's workshops and the exemplary way in which it handles interface scanning, on which the quality of shipment tracking depends. Apart from doing well across the board, G. Englmayer achieved top ratings with respect to shipment quantities.

### Special award

For the first time the network also handed out a special award for commitment. It was given to Andreas Goggi, Managing Director of the Bozen-based Spedition Brigl. "Andreas is actively involved in many of our workshops. With his knowledge and his network-directed focus he critically contributes to the development of Cargoline in Europe," Cargoline's Managing Director Bernd Höppner stated in his laudation. <

## Fit with Schneekoppe

The food company Schneekoppe, which is known for its natural food products, such as cereals, seeds and juices, has commissioned its logistics to the Schäflein Group, which is headquartered in Röhlein near Schweinfurt in Franconia. As of immediate effect, more than 120 Schneekoppe items will be stored on the available 165,000 square metres of total logistics space, picked and shipped to destinations all over Europe via the Cargoline network.

Moreover, Schäflein now handles the entire B2C Internet business for Schneekoppe plus the display construction for the brick and mortar shops. "We deliver to the conventional shops and at the same time to our private customers via our central logistics platform at Schäflein. This provides us with the best growth opportunities," says Markus Klein, Managing Director of Schneekoppe, in praise of the new partnership. <

## Booming training sector

At the beginning of the 2015/16 school year, 351 young people started their professional training at CargoLine companies in Germany. A total of 814 junior staff members are currently undertaking a three-year apprenticeship with network partners. For both sides it is a positive long-term commitment: of the young people hired three years ago, 131 now work in the various departments as management assistants for freight forwarding and logistics services, storage logistics experts, commercial drivers or qualified computer specialists.

That medium-sized companies have such a large percentage of apprentices is not a matter of course and demonstrates the great confidence the cargo network has in the young future professionals. For this reason they are supported more than is customary at other companies: internships with several partners, including ones abroad, are standard, as is attending advance courses at the CargoLine Academy.

Just recently, 17 apprentices of Spedition Schäfer in Neunkirchen visited John Spedition (Eichenzell near Fulda) and witnessed the company's work procedures and the dispatch routine at the central and European hub from close up. In turn, during a recent visit apprentices, BA students and interns from techni-

cal secondary schools who work at John Spedition had a look behind the scenes at Austrian CargoLine partner Englmayer, a company which offers its own training courses and has a continuing training and education institute for customs matters.

Moreover the "rookies" can further develop their experiences and specific strengths in three special courses at the CargoLine Academy. Since many of them have just completed school, they are confronted with an entirely new situation at the outset of their professional life. Therefore it is important to convey to the apprentices from the start how to organise their work station and communicate with customers, training supervisors, colleagues and managers. Consequently, the courses offered include telephone training, business etiquette and optimum presentation techniques. At the same time the young people are given an insight into the world of CargoLine.

Incidentally: according to the recently published study "Fachkraft 2020", which is conducted biannually by the temporary work agency STUDITEMPS and the Department of Labour Economics at the University of Maastricht, CargoLine is one of the top ten most popular employers in logistics and transport in Germany! <



## A fancy trade fair stand

The 15th international "transport logistic" trade fair took place in Munich from 5 to 8 May. As always, CargoLine presented its complete portfolio at its 216 square metre stand. Many visitors seized the opportunity to learn more about the new Night-LineEurope premium products for European ground transports and B2CLine for pallet delivery to private recipients of goods ordered online.

Once again the white-and-red stand layout and the network's striking symbol, the red pallet, were visible in Hall A5 even from a distance. In addition to a slide show, the updated product brochure and the latest issue of CargoTime, CargoLine presented its brand new sales app: it helped the tradeshow attendants quickly gain an overview of the two central business divisions, transport and contract logistics. All of the cargo network's important facts and figures can also be retrieved – including information on its values, objectives plus its quality and sustainability principles. Moreover, all national and international partners were presented.



