

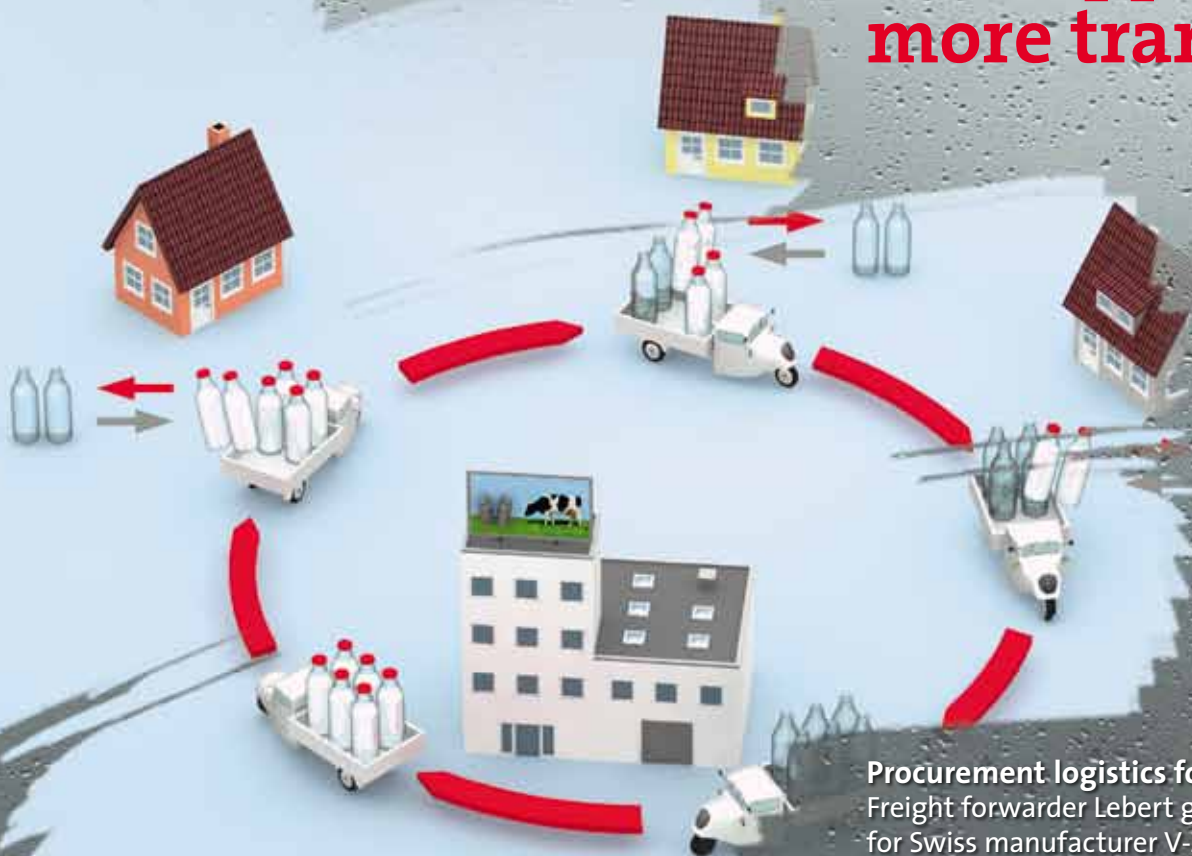
# CargoTime

2/2016

The customer magazine of  CargoLine

OPTIMISED  
PROCUREMENT LOGISTICS

## How to make the supply chain more transparent



**Procurement logistics for gourmets**  
Freight forwarder Lebert gets a move on  
for Swiss manufacturer V-ZUG

**Multimodal hub**  
Rotra's new container terminal offers  
a new dimension in one-stop logistics  
shopping

**Help for children in need**  
The CargoLine network supports  
"Die Arche" with free advertising on  
its trucks

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Dear readers,

*Do you sometimes have problems in production because you are not always quite sure of the amounts that are going to be delivered and when? Is your incoming goods department frequently swamped? The more forwarders deliver goods from different manufacturers, the more difficult it gets to keep track of everything. How a company can optimise its procurement logistics to achieve transparency for the entire logistics chain while saving costs is featured in our Focus section (page 6).*

*Even gourmets benefit from procurement logistics, as our article on logistics at work on page 10 reveals. The collaboration between the Swiss household appliance manufacturer V-ZUG and Spedition Lebert, for instance, ensures precise production – timed like clockwork. Absolute reliability was also what tipped the decision of Sopro Bauchemie in favour of Hofmann Internationale Spedition. It is a company that stands out for its innovative ideas and sustainable philosophy. More about this as from page 12.*

*Rotra, our partner for the Benelux countries, also loves innovations: Having subscribed to the principle of “thinking big” and being admirably persevering, it has recently built an impressive container terminal complete with its own inland harbour – a new dimension of multimodal transports that has no equal (page 18). Other CargoLiners also have reason to be proud: a few even made it onto the rostrum as “International Partner of the Year” (page 15).*

*It goes without saying that this issue once again looks at the human side of our network. On page 22 we explain how our group offers free advertising to support “Die Arche” – an aid organisation which champions disadvantaged children. In the “Inside CargoLine” column you get to meet Wolfgang Belz. He feels such a strong bond to his employer, Schmidt-Gevelsberg, that he has built a detailed modelling reproduction of its entire fleet. Meanwhile, our sales staff are treading new paths. Thanks to an app, they can send current information and brochures to customers email boxes even as they are talking to them (page 20).*

*I hope you enjoy reading this issue!*



Jörn Peter Struck  
Chairman of the Management Board



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**Publisher**

CargoLine GmbH & Co. KG  
Lyoner Str. 15  
D-60528 Frankfurt am Main  
Phone +49 69 9515 50-0  
Fax +49 69 951550-30  
info@cargoline.de  
www.cargoline.de

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Jörn Peter Struck  
Chairman of the Management Board  
CargoLine GmbH & Co. KG

**Editor-in-chief**

Sandra Durschang

**Editors**

kiosk:mediendienste:  
Ludwig Janssen  
Marion Kamp  
Stefan Kreutzberger

**Contact**

sandra.durschang@cargoline.de

**Design**

kiosk:mediendienste:  
Wolfgang Scheible

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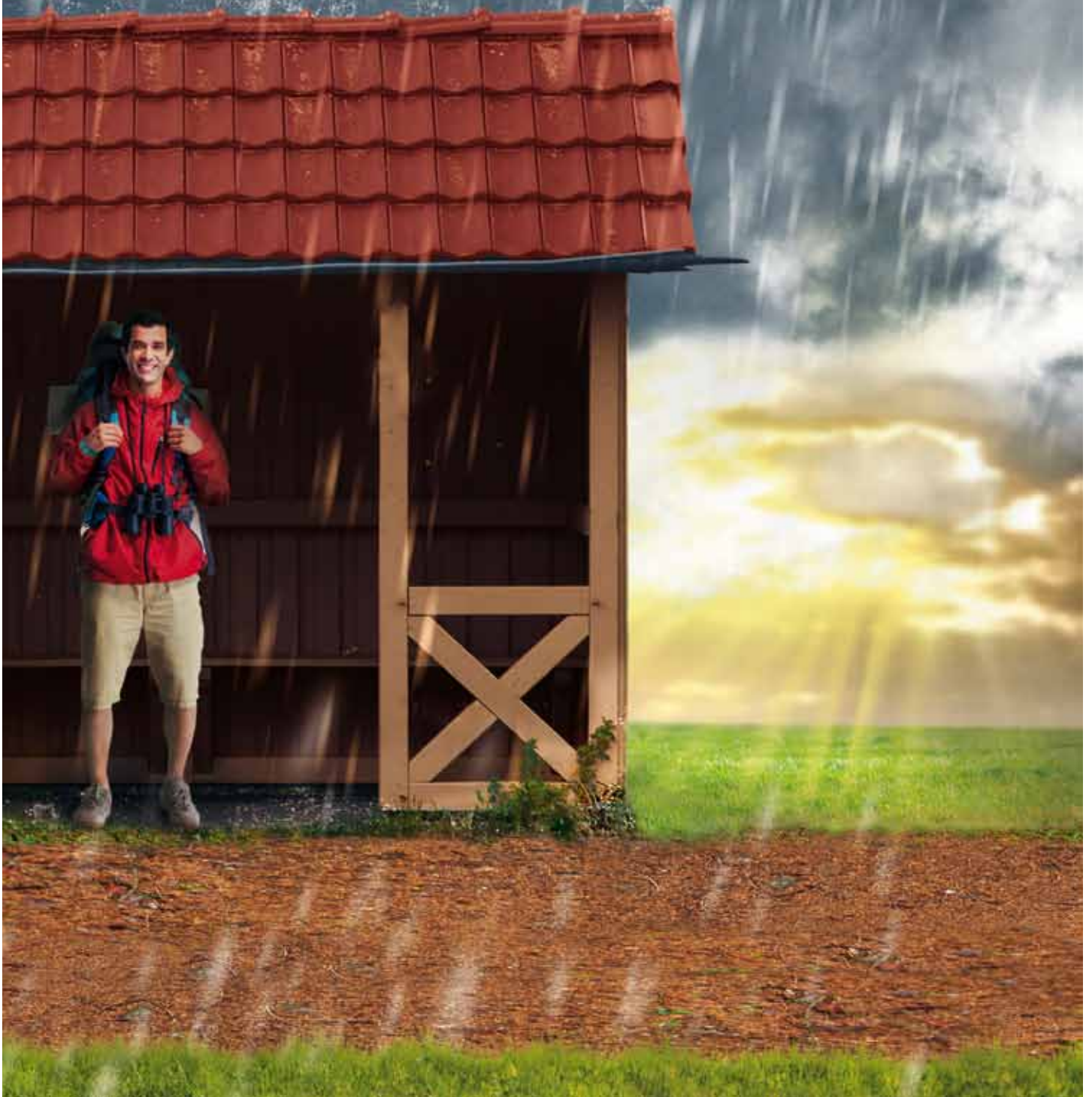
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FOCUS