With this app, the CargoLine network adjusted its sales documents to modern information conventions and created a customised application for field sales. Now sales staff members of CargoLine partners can load individual documents and company presentations into the app and send them to the respective customer directly from the app via email if required. <

## Rotra leaves green footprint



CargoLine's currently best international partner, the Dutch company Rotra, is also in the lead when it comes to climate protection. With its "green footprint" offer, which guarantees its customers 100 per cent CO<sub>2</sub>-neutral transports, Rotra was able to compensate for a total of 465,921 kilograms of the climate-damaging gas in 2014. This is five times more than just last year! The savings were calculated from 3,688 shipments which were handled via this special compensation model.

### Distinguished pioneer

The company has pursued an environmentally sound business policy since the 1980s, thus excellently supporting the network's environmental protection efforts (see also CargoTime, vol. 1/2014). For example, with the launch of vehicles powered by alternative fuels, Rotra has been a pioneer in sustainable logistics during the past few years: in 2007 the transport and logistics services provider started operating the first ethanol-powered truck in Europe, which was followed by highly efficient gas-driven vehicles later on. The company was distinguished with the Dutch Lean & Green Award because it was able to reduce its operational CO<sub>2</sub> emissions by 20 per cent – for example by using solar cells on warehouses – within a five year period. Moreover, Rotra is a member of the UN Global Compact, a United Nations strategic initiative for companies whose management endeavours to subscribe to ethical principles such as human rights, labour standards, environmental issues and fight against corruption. Keep going! <



## Uwe Seeler and Lotto King Karl as guests



While Bursped employee Tom Bober gave his best on the playing field ...

The CargoLine partner Bursped in Hamburg has a very close connection to football. For years the forwarding company has supported the first men's team of the legendary football club Barmbek-Uhlenhorst as jersey sponsor. This year the amateurs, who compete in Hamburg's fourth division, managed a brilliant feat by winning the city's Oddset Cup: this qualified them for the first round of the German Football Federation Cup. On 9 August they played against SC Freiburg, the 2nd Bundesliga club, giving it their all. To support the team, which incidentally includes Bursped employee Tom Bober from the outgoing



... supporter Uwe Seeler watched the exciting game from the sidelines.

shipments department, the carrier invited customers and business partners to a small event. About 120 guests enjoyed currywurst and cold drinks in the specially prepared VIP area of the clubhouse. Perfect weather and a relaxed atmosphere among the football fans made for an absolutely successful afternoon. Even though the match ended as expected with 0:5 in favour of Freiburg, the Hamburg underdogs demonstrated great commitment. Incidentally: senior footballers Uwe Seeler, Rodolfo Cardoso, Horst Hrubesch and Lotto King Karl shared in the excitement in the stadium. <

## John Spedition turns 70!

Shortly after the end of World War II, Horst John founded his forwarding company in Fulda. With six of his own lorries and twelve subcontractors he reestablished food supplies in the country at the behest of the American occupation force. During the following decades the company grew at a very dynamic pace and in an innovative way. In 1993, the company's managing director of many years, Klaus Schröder, along with six other partners, launched the CargoLine network, which today is one of Germany's three largest general cargo networks. John Spedition itself has 191 employees. Since 1996 the company has operated the central German hub in the Rhön Industrial Park in Eichenzell



The three generations of John Spedition: Gislinda John, widow of company founder Horst John, long-standing managing director Klaus Schröder, and Birgit Bergemann, who has owned and run the company since 2011 (f.l.t.r.).



The employees of John Spedition, a close-knit community.

for the cargo network. Since March 2012, CargoLine's European hub has also been located there on a total transshipment area of 10,000 square metres. Trucks from all European countries meet at the hub, tranship their merchandise and start off again on their way across the continent. This significant hub goes back, in part, to the initiative of John's long-standing staff member Birgit Bergemann, who since 2011 has controlled the fate of the company in her role as managing director and owner. She is assisted by a team of young in-house managers, of which she is particularly proud. Along with them she calmly faces new logistical challenges such as the growth of online commerce. <

# The cream rises to the top

**The average age of employees at Schäflein, the Cargoline partner based in Röhlein in the Franconia region of Germany, is 35. Janine Schamberger is one of those who contribute to this low average age. And not only that: the 26-year old has already been managing the cross-docking area for over a year.**

**T**he manager's office at the heart of the 6,500 square metre cross-docking area at Schäflein has windows on all sides. From here, Janine Schamberger has a good view of all the action on the floor below. Is everything running smoothly? Does anyone need assistance? Should she go down and take charge of the process herself? Of the company's approx. 1,000 employees, she is responsible for 41 full-time staff, six warehouse apprentices, one commercial apprentice and 32 assistants. Her working hours vary so that she can be where extra manpower – or womanpower – is needed most. "At the moment, I am starting work at 5 a.m. because I have to instruct a new employee," says the young graduate.

## An open ear

According to Schäflein's corporate values, employees are one of the key factors in the success of the business. So it is not unusual for Janine Schamberger to provide instruction to new staff personally. "It's important to me that everyone is on board. That's why I try to take everyone's ideas, aspirations and wishes into account," she continues. "I believe that we achieve our greatest successes when everyone works together."

When she arrives at work, she first handles any questions, problems or suggestions she receives from her colleagues. Next she checks that everything is running smoothly in the hall. Only then does she deal with numbers. "I look at the numbers from the previous day to see whether the productivity and key data match in my controlling." She discusses the results with her colleagues so everyone can see for themselves what aspects of business went well or less well the day before.

## Uncharted territory

Janine Schamberger is the daughter of a federal police officer. One year before completing her Abitur (school leaving exams) in Schweinfurt, she applied to study for a cooperative degree in freight forwarding, transport and logistics in Mannheim. She graduated with a Bachelor of Arts. In alternating three-month blocks, she studied at the university and undertook practical work experience at Schäflein. "I had the feeling that this degree course was the most varied and would give me insights into a wide range of areas," she says, explaining her choice. Having chosen geography as one of her specialist subjects at school, she already had a good knowledge of the global map. Nonetheless, embarking on a professional career in freight forwarding was uncharted territory for her.



Selecting Janine Schamberger was also a new experience for Cargoline partner Schäflein. After all, she was the first person to study for a cooperative degree at the company. "I think a lot of people weren't sure what to make of me," she laughs. The freight forwarding company, though, was true to its philosophy of always being open to new ideas and soon introduced her to the daily routine. From the very beginning, she was able to get a taste of life in many areas of the company. "Next, I joined the project team where I accompanied a project during every practical phase of my degree," she says, outlining her training in more detail. At that time she was 20 years old but never felt she had any problems working in this "man's world". On the contrary: "I learned a lot from my colleagues."

## Efficient teamwork

For the future, the passionate jogger and cook sees processing the constantly growing volume of traffic in the cargo handling hall as the greatest challenge. After all, expanding this area is not going to be easy. "So my most important job will be to optimise planning and coordination," emphasises Janine Schamberger. Recently, the graduate procured a new "Apache" device for the hall. This automatically measures the exact dimensions of the pallets, photographs the shipment and archives the image. She also believes that optimising processes will involve the introduction of lean management techniques. One thing is certain: her colleagues in the cargo handling hall in Röhlein can always expect new ideas and developments. <



# Un, deux, trois

Over the past few months, CargoLine has repositioned itself in France: it has signed contracts with three medium-sized transport service providers that are a perfect fit for the network. How did this come about and what are the challenges and benefits the partnerships entail? Find out here.



Working for CargoLine from the following locations: Ziegler in Colmar, with its Pfister house, built in 1537; OTEC in Limeil-Brevannes right outside Paris, and Dimotrans in Lyon with its basilica Notre-Dame de Fourvière and its metallic Tour de Fourvière.



**W**ine, a romantic mood and a certain “laisser-faire”. When you think of France, this cliché comes readily to mind. But all is not relaxed and easygoing. After all, the second-largest economy in the eurozone is increasingly losing its competitive edge – a problem to which many a company falls victim.