## At the right place at the right time

Procurement logistics facilitates the management of shipment deliveries. It makes work at the dock easier and ensures that manufacturing adheres to the production plan precisely – irrespective of the recipient's size and industry sector.



**K**laus Götz knows that procurement logistics can resolve many problems in the incoming goods department. The key account manager, who is the expert on this issue at CargoLine's headquarters, is familiar with the challenges (see box on page 9) and identifies the most important ones: since no one knows exactly the amounts that are shipped and when, planning and managing incoming goods is impossible. Plus, open spaces are often cramped and there are narrow driveways for a large number of trucks, which makes orderly receipt of goods difficult.

"Whenever one or several of these difficulties occur in goods receiving, procurement logistics should be an option," advises Klaus Götz. "It allows the freight forwarder to bridge media disruptions between IT and the customer's processes. He can provide all the necessary information for everyone involved, generate transparency throughout the supply chain and optimise the logistics at goods receiving."

#### **Factory supply from one source**

Heidelberger Druckmaschinen AG, or Heidelberg for short, is familiar with problems of this kind and employed procurement logistics early on. It gets the parts it needs, such as special screws, drive motors, control cabinets or sheet metals for coverings, from about 2,000 different suppliers. Since 2009, the printing machine manufacturer has relied on a single partner for its entire factory procurement supply: the Fritz Group.

Heidelberg has an individual production plan for every printing machine. It specifies precisely what is needed for assembly within the next 24 hours. Order and delivery channels are automated and exactly coordinated between suppliers, freight forwarder and Heidelberg: the suppliers tell the forwarder's customer service centre that their deliveries are ready for pick-up. At that time, Fritz' EDP department already has the order details. After they have been checked and the shipments have arrived, they are returned to Heidelberger Druckmaschinen AG. Every day at least five delivery vehicles of the Heilbronn-based

CargoLiner leave the company's depot from 7 a.m. on and head for the manufacturer's place. They drop off groupage shipments which the CargoLine partners had picked up previously. In addition, part loads from various customers are consolidated. At the same time specially manufactured as well as the factory's own transport containers are returned to the suppliers in a milk run. Focus areas for procurement are Southern Germany and the Rhine-Ruhr region. However, some important suppliers are also located in Belgium, Italy, the Czech Republic, the Netherlands, Switzerland and Slovakia.

"We keep our eyes on the entire supply chain of Heidelberger and therefore also assume part of the responsibility for production," explains Günter Gruber, a member of the Fritz Group's management board. To make sure it can accomplish that it needs reliable information. Here the CargoLine-wide shipment tracking system Cebra 3.0 is helpful. "It allows us to react to disruptions in the supply chain and safeguard the production process at Heidelberger," says Gruber.

#### **Learning from the automotive industry**

Another example is Unilever. The company operates twelve cross-docks in Europe for its more than 400 brands of household cleaners, body care products and foods. Large volumes of raw materials for various plants are centrally collected there and assorted for production. When they are needed, Fritz ships them as full truck loads or groupage shipments to Unilever plants anywhere in Europe. "Our goal is to pool commodity flows in Europe to save costs," according to Gruber. Unilever and other manufacturers adopted this concept from the automotive industry, which has been a pioneer in procurement logistics for years. "Their increasingly tight production times require reliable logistics." By now, this also applies to many other industry sectors.

Yet in order to manage a cross-dock logistically, the freight forwarder needs access to the appropriate EDP of suppliers and customers – as is the case with Unilever and Fritz – and must be integrated in the Europe-wide cargo network.

### Procurement from the Far East

Today, Swiss CargoLine partner Interfracht has specialised in procurement from the Far East, with five branches in China and Vietnam. One of the companies that benefit from this is BRACK.CH AG: the commercial enterprise, which is based in Mägenwil, purchases a considerable percentage of its 100,000 products and components from Asia – for hardware and software, house and garden or family and leisure, to name just a few.

Interfracht collects these goods from various suppliers in Asia, packs them into containers at a central location and ships them to Switzerland. “We contact the suppliers and check if the shipments are complete and the documents in order,” explains Tara Fürer, Vice President Logistics of Interfracht. When you import goods from the Far East, having the proper and complete documents is particularly important because of customs. This is a speciality of the Swiss transport and logistics service provider, who has its own customs clearance office.

At Interfracht’s logistics warehouse in Pratteln, the shipments are prepared for delivery to BRACK.CH AG and forwarded to the online retailer’s own logistics warehouses as agreed, in the correct amounts and on time.

### Milk run rather than congestion on the ramp

A company that produces packaging machines in Germany and the Czech Republic wants to receive production and replacement parts once a week only. For that purpose Koch International has developed a successful milk run concept. Once a week the Osnabrück-based freight forwarder picks up supplies and spare parts via double-deck loading from seven suppliers in the Czech Republic and Slovakia for production in Germany after they have

been posted on a jointly used supplier portal. In addition, it transports finished equipment systems from the factories.

Since the subsidiaries in the Czech Republic and Slovakia in turn also need supplies and spare parts from Germany, expanding the milk run was an obvious next step. The team of Antje Mueller-Moljanov, who handles Eastern Europe for Koch International, developed the project further on the basis of shipment data: the Cargoliner now also procures supplies and spare parts from 150 suppliers in Germany for production in Eastern Europe.

Koch ships part and full loads in direct hauls; groupage shipments are collected in the depots of the contracted cooperation partners in the various countries and picked up there. “So now our customer no longer has to deal with every supplier and organise the individual transports. He can be confident that all the parts he needs for production in Germany as well as the Czech Republic and Slovakia are available on time, and the machines he sells are, too,” explains Mueller-Moljanov. Thanks to the greater capacity utilisation of the double-decker trucks in both directions, he also saves money and CO<sub>2</sub>.

### Painstaking preparation

“Still, launching the milk run was not easy,” says Mueller-Moljanov. The customer was doubtful at first, because it would be a disaster for production if even a single box were missing in the weekly shipments in both directions. The suppliers in Eastern Europe, in turn, feared that the new forwarding agent would not be familiar with the local setups, that their shipments would not arrive on time or that they would be blamed for problems in transport. “We wrote to all suppliers in advance and

At Heidelberg, not only the latest and even more intelligent generation of Speedmaster printers with its new control station Prinect Press Center XL 2 as centrepiece is smart. Its procurement logistics is as well.







explained to them how we were going to schedule the transport and what the critical elements of the undertaking would be. That way, we managed to alleviate our customer's worries as well. Plus, they quickly had positive experiences with us."

Before the start of the project, the Cargoline partner also developed a special form for the pick-up orders, among other things. Billing was also elaborately adjusted to the different parties concerned. All things considered, Koch International invested a great deal of know-how, time and money. "But it was worth it. After all, with the project and our experiences we have developed a structured procurement model that is also transferable to other customers," Antje Mueller-Moljanov says in summary.

### Half a century of experience

Spedition Brigl invested a lot of time and money in procurement logistics, too, in particular in EDP and new communication systems, to safeguard the entire information flow and proactive information processing. The company already started its procurement activities 50 years ago. Today, this segment generates one fifth of its revenues. "And still counting," emphasises Andreas Goggi, executive director and member of the management board of the Cargoline partner in Italy.

At the beginning, the major challenge was to make cooperation arrangements with dependable international partners and to build plannable, regular and reliable lines. "Today this is no longer an issue." For Andreas Goggi, the Europe-wide cooperation within the Cargoline network is crucial for the success of the procurement logistics at Brigl.

In 2015, Brigl handled more than 25,000 commissions for about 700 customers from industry, crafts and the wholesale and retail business. One of them is Schönhuber in Bruneck, a wholesaler for house-

hold articles who has received deliveries from 150 companies all over the world with logistical support from Brigl for 35 years.

Every day, Schönhuber or the suppliers place procurement orders with the forwarding agent in Bozen. The specialists in Bruneck either pick them up themselves with the company's own vehicles or forward the orders to Cargoline partners in the respective region. As soon as these so-called OrderLine shipments are loaded on the partners' trucks, the forwarding agent is alerted via RDT. The shipments are consolidated on the basis of this information and delivery is prepared in the agreed-upon amounts and according to fixed delivery dates.

### In sync throughout Europe

"We can fulfil procurement orders reliably because we have integrated them in our standard processes," Klaus Götz sums up the situation. This also means that all partners are committed to picking up a shipment anywhere in Europe within a specified window of time. Therefore, all CargoLiners can commission the competent partner to procure goods and trace the status of shipments at all times using the tracking system Cebra 3.0 – as can the customers of course.

"The obstacles of switching goods receiving to procurement are often high. After all, a company puts its 'fate' into the hands of a single transport and logistics service provider and ultimately has to integrate the in-house purchasing as well," Götz explains. "But once they have taken this step, our customers no longer want to miss out on the benefits." <

### Why procurement logistics?

Procurement logistics is always a good choice when there are problems with the following:

- > No one knows exactly which amounts are delivered when and with which transport times. Hence goods receiving is not plannable or controllable.
- > The company suffers from cramped premises (open space, driveway, building, gates, goods receiving, etc.), which makes regular goods receiving difficult.
- > Too many trucks, some of which arrive without prior notice, and drivers unfamiliar with the premises cause bottlenecks in the deliveries to the factory.
- > Excessive transport times for unknown reasons. Inquiries take time because they involve the supplier, and the answers are often contradictory.
- > Little transparency concerning all flows of goods and suppliers due to a lack of shipment tracking in real time.
- > Freight charges are impossible to figure out as they are "hidden" in other charges.

# Procurement logistics for gourmets

The production plant at V-ZUG, the Swiss manufacturer of premium household appliances, runs like clockwork. Lebert, the CargoLine partner based in Kreuzlingen, is responsible for ensuring a reliable flow of parts and components from Germany.

At a TV award ceremony in 2008, the renowned literary critic Marcel Reich-Ranicki refused to accept a lifetime achievement award. It caused an uproar. What had made the “Pope of Literature” so furious? “Cooks, nothing but cooks.” They are now a fixture on almost every TV channel – to the annoyance of Reich-Ranicki but the delight of millions of foodies. Indeed, the number of TV cookery shows, recipe books by star chefs, food blogs and menu guides on YouTube continues to rise. At the same time, people have a growing desire to create their own dishes. Last year, the average European

spent 66 minutes a day cooking, 27 per cent longer than in the previous year. And ever more of them are using innovative, high quality kitchen appliances.<sup>1</sup>

## Cooks boil, gourmets steam

One supplier in the premium segment is the Swiss company V-ZUG. Its automatic oven programmes and world firsts in the areas of steaming and cooking simplify the task of conjuring delicious dishes that are packed with nutrients. Retractable range hoods





and warming or vacuum drawers are practical yet almost invisible kitchen helpers. Top chefs, such as Germany's Anton Schmaus and Switzerland's Andreas Caminada, one of only six chefs in the world to be awarded an astounding 19 Gault-Millau points, are among the leading proponents of the Combi-Steam MSLQ, a multi-functional steamer/oven/microwave. In turn, they contribute their know-how to developing and refining V-ZUG appliances – to the benefit of amateur cooks everywhere.

#### Brilliantly designed

When designing and optimising its products, the Swiss manufacturer also draws on input from its after sales customer service staff, the instincts of its marketing specialists in identifying future trends and a team of brilliant engineers. In the past eleven years alone, they have enabled V-ZUG to launch seven global innovations: four in the area of cooking – such as the Combi-Steam MSLQ – and three in textile care, the company's second mainstay. One of these is the Refresh Butler. This slim designer system for home textile care removes food or tobacco odours using steam and photocatalysis – saving many trips to the dry cleaners. It also reduces creasing, dries wet coats or shoes and much more.

#### Farewell to planned obsolescence

Conservation of resources has always been one of the company's top priorities when developing new products. "For example, our dishwasher with SteamFinish is the only appliance of its kind to remove all detergent residues using steam and nothing else. We were also the first company in the world to offer heat pump technology for dishwashers and washing machines. It makes them unrivalled in terms of energy efficiency," explains Matthias Hirzel, Head of Logistics at V-ZUG.

Fittingly, the company believes in building extremely durable products. It also networks them to ensure their software is always up-to-date. Sometimes this enables service engineers to solve a problem using remote maintenance, which is much more cost-efficient than an on-site repair.

#### Cross-border procurement logistics

The family company was founded in 1913 and has been one of the most important employers in the Swiss canton of Zug ever since. Over 800 highly

qualified staff develop and build its intelligent appliances here, and there are a further 600 employees in locations around the world. The company imports some of the parts and components that supply its assembly lines.

The Swiss CargoLine partner Lebert, a transport and logistics provider based in Kreuzlingen, has been responsible for V-ZUG's procurement logistics ex-Germany since 2014. Dozens of suppliers register their consignments directly with the freight forwarder using a specially designed communication channel. Lebert's colleagues in the German CargoLine network handle the daily collections of general cargo and small part-loads. Lebert then groups these consignments at its warehouse in Kreuzlingen and delivers them to Zug. Daily part and full loads are handled by Lebert Kreuzlingen directly using its own fleet of long distance trucks. The company's status as an "authorised operator" with customs authorities offers a further advantage for the household appliance specialist. "It means that we can transport the goods duty unpaid to Switzerland. We then handle import customs clearance on our own premises. This cuts out long and unnecessary waits at border crossing points," explains Zeki Cicek, sales manager at Lebert's Kreuzlingen location. With up to five semitrailer deliveries to V-ZUG per day at peak times, this is a considerable time saving.

#### Precision and quality

However, it was only one of the reasons behind the decision to hand responsibility for procurement logistics to the CargoLiner. The other: in 2014, V-ZUG decided to identify its "best in class" logistics service provider for consignments from Germany. "Lebert reliably processed all the test consignments. This was extremely important to us. Our assembly lines run as smoothly and efficiently as a proverbial Swiss watch and allow us to plan material flows very precisely. We only keep small stocks on-site. But this depends on absolutely reliable deliveries of parts and components. For us, that is far more important than offering the fastest transit times," says Matthias Hirzel. "What's more, by fine-tuning the available transport capacities and specifying delivery days, we have been able to minimise costs and create a classic win-win situation," he adds.

#### Partnership with chutzpah

For Matthias Hirzel, the working relationship is characterised by mutual respect. He also appreciates the practical support that Lebert provides when plans change at short notice, in unusual circumstances and when express consignments simply have to be delivered on time. For example, in one case a domestic German shipment had to be anonymised so the recipient would believe it had been sent directly from Switzerland. Sales manager Zeki Cicek took the sensitive matter into his own hands and the conspiracy succeeded perfectly. Who would anticipate so much cunning from the descendants of William Tell? <

## V-ZUG

... is based in the heart of Switzerland and has been developing and manufacturing innovative, durable, high-quality equipment for kitchens and the textile cleaning and care sector for over 100 years. The Swiss market leader has ten exhibition and consulting centres as well as 16 service centres in Switzerland with international representatives in a further 18 different countries. The company employs around 1,400 people worldwide and is currently training more than 70 apprentices. In 2016, the renowned "Most Trusted Brands"<sup>2</sup> survey of over 1,200 Swiss consumers again identified the V-ZUG brand as the most trusted suppliers of household and kitchen appliances. The company is in the fourth generation of family ownership and management. It is a member of the Met-all Zug Group. [www.vzug.com](http://www.vzug.com)

## Swiss-based Lebert AG

... is part of the Lebert group. The group's headquarters in Kempten and its facilities in Baienfurt and Kreuzlingen (Switzerland) employ around 400 staff. They operate a 17,000 sqm cargo handling site and a 64,000 sqm logistics area. All three locations are certified in accordance with DIN EN ISO 9001:2008 including HACCP concept and logistics services, DIN EN ISO 14001, 14064, DIN EN 16258 and s.a.f.e. In addition, Kempten is certified in accordance with IFS. The Kempten and Baienfurt sites are also recognised as Authorised Economic Operators (AEO) with the highest level of certification, F. [www.lebert.com](http://www.lebert.com).