Two years ago, for instance, the second-largest transport services provider in France, MoryDucros, was restructured due to its financial situation and became MoryGlobal. But a few months ago CargoLine’s contractual partner announced that it had become insolvent. “We were aware of MoryGlobal’s financial difficulties ahead of time. Therefore we were looking for alternatives early on,” says Joachim Köhl of the CargoLine partner Schmidt-Gevelsberg in Schwelm.

### The market is dominated by big players

Joachim Köhl has a very special job at CargoLine: he works as a foreign adviser in the network’s International working party. “Those who have a special relationship with a country in terms of language, geography, mentally or in another way, are in a good position to take care of partners there and their concerns,” says Köhl. One reason for his dealing with France is that Schmidt-Gevelsberg ships a large cargo volume there. For this reason he is quite familiar with the French market and its peculiarities.

A change of partners in a country places special demands on the advisers. Joachim Köhl therefore has had to go through a period packed with travelling, meetings and negotiations. After all, the general cargo network does not want to find just any partner but one that is a perfect fit. And this is not all that easy in France. The reason: the logistics market is almost completely dominated by the global players of the industry.

### An expansion of the network that makes sense

Consequently, independent carriers who are good matches for a network of medium-sized companies such as CargoLine are a rarity. Yet they do exist. An example of this is Ziegler – a long-standing partner of CargoLine partner Lebert, and now in charge of the Alsace-Lorraine region as well as Lille within the entire cargo network. In addition, the network was specifically looking for more partners at central locations, such as OTEC, whose headquarters are in the larger Paris region. “We proceeded strategically. Initially CargoLiners such as Wackler, Amm and MTG collaborated with OTEC. Since the beginning of the year, OTEC has been a firm member of our network,” as national adviser Köhl puts it. The third member of the group is Dimotrans, with whom the network also made positive experiences early on. It handles the regions of Lyon and southern France.

### Ideal for the core business

So the three service providers are all in France’s major conurbations, where most orders are processed. Each of them has several hundred employees, has shown sound growth as a company and is the

market leader in its region. What’s more, they use networks with third-party providers with whom they have had long-standing and stable business relations. In this way they cover all of France for CargoLine. In the context of the collaboration, the three have also pledged to offer the network’s entire international product range as well as maintain its quality standards.

### Greater proximity to the customer, greater proximity to the market

The regional orientation and medium-sized character of Dimotrans, OTEC and Ziegler entail many advantages. In plain English, these are: greater proximity to the customer, greater proximity to the market and less staff turnover than was the case with MoryGlobal, according to Joachim Köhl. “The selected carriers have the drive of medium-sized companies, which is very much in sync with that of our partner companies. On top of this, the market risk is now spread across several strong shoulders,” adds Philipp Tiemann, who is in charge of CargoLine’s central coordination of European partners.

Currently a great deal of effort is put into docking the French partners’ different IT systems to CargoLine’s shipment tracking system. “Obviously, they all generate automatic status messages. But since we work with Cepra 3.0 throughout the network, we offer local training events where the staff members of Dimotrans, OTEC and Ziegler can learn how to work with the software. This autumn we will complete the integration of Cepra, according to the project schedule. Then we can deliver a performance that is uniform and comparable to those in other European countries,” Joachim Köhl explains.

### Speaking of autumn

At the end of October a major German-French partner conference will take place in Cologne to intensify the collaboration. Not only the decision-makers are invited, but also staff members from the operative divisions of all French and German partners so they can meet one another. A bit of “laisser-faire” will surely be permitted on that day. <



### Dimotrans

With a turnover of 180 million euros in 2013 and about 800 employees, the Dimotrans Group has evolved extremely well since its foundation approximately 30 years ago. From 2012 to 2013 alone, turnover increased 25 per cent. Its good set-up is no doubt a factor contributing to the company’s success. For example, it has five own hubs in France – including in Lyon, from where it serves the south of the country. [www.dimotrans.fr](http://www.dimotrans.fr)

### OTEC

The family-run business has 250 employees and was founded in 1964. Its branches extend far beyond the borders of France and are located at sites ranging from the UK to Bulgaria to Hong Kong. The carrier’s headquarters are in Limeil-Brévannes, a suburb of Paris. At this central location OTEC offers its customers a transshipment area of over 5,000 square metres. [www.otec-international.com](http://www.otec-international.com)

### Ziegler

... is an internationally positioned service group established over 100 years ago and operating numerous branches in France. Three of them are in Alsace-Lorraine (Colmar, Strasbourg and Mulhouse), with about 320 employees and a transshipment area of some 8,000 square metres (status 2014). CargoLine also works with the site in Lille, the headquarters of Ziegler France, which has about 50 employees. It provides an additional 9,200 square metres of transshipment area. [www.zieglergroup.com](http://www.zieglergroup.com)

# Structured for success

**With more than 70 European partners, CargoLine has deep reserves of professionalism and commitment – a perfect foundation for the success of the alliance. The icing on the cake is a team of employees with imaginative ideas, quick-thinking committees and opportunities for everyone to contribute.**

“I am the state!” With an attitude like this, Louis XIV, who is said to have coined that phrase, would have found life difficult at CargoLine. In the general cargo alliance, a series of committees ensures that the freight forwarding needs and interests of all its partners are taken into account. Decisions are taken democratically and based on detailed information. Everyone’s ideas should have a chance to blossom – regardless of whether the member company is “merely” a franchisee or a full shareholder.

## Lean organisation

But with so many voices and voting rights, how does the network ensure that the right people are chosen to address upcoming issues, decisions are actually implemented and discussions do not go on forever without reaching a conclusion?

A glance at the CargoLine rules of procedure offers enlightenment. These rules govern the ways that all its committees work together: shareholders, franchisees, international partners, the advisory board, working group and departmental managers, meetings of freight forwarding and sales managers, the key account tariff commission and management board. It supplements the partner contracts. The alliance is therefore like a jigsaw puzzle. Every piece has its place and is firmly linked to all the others.

According to the articles of association, the advisory board and working group managers are required to adopt the rules of procedure jointly. They are binding for all expert groups and intended to strengthen the hand of the management board and working group managers

when implementing their operational tasks. They also highlight the controlling function of the advisory board.