<sup>1</sup> Consumer survey Technomic Index 2015

<sup>2</sup> Research institute Dialego, Aix-la-Chapelle, on behalf of Reader's Digest Germany, April 2016



# Bigfoot or Cinderella?

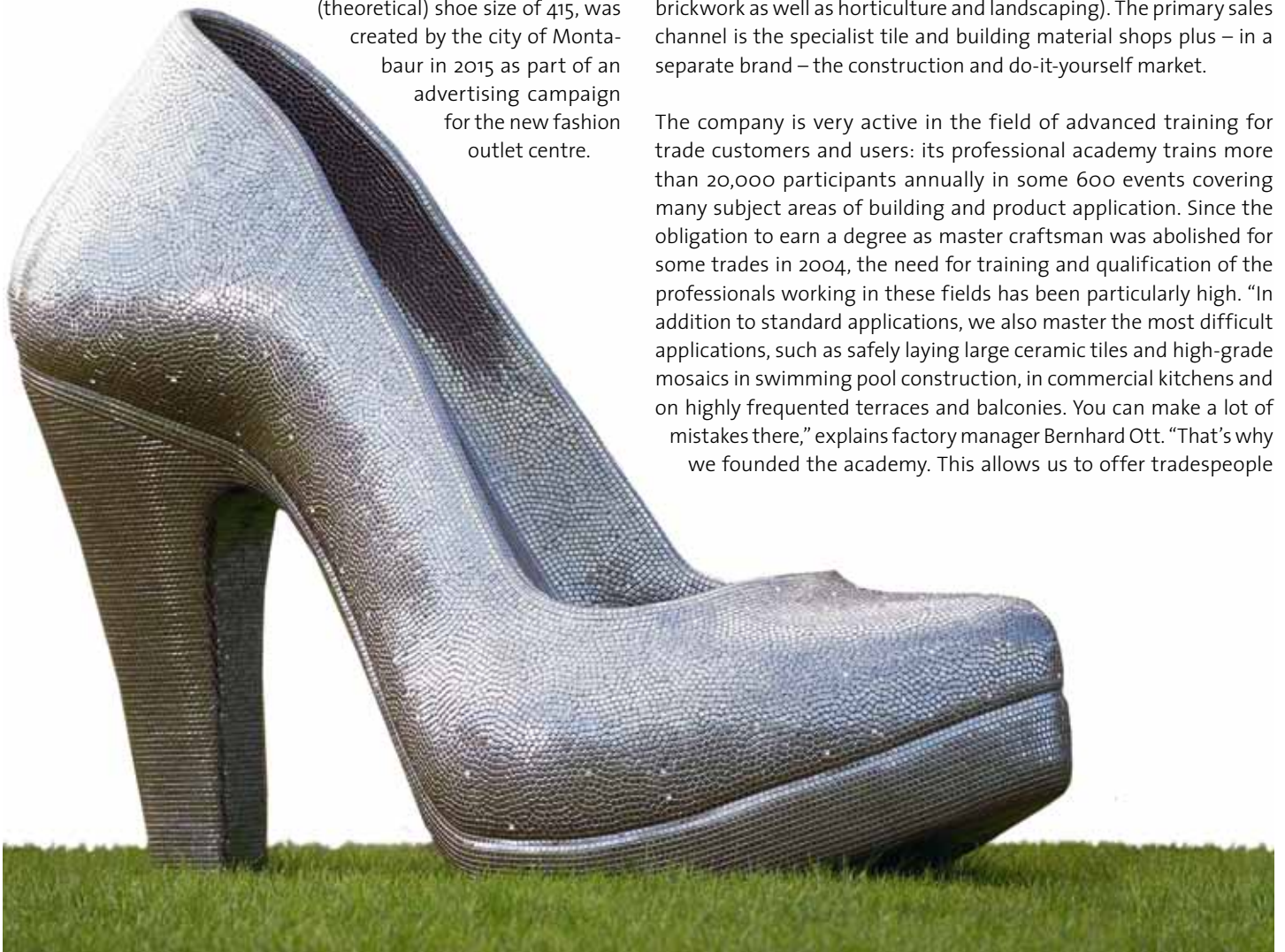
One of the major special manufacturers for building-chemical products in Europe wants to expand further and assume leading positions in the respective core markets. For this, the company Sopro Bauchemie GmbH in Wiesbaden relies on dependable collaboration with its logistics partner and CargoLine member Hofmann Internationale Spedition.

In the fairy tale, Cinderella lost her shoe when it got stuck in the pitch with which the Prince had dabbed the palace steps. Today, her legendary shoe can be admired as an oversize work of art which is covered all over with a crystal glass mosaic in Montabaur in the state of Rhineland-Palatinate. However, the sparkling coating was not secured and jointed with that type of medieval tile adhesive but with a quite modern alternative: a two-component, highly resilient reaction resin grout from the manufacturer Sopro. The exhibit, which is about two metres tall and long and has a (theoretical) shoe size of 415, was created by the city of Montabaur in 2015 as part of an advertising campaign for the new fashion outlet centre.

## Product range for professionals

Sopro Bauchemie is one of the leading manufacturers of building-chemical products in Europe. The origins of the company are in the department of “special products” of the cement manufacturer Dyckerhoff’s main plant in Wiesbaden, Germany. Today the name spells “product range for the professional” containing innovative products and product systems for structural and finishing work in the construction business (e.g. laying tiles and ashlar, special screed, construction waterproofing, plastering and putty work, oven and brickwork as well as horticulture and landscaping). The primary sales channel is the specialist tile and building material shops plus – in a separate brand – the construction and do-it-yourself market.

The company is very active in the field of advanced training for trade customers and users: its professional academy trains more than 20,000 participants annually in some 600 events covering many subject areas of building and product application. Since the obligation to earn a degree as master craftsman was abolished for some trades in 2004, the need for training and qualification of the professionals working in these fields has been particularly high. “In addition to standard applications, we also master the most difficult applications, such as safely laying large ceramic tiles and high-grade mosaics in swimming pool construction, in commercial kitchens and on highly frequented terraces and balconies. You can make a lot of mistakes there,” explains factory manager Bernhard Ott. “That’s why we founded the academy. This allows us to offer tradespeople





Professionally laid tiles make for an enjoyable swimming experience.

specific solutions at our local training centres or on location to make their job easier and safer.” By doing so, Sopro distinguishes itself clearly from low-cost suppliers.

Another important company goal is the most environmentally conscious production with as few pollutants as possible in the processing of the components used. Much emphasis is placed on using suitable recyclable materials. Moreover, an in-house environmental programme was developed in compliance with the “Ecoprofit” programme in Wiesbaden, which comprises about 100 measures in many different areas. They all aim at significantly reducing energy, water consumption and operating resources as well as the volume of related refuse. The company has been certified in the energy management system of ISO 50001 since 2014.

### Complex business – complex solutions

Sustainability is also an important issue for Sopro with respect to its partners. According to Bernhard Ott, the company only wants to work with forwarding agencies “who always keep their fleet up-to-date, use low-emission vehicles and have little voidage – in other words, who optimise their pick-up and return traffic.” It goes without saying that punctuality and reliability are also a must. High standards, in other words, which not everybody lives up to: in 2007, Sopro tendered new freight forwarding bids. Ultimately, the choice in the region of Central and Southern Germany fell on transport and logistics provider Hofmann in Biebesheim. “Because a medium-sized company offers us more information and greater transparency, because we know who we are dealing with and we have direct contact all the way to the company managers,” Bernhard Ott explains this decision.