## A watchful eye

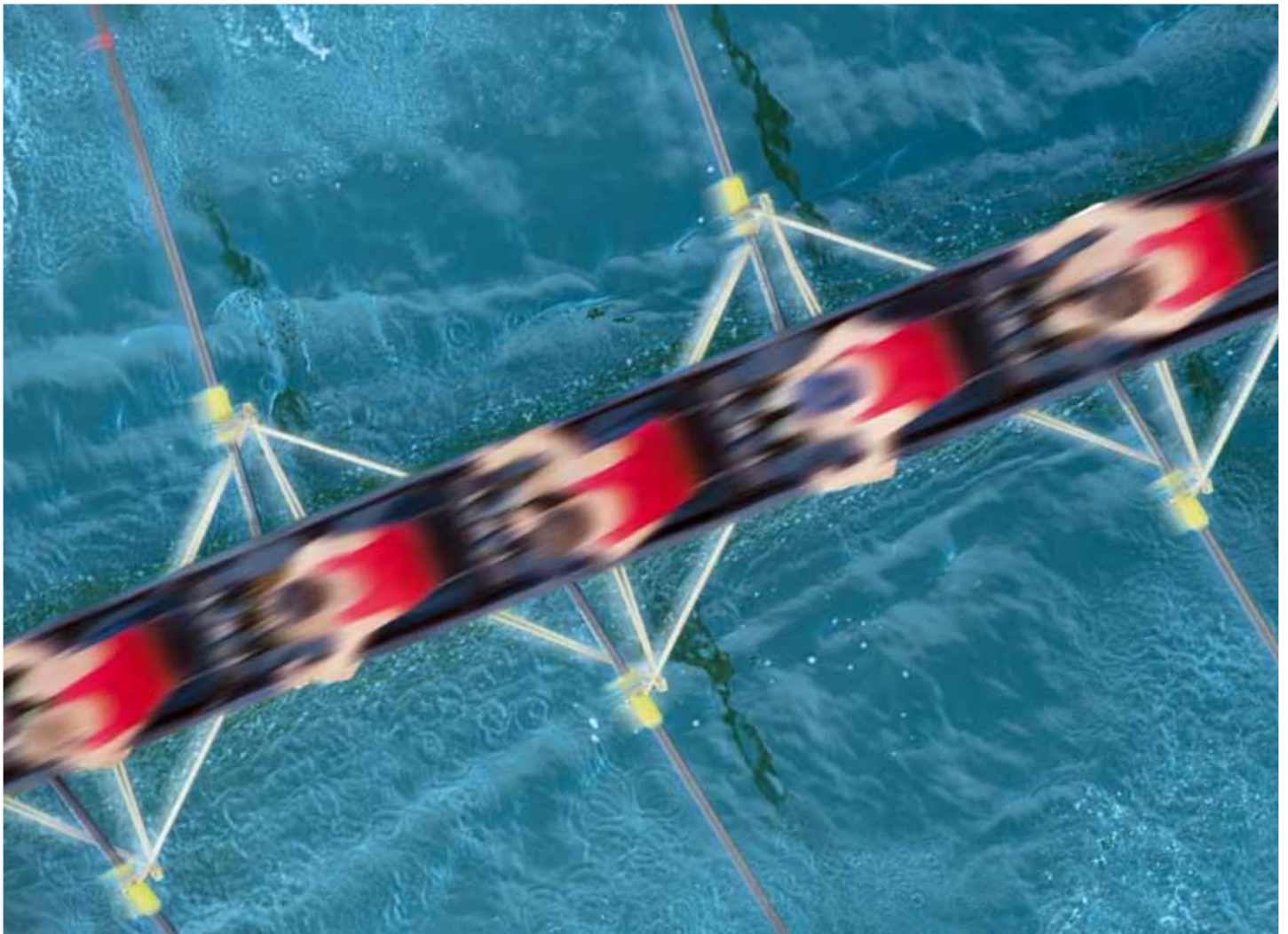
The advisory board has a number of duties – it is responsible for giving guidance in cooperation with the management board or, if necessary, for the appointment, removal or dismissal of executive directors. The board is composed of one franchisee and five representatives of the shareholders. All are elected for a term of three years at the corresponding meetings. To ensure the board has a broad outlook and can benefit from outside experience, the shareholders regularly assign one of their five positions on the advisory board to an external expert. Since August 2015, this post has been held by Ingo Heuring, former CEO of Streck Transportgesellschaft in Freiburg. In 2013, Birgit Bergemann, CEO of John Spedition, became the first woman to sit on the CargoLine advisory board – still a sadly rare event in the industry.

## Sovereignty over strategy and finances

While the activities of the advisory board are similar to those of a supervisory board, the shareholders retain principal responsibility for the strategic development and financial management of the alliance. Franchisees and international partners are particularly encouraged to contribute to the discussion of decisions, which could have a major effect on operational business.

## Actions follow words

So how does an idea now become a project? The annual event “Fit for CargoLine” plays an important role as it offers a forum for CargoLiners



to discuss operational processes. Their wishes and suggested areas for improvement are recorded and passed on to the appropriate working parties. The same applies to suggestions and criticisms expressed at meetings of freight forwarding or sales managers. For example, the participants at “Fit for CargoLine” were the inspiration behind the development of key functions in the Cepra 3.0 Track & Trace platform and sending automated shipment notification to end customers (“B2CLine”). Ideas relating to the topics of hubs, transports, quality and pallets are considered by the “Production/Hub/Quality” working party. Comments about technical equipment for semi-trailers and swap bodies, or the procurement of service and maintenance are dealt with by the “Technology” working party. There are also working parties for the following areas: Innovation Management, IT, Contract Logistics, Marketing & Product Development, National Network, International, Projects and Task Force. Each working party comprises 10 to 15 experts from CargoLine partner companies, who discuss these contributions and also make their own suggestions.

#### Balanced scorecards provide a framework

Other ideas result from the use of balanced scorecards (BSC). These were developed by the CargoLine shareholders in order to break down the strategic goals defined in 2011 into more practical milestones. They are used to set clearly defined tasks for each business area and working party and are also considered in the working party meetings. Naturally, their members are also allowed to put forward their own ideas.

The suggestions developed and refined in the working parties are presented by the business area managers, i.e. the chairmen of the working

parties, at their monthly meeting and evaluated. They are then either returned to the working party (or working parties) for final polishing or put to the vote at the next general meeting of shareholders and franchisees. If the advisory board has no objections, they will be implemented.

#### Achieving product milestones

CargoLine’s NightLineEurope products are a useful case study. Until the autumn of last year, the CargoLine partners stated fairly general transit times for each country. In accordance with the milestones outlined in the BSC, the International working party produced tables of transit times in cooperation with almost all the alliance’s European partners. These were broken down into postcode areas and every partner accepted the transit times as binding. This made it possible to develop products that were subject to the same standards throughout Europe, such as NightLineEurope Fix (delivery on a desired day) or NightLineEurope Priority (delivery guaranteed during the regular transit time).

#### We all pull together

“Every one of the committees brings together a whole range of very different characters. Discussions often become quite heated. However, we usually agree on a result that strengthens the alliance and enjoy a beer together afterwards,” says Jörn Peter Struck, Chairman of the CargoLine Management Board, describing his experience of meetings. “I think this kind of partnership and solidarity are typical for medium-sized enterprises. In the 22 years of our existence, these qualities have played a major role in ensuring our continuous presence in the top 3 general cargo cooperatives in Germany.” <



# Always ready for the fray

**Waldemar Fast, a staff member of John Spedition, coaches young talented wrestlers several times a week as a volunteer. In this way the former pro helps children and adolescents to gain self-confidence and experience success.**

**T**hey are running through the hall in a circle, swinging their arms. Upon his command they interrupt this with push-ups, jumps as well as forward and backward rolls. Then they continue at a trot until all their muscles are warmed up and their body is ready for the fight on the mat.

What sounds like an army drill is the warm-up exercise of the four- to fifteen-year-old wrestlers whom John staff member Waldemar Fast coaches at the "Athletik-Sportvereinigung (ASV) 1908 e.V. Fulda". "I have introduced small groups of children to wrestling four times a week since 1997. Those I have trained achieve top rankings at the German championships on a regular basis. Unfortunately the only thing we haven't yet managed is to achieve a championship title," explains the former team member of the Kazakh national team, half with pride and half with regret.

## Kazakh role-model athlete

Now 63 years old, Fast started wrestling at age 14. At age 17 he was asked to join the national team of Kazakhstan. He actively competed until 1974. His greatest successes include second and third place at the Kazakh national championships and first place at an international tournament in Cuba.

When the Iron Curtain came down, his hometown of Qaraghandy (Karaganda) in Kazakhstan, which had a population of 485,000, including many ethnic Germans, changed. Waldemar Fast's grandmother had already returned to Fulda, the town of her birth, in 1987. Together with his wife and their two sons, Fast – along with his four siblings – followed her in December 1996. Today about 200,000 people from Karaganda and the surrounding area live in Germany.

In Fulda one of his sons helped him get a job at John Spedition. A point in Fast's favour was that he had already worked as a truck driver and forklift operator in Kazakhstan. Today his duty is to load or unload the arriving lorries, scan the goods, move them to the storage spaces or pick them up from there.

## Trained coach

Soon after he arrived in Germany in 1996, Fast heard about ASV 1908 e.V. Fulda and immediately offered his services as a coach. The club was happy to accept the offer, as in the 1970s Waldemar Fast had completed his training to become a coach, acquiring the wrestling coach certification, which he has renewed every four years since then.