The collaboration is based on a general obligation to deliver on the next working day while using all time-spot delivery products of CargoLine. Spedition Hofmann was a “lucky find” for Bernhard Ott and

a very reliable partner in an increasingly complex business. “There are more and more construction sites with special requirements, for instance size restrictions for truck access or extra need of forklifts.” The CargoLiner can confirm this: “The quantities to be delivered and the customer requirements keep increasing. We cushion this and take over the loading work using supply vehicles,” explains Managing Director Uwe Hofmann. “This minimises the additional cross-docking, is easy on the merchandise and, most importantly, ensures permanent dispatch of the finished commissions.” Hofmann has installed its own IT system at Sopro to achieve optimum processes. The direct connection to the customer guarantees fast data exchange and proper barcoding. Moreover, each time a pallet – which can weigh up to a tonne – is loaded onto a vehicle, it is scanned. Typically, the driver alerts the respective customer one hour prior to delivery to coordinate the exact unloading procedures, including for construction site deliveries.

### Joint growth

“Over the past 14 years, we have more than doubled our revenues, and we want to keep growing. It is our goal to further expand our market position in all regions and countries in which we operate,” says Bernhard Ott. “One crucial point is the expansion and realignment of our entire distribution system. We are confident that in Hofmann we have a partner at our side with whom we can accomplish that.” Hofmann is already preparing its space to be ready for its additional duties: currently, a 2,200 square metres transshipment hall with eleven loading dock shelters, extra ramp capacities and connected office unit is being built next to the new, more than 18,000 square metres large outdoor storage area. “We always collaborate on the processes when we are about to take a major step,” Uwe Hofmann emphasises. <

## Sopro Bauchemie

... originated in the German cement manufacturer Dyckerhoff’s main plant in Wiesbaden. Dyckerhoff Sopro GmbH was established there in 1985, with a growing range of tile adhesives, grouts, putties, coatings and many other building-chemical products. Since 2002 the company has been part of the Italian MAPEI Group, the world’s largest manufacturer of construction adhesives, which also resulted in a new name: Sopro Bauchemie GmbH. The company currently has 287 employees and five apprentices. [www.sopro.com](http://www.sopro.com)

## Hofmann Internationale Spedition

... was founded by the married couple Monika and Georg Hofmann in Biebesheim in 1962. Today, the family enterprise is managed by their sons and offers a wide range of services far exceeding mere transport. The freight forwarding and logistics company has 250 employees at two locations. The fleet consists of 80 company-owned pulling units. It is complemented by approx. 50 subcontractors with various combination options. In January 2015, Hofmann joined the CargoLine network. A mere nine months later Managing Director Uwe Hofmann became representative of the franchisees on CargoLine’s Advisory Board. [www.hofmann-spedition.de](http://www.hofmann-spedition.de)





## Congratulations

... to Günter Schwarz. Anyone who first meets CargoLine's founding member takes a second, incredulous look: is he really 80, this slender gentleman with the straight posture and the alert eyes?

Born in Göppingen on 28 June 1936, he has always remained loyal to his home region: as owner and long-standing managing director of the CargoLine partner Wackler Spedition & Logistik, CEO and chairman of the Advisory Board of the Schwarz Group of Companies, president of the District Chamber of the Chamber of Industry and Commerce, sponsor of the Handball Premier League club Frisch Auf! Göppingen and much more.



Now and then, however, he also went to the state of Hesse for a whole day: as Chairman of the Advisory Board he was key in determining the course of CargoLine until 2008.

But now that his workload is considerably reduced, he enjoys spending time with his wife Dagmar, to whom he has been married for more than 50 years, meeting regularly with childhood friends, jogging in the woods on Fridays with one of his two grown-up daughters, cultivating his network and reading at least two newspapers a day along with trade magazines.

We belatedly wish Günter Schwarz all the best for his birthday and hope that he stays healthy and continues to enjoy life! <

## Feeling like a World Cup winner

Play hard, cheer hard, party hard – that was the motto of the CargoLine football tournament, which took place in Flieden, in the German state of Hesse, on 18 June 2016. More than 1,300 fans from 35 partner companies and one service provider all over Europe cheered on 40 teams made up of their colleagues throughout the day. Their shared ambition – to win the general cargo alliance's European football crown. After some thrilling matches, the host team, John Spedition from Eichenzell, finally held the trophy, having succeeded in achieving a 5:0 victory. Leopold Schäfer (from Neunkirchen in the Siegerland region) and international partner Militzer & Münch took second and third places respectively.

All the teams were inspired by the presence of the original German team FIFA World Cup truck from 2014. Players and fans were able to take photographs in the truck all day long – and get just a taste of what it must feel like to be a world champion. But the gathering of CargoLiners showed more than outstanding footballing talent – in the cavernous



Winners John Spedition in battle with runner-up Spedition Leopold Schäfer.



The team from John Spedition, winner of this year's tournament, celebrates its victory in front of the original German 2014 World Cup winner truck.

party marquee, players and supporters of all the teams celebrated until the early hours.

### Worth the effort

"Organising the tournament every two years is always an enormous challenge for the host CargoLine partner and system headquarters. But when you see how much the players and supporters enjoy themselves and later realise that events like these strengthen the bond between us all, you know it is worth the effort," says a delighted Jörn Peter Struck, Chairman of the CargoLine Management Board. "I would like to express my deepest gratitude to our sponsors active logistics, Aktiv Assekuranz, AWP Consult, Baake-Bartosch, Eikona, Hummel Print, Kronsguard, Lobraco, Login, Paki, Ingenieurbüro Reichl, s.a.f.e., Sixt, Speedytex, TIP Trailer Services, Wesselhoeft Gefahrgutservice and Zebra Technologies. Without them, it would be impossible to stage the tournament on this scale."

By the way: the next CargoLine football tournament will be held at Spedition Schäfer in Neunkirchen in 2018. <

## Outsourcing as a win-win situation

Companies that want to outsource their contract logistics in part or in their entirety in Germany must deal with such complex issues as covert transfer of personnel, temporary work, contracts of work and labour and of services or Section 613a German Civil Code (BGB), which sets forth the rights and duties in a transfer of undertakings.

On 27 September, the "CargoLine Day of Contract Logistics", experts and customers of the host, the Osnabrück-based CargoLine partner Heinrich Koch Internationale Spedition, gave helpful tips for companies and logistics services providers on handling the above-mentioned challenges in legal and actual terms. A detailed report is to follow in volume 1/2017 of CargoTime. Watch this space! <





## Honour and glory for international partners



From left to right: Roland FÜRER (Director Interfracht, Switzerland), Andreas Goggi (Managing Director, Brigl, Italy) and Markus Weber (Branch Manager Lebert, Switzerland) proudly present their "International CargoLine Partner of the year 2015" trophies.

"The competition for the title 'International Partner of the Year' is not a battle for prize money or privileges. It is about taking CargoLine to the next level and making us all even stronger in the process," explains Andreas Goggi, Managing Director of Brigl. The transport and logistics company from Bozen in Italy was the top performer in the latest rankings. Interfracht from Pratteln near Basel successfully

defended the second place it won last year while Lebert (Kreuzlingen, Switzerland) took the third spot. The awards were presented at the meeting of CargoLine's European partners in Riga, Latvia, where the general cargo alliance has been represented since 2011.

### Exceptional dedication

The podium places were once again earned by hard facts and exceptional dedication. Criteria included increases in consignment volumes, fast and error-free processing and the degree of networking with other CargoLiners.

In particular, the award recognised the contributions of Brigl's managing director Goggi in two of the alliance's working groups, which have played an important role in shaping CargoLine's operational and strategic focus. His level of commitment has been beyond the call of duty.

### European unity

"Our network has expanded to more than 50 partners in Europe, the CIS, Middle East and Maghreb. We are delighted to observe that their level of personal involvement, networking, collaboration and marketing of CargoLine in their home markets continues to grow relentlessly. This is at least as important in building shared success and customer satisfaction as our seamless, cross-border consignment tracking system and uniform quality standards," says a smiling Bernd Höppner, CEO of CargoLine, who is responsible for international development. <

## Amm Spedition: on tour for half a century



Three generations, one company: founder Fritz Amm welcomes his guests while his son Ralf Amm, member of the management board since 1996, and his offspring listen carefully on the left.

"We are proud and grateful that we have such dedicated employees who meet the high expectations of our customers and achieve extraordinary things every day. We know that this work often takes its toll on their private lives. That is why we pay tribute to our staff, service providers and partners for their unwavering loyalty and tireless work!" declared an emotional Fritz Amm, Senior Managing Director at the

Nuremberg freight forwarder's 50th anniversary celebration.