In 2004 he started wrestling again himself. In the class of seniors he became runner-up champion and in 2005 even German champion.

He achieved this both in freestyle wrestling, where the entire body can be attacked, and in Greco-Roman wrestling, where the opponent can only be attacked above the waist and wrestlers must not use their legs.



## Positive side effects

Fast looks calmly to the future: "In sport, I have achieved everything I wished for. Professionally I am very satisfied. I feel very comfortable at John. There is good chemistry among the colleagues and superiors." Part of his sense of satisfaction surely comes from the fact that the company supports his commitment, for example by donating tracksuits for the children. "We

greatly appreciate Waldemar Fast's volunteer work, especially since his charges often have a migration background or come from disadvantaged families. The club gives them a special sense of belonging, they improve their German and feel they have achieved something, which makes them more self-confident," explains John's Managing Director Birgit Bergemann.

After the International Olympic Committee retracted its highly controversial and much debated decision to eliminate wrestling as a discipline, it will be an integral part of the Games again in 2020 and 2024. Waldemar Fast is happy about this and now has even more of a goal for his charges to work towards. <

# Comprehensive service network reduces truck breakdowns

**They test both finances and nerves: unplanned truck repairs and breakdowns. To reduce these to a minimum, TIP Trailer Services offers servicing and maintenance of vehicles as well as additional services covering every area of your fleet – whether you lease a vehicle or not.**

In the TIP Trailer Services workshops, 425 mechanics service and repair 35,000 semi-trailers, inspect 750,000 tyres and deal with more than 60,000 breakdowns every year. These figures clearly show that the company is on track to achieve its vision of becoming the most trusted service provider for the transport and logistics industry. CargoLine is one of its customers. The general cargo alliance leases a part of its pool of swap bodies from TIP and has a service and maintenance contract with the company for its own units. In addition, individual CargoLiners use further services provided by TIP.

## Service for lease and non-lease customers

TIP Trailer Services is independent of manufacturers and banks and offers an extensive range of products. However, you do not have to be a leasing or rental customer to take advantage of its professional network of workshops throughout Europe. Even customers who do not rent or lease a vehicle from the company can benefit from its repair and maintenance services called FleetCare, which is a suite of comprehensive, high-quality maintenance and repair services ranging from pay per incident to a full service contract.

## Practical modular system

Taking a modular approach enables TIP to tailor all its service packages individually to the customer's needs and fleet in order to provide the best possible value. One of these modules is "Technical Inspection". This includes performing safety inspections for tractors and trailers in compliance with § 29 StVZO (Germany's national road traffic regulations) as well as the preparation and presentation of tractors and trailers for main inspections. Main inspections



425 TIP mechanics make sure every engine runs smoothly.

are performed by an independent engineer from an authorised testing organisation such as DEKRA or TÜV. TIP also tests the functions of all safety-relevant swap body components, spring latches and drop guards, greases support legs and cleans floors and lashing eyes in accordance with the requirements of national accident prevention regulations (UVV).

## Mobile service van and 24/7 roadside assistance

An important element of TIP's one-stop-shop package is on-site service in the form of a mobile service van that takes the workshop directly to the customer. Smaller repairs of general damage are performed on the spot. TIP also offers 24/7 roadside assistance in 17 languages to get your vehicles back on the road as quickly as possible in the case of a breakdown. In addition, tyre management is available as a separate module. This minimises vehicle downtime and increases the reliability of transports. <

**TIP Trailer Services** operates one of the largest and most diverse semi-trailer, tanker, intermodal and tractor fleets in Europe. The company also offers a variety of leasing, maintenance and repair solutions for customers in the transport and logistics sector in order to keep their fleets on the move throughout Europe. In Germany, TIP currently operates eleven facilities of its own including workshops. Recently, the company acquired Fischer und Knöbel Vermögensverwaltungsgesellschaft with a further 1,200 vehicles and started operations at its workshop in Unterschleißheim (Munich). The independently owned workshops are supplemented by contracted workshops and TIP service vans.



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

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