Some 500 guests – employees and their families – answered the invitation to join the joyful gathering on 11 June. The afternoon passed all too quickly, especially for the many children who enjoyed activities such as electric cars, bull riding, face painting and an art corner. Fashionable food trucks serving Franconian

specialities, Italian pasta, pork slowly cooked in hickory smoke, doughnuts and frozen yoghurt kept up the strength of both young and older guests. Drinks were served by the management themselves! As a little "thank you", the staff had asked a local group of marksmen to join the festivities and contribute to the entertainment with gun-salutes.

### One of the Top 3 in the region

Fritz Amm founded the freight forwarder as an owner-driver in 1966. Spedition Amm joined CargoLine in 1995 and the Group

now accounts for two of the alliance's locations. It is one of the Top 3 general cargo freight forwarders in the region, handling 1,500 outgoing consignments for nationwide delivery as well as 1,100 incoming consignments every day. "The domestic groupage business is by far our largest source of revenue. The remainder, which is not insignificant, comes from international shipments, mostly to Austria, Italy, Spain and Scandinavia, and container trucking. Contract logistics is the sector with the largest growth potential," explains Ralf Amm, the founder's son who has been a member of the management board since 1996.

CargoLine wishes Amm Spedition the greatest success for the next fifty years and beyond! <



Founder Fritz Amm with his wife Elfriede.

## Sad farewell



The CargoLine members learned with great dismay that their founding partner Karl-Heinz Schäflein had passed away on 24 June 2016. He was 76 years old.

As a long-time member of the CargoLine Advisory Board, Karl-Heinz Schäflein was instrumental in the network's development. The transformation from a national to a Europe-wide network was a special concern of this great business personality.

Transport and logistics were in his veins since he was young. In 1964, he took over his father's forwarding firm and expanded it into a full logistics services provider. Today, Schäflein AG has more than 1,000 employees. It is run in the third generation by his nephews Achim and Bernd; his son Alfons is executive director.

The socially committed businessman with the great sense of humour liked to spend his leisure time doing sports and going on holiday with his wife, his two children and his grandchildren.

They have all our sympathy. We will always honour Karl-Heinz Schäflein's memory. <

## A good blend in the new Advisory Board

On 31 August 2016, the shareholding companies elected their representatives on the CargoLine Advisory Board for the usual terms of office. The Members of the Advisory Board for the coming three years are: Managing Directors Ralf Amm (Amm Spedition, Nuremberg), Andreas Hartmann (Hartmann International, Paderborn), Heiner Koch (Koch International, Osnabrück), Oliver Schwarz (Wackler, Göppingen) and Stefan Seils (Bursped, Hamburg). The serving Franchisee Officer Uwe Hofmann (Managing Director of Hofmann Internationale Spedition, Biebesheim am Rhein) and the external logistics consultant Ingolf Heuring complete the board. Stefan Seils was again elected Chairperson of the Advisory Board and Ralf Amm as his Deputy.

"The new Advisory Board is a good mixture of sons and nephews of the first CargoLine generation, representatives of more recent additions to the CargoLine family and an experienced chairperson. Over the next three years, they will further boost the development of the alliance with fresh ideas," says Jörn Peter Struck, CargoLine CEO.

Mr Struck also thanks the retiring Members of the Advisory Board for their loyal service: Managing Directors Birgit Bergemann (John Spedition,



From left to right: Managing Directors Stefan Seils (Bursped, Hamburg), Andreas Hartmann (Hartmann International, Paderborn), Heiner Koch (Koch International, Osnabrück), Oliver Schwarz (Wackler, Göppingen), Uwe Hofmann (Hofmann Internationale Spedition, Biebesheim am Rhein) and Ralf Amm (Amm Spedition, Nürnberg) form CargoLine's new Advisory Board. External logistics advisor Ingolf Heuring is missing from the picture.

Eichenzell), André Biber (Franz Lebert, Kempten) and Rolf Lorenz (Schmidt-Gevelsberg, Schwelm). "Rolf Lorenz will retire at the end of 2016. We will miss his strategic abilities enormously. Without his expertise and years of dedication, CargoLine would not be one of the Top 3 general cargo alliances, nor have the best image within the Top 3. <

## A fair wind for contract logistics

"Over the coming years, we will significantly expand our contract logistics operations and take on extra employees – from unskilled workers to highly qualified specialists," explains Burkhard Frese, Managing Director of Schmidt-Gevelsberg, with justifiable pride. The CargoLine partner based in Schwelm recently acquired a 30,000 square metres property in the neighbouring town of Sprockhövel which provides 2,400 square metres of office space and 13,500 square metres of hall area. The latter has the capacity for up to 21,000 new pallet spaces in addition to areas for typical contract logistics tasks, such as assembly, quality control and order picking.

### Just at the right time

A strongly expanding business had already forced the company to supplement the original site by renting four external warehouses in Schwelm and Wuppertal so the option to buy a new property came at just the right time. "Commercial properties

like these are rare in the densely populated Ruhr region. So we are extremely lucky to have found this one that meets our requirements. Here we can combine and expand the operations currently handled by our external warehouses," says Frese. "From now on, the location in Schwelm will be dedicated entirely to the transport business and, above all, to the general cargo consignments we distribute and receive from all over Europe. This has always been our core area of expertise. We want to expand it and now have the chance to do so – especially in combination with the new opportunities in the area of contract logistics."

The medium-sized company paid a considerable sum for the new facility – in the high single digit millions. The district of Ennepe-Ruhr and also CargoLine are delighted to see their partner's commitment to Schwelm and the region. <





# Love of detail

**In the evening hours, Wolfgang Belz, head of Schmidt-Gevelsberg's insurance department, loves to build and assemble true-to-original models: the entire fleet of the CargoLine partner complete with historic lorry and forwarding hall.**

Wolfgang Belz calls himself an “aborigine”. He means this in two ways: on the one hand he is from Gevelsberg and still lives there. On the other, he has been continuously employed at Spedition Schmidt-Gevelsberg since 1969. While having been with the company for 47 years by now does not make him the oldest staff member, he is in fact the one with most seniority. He knows every employee in “his company” personally and has gathered experience in all important departments: after his apprenticeship he first worked in export, and then in field sales for ten years. Subsequently, Belz switched to long-distance transport dispatch and afterwards to the insurance department, where he has been for 15 years now. He was appointed department manager, put in charge of operational safety and vested with the corresponding authority.

## Well-insured

Wolfgang Belz is evidently a fairly uncomplicated type of person. Therefore the initially tricky small-print world of the insurance business was not his cup of tea. “In fact, it was probably the biggest challenge of my professional life,” he says in hindsight. Today, he is a master in dealing with numbers, percentages and expert risk assessment. The latter is especially important. After all, there is always the chance that something happens in the warehouse, on the ramp or in transport, despite carefully designed procedures and safety training. This not only refers to the hard-to-prevent minor breakages and scratches on the cargo and the vehicles, which “add up to 200 to 400 euros a day,” Belz knows. For instance, if a truck has a tear in the tank and the diesel gets into the soil and groundwater, this can quickly become quite expensive. Therefore the freight forwarder needs perfectly fitting insurance protection, from liability to comprehensive and through to building insurance and sufficient coverage for environmental damage due to hazardous substances. “Luckily, we haven't had any major accidents with paints, solvents or acids so far,” says Belz as he knocks on wood.

## Perfect handiwork

Yet Wolfgang Belz pays attention to the minutest detail not only in his everyday work. After all, he is a passionate do-it-yourselfer. For example, building true-to-original replicas of trucks in the classic scale of 1:87 has consumed a major portion of his leisure time for over



20 years. This still gives the father of two sons enormous pleasure. The model builder has painstakingly assembled over 40 vehicles of the existing fleet of Schmidt-Gevelsberg, already decommissioned models from the 1950s and the original cross-docking hall with 28 gates plus interior. The result is a fascinating set with numerous details such as miniature forklifts, high-bay racks and cargo pallets. In the wintertime, he adds artificial snow plus a Christmas tree and Father Christmas.

Some of the small trucks are commercially available models from the manufacturers Herpa, Wiking and Brekina. Belz adjusts them, retrofits them, paints them and puts transfers on them in his company's traditional blue and lettering. The current models also bear the CargoLine logo, of course. He had the tiny lettering printed individually on special film by a small manufacturer. On average, it takes him three to four evenings to put together one vehicle. His models are so perfect that they are displayed at model construction trade fairs. But this is not all: the company Herpa has also invited him and on his suggestion included new models in its repertoire.

Wolfgang Belz has had a grandchild for almost a year, and he plans to retire at the end of 2017. But he wants stay loyal to his company: a warehouse still holds the original of the 1957 Borgward B 4500, whose model has a place of honour above his desk. He will continue to keep it in roadworthy condition, present it at events and drive the occasional lap with it. <



# New logistics hub

**With the opening of a new container terminal and its own inland port, CargoLine's Dutch partner Rotra is living up to its reputation as a forward-thinking company. It now offers customers a new dimension in multimodal transport and one-stop logistics shopping.**

Royal Rotra had been waiting for this moment for more than a quarter of a century – the opening of its long-planned container terminal in the town of Doesburg, an old member of the Hanseatic League, was truly a cause for celebration. The company constructed most areas of the project itself and created a gigantic cargo handling facility that offers a connection to the ports of Antwerp and Rotterdam. However, the CargoLine partner had to overcome many hurdles before it could pop the champagne corks this September. “Dealing with bureaucratic processes requires a great deal of patience even in the Netherlands,” sighs Machiel Roelofsen, managing partner of Rotra. “We presented the idea of building a container terminal to the local authorities way back in 1989. They said ‘maybe’ which really meant something closer to no.”

## Against the flow

Nevertheless, the freight forwarder was undeterred and continued to work on its plans. These were cast into further doubt in the mid-1990s by a catastrophic flood which resulted in an official order to “stop”. The provincial authorities of Gelderland feared that the River IJssel and its tributary, the Het Zwarte Schaar, could flood the company site. Rotra did not share their opinion. And after a feasibility study, countless soil testing programmes and a total of ten approval procedures, the company was finally permitted to start construction in 2014. “I am delighted that we are a family company. If my father had not

started the project and my brother and I had not continued it, we would probably never have overcome all the resistance,” says Machiel Roelofsen with a smile.

## A ten million euros investment

The project was complex. First, Rotra had to raise and extend the dyke to create space for a large 40,000 square metre platform to provide space for the terminal, warehouses and outdoor storage areas. In addition, the company had to deepen the navigational channel to provide access for large container ships and build a gantry crane. To do this, an existing crane in the Dutch town of Born was dismantled, converted to handle HighCube containers and rebuilt in Doesburg. Another highlight was the liquefied natural gas (LNG) refuelling station of which Rotra's managing director is particularly proud. “LNG is a clean, safe, sustainable and environmentally friendly source of energy for ships and trucks.” The EU shares his conviction. It subsidised both the construction of the refuelling station and the deepening of the navigational channel. The assistance was welcome – after all the cost of the entire project was around ten million euros!

## All good things come in fives

Even for a well-financed family company like Rotra, a sum of this huge magnitude is clearly an investment in the future. “We are now truly a one-stop logistics shop for our customers and can supply every



Thanks to its multimodal terminal, Rotra expects to forward about 10,000 containers per year by ship instead of truck, saving almost 200 trips by truck per week



Aerial view of a ten million euros investment.

logistics service they require from a single source. This allows us to create solutions for every need and also makes us attractive for other consignors – even those with complex tasks,” explains Machiel Roelofsen confidently. The freight forwarder offers five different modes of transportation – air, sea, road, rail and now inland waterway – which can be combined in any way. It also offers extensive services for processing cargo: from loading and unloading containers to handling every aspect of customs clearance and even contract logistics solutions such as packing, repacking, labelling goods or grouping individual components – if requested. Furthermore, the company is fully equipped to transport the goods on to their final destination. From Germany (just 20 km away) to the most remote corners of Europe. As a member of the Cargoline network with more than 80 partners, door-to-door distribution is guaranteed to any location.

### Economic and ecological sense

More than 90 per cent of goods traded internationally are transported by sea because it is comparatively cheap. However, most transports from the big ports of Antwerp and Rotterdam have had to continue their journey by road – until now. The new terminal in Doesburg allows them to be transported by barge along inland waterways – bypassing the risk of traffic jams. Doesburg can also ship goods to Germany. “We expect to handle around 10,000 containers per year using barge rather than truck transports. In other words, we hope to take nearly 200 truckloads per week off the roads,” says Roelofsen.



lofsen. “That makes sense not only economically but also ecologically.”

In addition, Rotra’s container terminal offers much lower storage costs than the big ports but customers need not compromise on quality: the Dutch logistics specialists offer a wide range of services including bonded warehouses (automatic customs warehousing) and gas measurement for containers, which have been treated with pesticides to protect goods and packaging against pests. If necessary, they can also take responsibility for degassing the cargo to ensure a smooth onward passage of the goods in accordance with the relevant statutory emission controls. For these and other unusual wishes, the company has set up its own Special Services department which can be contacted 24/7.

### Logistics specialists with pioneering spirit

Established over one hundred years ago when it offered transport services with horse-drawn carts, Rotra is now a firm believer in digital technologies. “After all, in the transport industry, the most efficient strategy is to automate as many processes as possible.” Logistics Software Solutions (LSS) makes an important contribution to achieving this goal. The independent subsidiary uses its knowledge of the industry and experience in customer service to develop software solutions, which focus precisely on the needs of multimodal transports. Even in the virtual world, Rotra is blazing new trails. And we look forward to discovering where these innovative entrepreneurs will lead us next! <

### Royal Rotra

Rotra was founded by Hermanus Roelofsen in Doesburg (Netherlands) more than 100 years ago. The company is now in the fourth generation of family ownership and management. It has more than 80,000 square metres of storage facilities and employs around 860 staff at its sites in the Netherlands and Belgium. One of the company’s special features is that it operates as a 4PL provider (fourth party logistics service provider), i.e. a service provider that coordinates all its customers’ logistics processes including procurement and information streams. However, unlike most other 4PL providers, Rotra operates its own fleet of vehicles, global multimodal transports and many solutions encompassing every aspect of warehousing and contract logistics. The opening of the Cargoline’s new container terminal in Doesburg also sends a strong message within the general cargo alliance.

[www.rotra.eu](http://www.rotra.eu)



and the corresponding amount of CO<sub>2</sub>,

# Travelling light

While transporting goods is and will always be physically tiring, CargoLine has already taken further steps to ease digital communication with customers. The latest examples are the partner sales app and the alliance's electronic delivery notification system – B2CLine.

**T**ouch, swipe, touch, touch – sales staff from CargoLine's member companies can frequently be spotted performing these finger movements at the moment. This is because many of them are already using the alliance's new sales app. Like the individual company websites, it offers specific information about the alliance but is also tailored to the individual members in terms of its design and content. It presents facts, figures and information about the freight forwarder – such as special areas of expertise which extend beyond traditional group shipments, e.g. part and full loads, air and sea transports, express delivery services, contract and hazardous goods logistics and much more.

But above all, sales representatives from CargoLine companies can use it to load individual documents and presentations to a user-specific area of the app and then display them at meetings either on the tablet

itself or projected onto a screen. Even better: the sales rep can email documents to the (potential) customer directly from the application during the meeting.

## PDF replaces paper

“Of course, we are still happy to provide a folder of brochures, bound Powerpoint presentations, etc. to anyone who wants one. However, we have noticed for a while now that many of our contacts prefer to deal with as little paper as possible. The app alters the way we provide sales documentation. Customers' information preferences are changing and we are changing with them,” explains Sandra Durschang, Head of PR & Marketing at CargoLine.

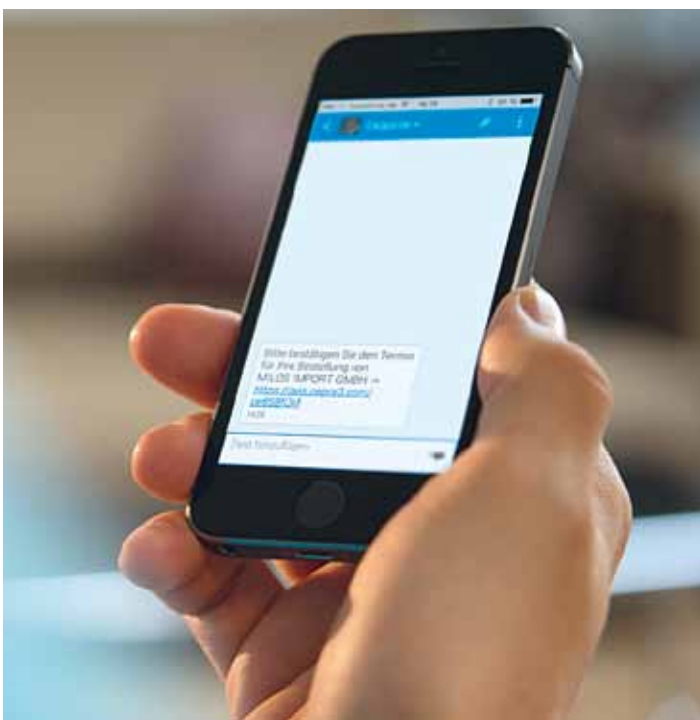
## Accurate delivery time forecasts

Another tool highlights the way that CargoLine is moving with the times: the B2CLine electronic delivery notification system. A growing number of customers are ordering large items such as refrigerators or porch swings on the Internet. Delivery of these products naturally requires a freight forwarder whose communication system is primarily focused on B2B customers. However, consumers expect this freight forwarder to provide the same fast delivery and proactive flow of information as a parcel service. CargoLine now meets these requirements with its delivery notification tool B2CLine.

It informs the receiver by email and/or SMS – if a mobile phone number has been provided – when to expect the delivery. 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 the CargoLine partner responsible for making the delivery to call him back and agree an alternative time by phone. The times when online shoppers had to take half or even a whole day off work to wait for a delivery really are a thing of the past.

## Five-star service

Internet retailers also benefit from the delivery notification system. When integrated into the online shop system, customers can specify a preferred delivery time when they place the order and even book evening delivery. In this case no SMS or email notification is required. If the ordered product is in stock, the CargoLine partner can offer express delivery for the B2C consignment – between 24 and 48 hours after



B2CLine makes agreeing on a time of delivery very easy.



placing the order to any destination in Germany. Further options such as delivery to the place of use, removal of packaging, etc. are also possible using the integrated notification tool. Customers appreciate these services so they often result in positive shop reviews. “The better the reviews, the easier it is for an online shop to win over more customers. It also reduces the risk of returns,” explains Struck.

**Communication in real time**

The B2CLine notification tool is linked to the alliance’s Cepra 3.0 track & trace system. This is not only used by the CargoLine partners as a central communication platform but also enables customers to access all the latest information and view the status of their consignment – in real time.

Every month, the central track & trace system processes 8.61 million scan results from 2,904 mobile devices and 4.56 million status changes which are synchronised constantly with data in the background, e.g. when divergences or irregularities arise.

As well as the current status and delivery information, customers can also be informed automatically about changes in transit times or damaged consignments by email or directly in the customer’s merchandise management system. In addition, users can configure the track & trace system to their individual requirements for better transparency. For example, customers can adjust all sorts of the parameters to their own needs, e.g. query criteria and list formats, storage of the most frequently used search terms, downloads of lists in various file formats or quick availability of delivery receipts.

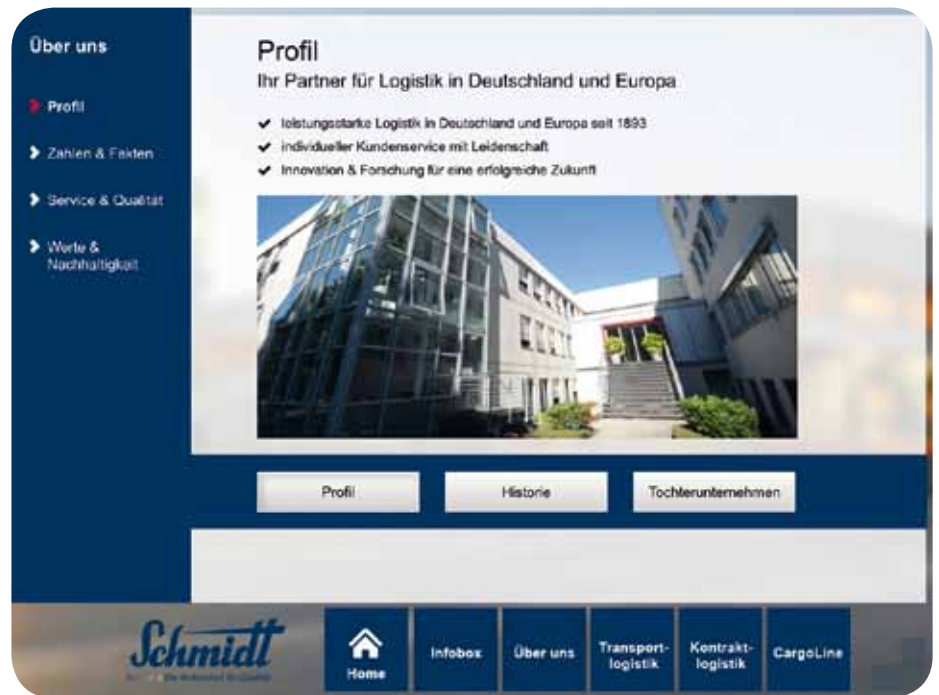
**Customised consignor interfaces**

Communication using bits & bytes also works the other way round. After all, many CargoLiners receive only ten per cent of their orders by telephone or in writing. Of the remaining 90 per cent, around two thirds are placed using Internet customer accounts. The remaining collection and delivery requests are received directly from customers’ merchandise management systems or electronically as procurement orders (known as OrderLiners) from the CargoLine network.

So far, so simple. It becomes complex and challenging for the IT specialists when the system has to exchange more than consignment data. In the area of contract logistics, tasks such as order picking, packing, management of returns, display assembly, assembly work or quality control required custom interfaces from the specific logistics software to the consignor’s merchandise management system. It is a challenge that CargoLine’s IT specialists are glad to accept. They have decades of know-how!

**Standing up to hackers**

Incidentally, the IT systems of all CargoLine partners have been certified in accordance with ISO/IEC 27001 since 2012. CargoLine was thus the first general cargo alliance to work in accordance with this high



The CargoLine partners’ answer to changing information preferences? A sales app!

standard. It sets out the requirements for manufacturing, importing, operating, monitoring, maintaining and improving the management system in order to ensure information security and protect the company against potential IT risks. In-house teams and audits guarantee correct implementation as well as availability and information security. Experiences and new requirements – due to customers, new products, changes to workflows or statutory regulations – are discussed regularly in one of the alliance’s working groups. Together, its members agree on the consequences for the IT systems. The aim is to eliminate the possibility of damage caused by power failures, hard drive crashes or hacker attacks from the outset. The costs of these problems, if they occur, can total millions of euros. <

# Help for children in need

The CargoLine network supports “Die Arche” (‘The Ark’) with free advertising on its trucks. In this way it wants to help collect more than nine million euros in donations for the charitable work of the children’s aid project this year.

It’s sad but true: according to estimates by the Bundesverband der Kinder- und Jugendärzte (German Association of Paediatricians) half a million children do not get enough to eat in Germany alone. They go to school without breakfast on a regular basis and get a warm lunch only a few times a week. According to the Child Protection Association, one in six children lives in poverty. And as if this were not enough: financial poverty is often accompanied by disadvantages and social poverty in the families. According to Reverend Bernd Siggelkow, head of “Die Arche” (‘The Ark’), the non-denominational organisation for children and teens, the biggest negative consequence is the loss of emotions, “because no one has time for their children anymore. They go out into the street, are left to their own devices there and are bored.”

## Strengthening children psychologically and physically

The social educational institution, which is headquartered in Berlin-Hellersdorf, tries to counter this development. The most important things it offers are free lunches, homework tutoring and numerous leisure activities such as music, sport, cooking, computer and theatre classes as well as workshops and excursions. In this manner, the street workers and pedagogues from Arche want to give the children and teens from socially disadvantaged families a sense of self-worth so they can develop the strength to find their own way. Conveying trust, appreciation and affection are important elements in this effort.

“We make children strong for life” is the motto of a programme in which Arche by now offers its comprehensive support at 22 locations and holiday camps in Germany, two locations in Switzerland and one in Poland. In this way it reaches a total of about 4,000 children and teens. To fund its efforts, the institution relies on donations by private individuals, companies, associations and foundations. The target donation amount for 2016 is 9.2 million euros. More than 85 per cent of the needed funds goes straight to the work for children and teens and the construction of new day care centres. Despite support by celebrities such as TV host Günther Jauch and actress Veronika Ferres, reaching this target will not be easy.

## Trump card “mobile advertising”

“We now want to tread new paths with mobile advertising,” says media spokesman Wolfgang Büscher. After conducting brief market research, the institution specifically approached CargoLine and asked if it could stick advertisements for Arche on its trucks. “Social engage-



Wolfgang Büscher, Arche’s Head of Communications (in the middle), Frank Michel, TLT’s branch manager (left) and Jörn Peter Struck, TLT’s managing director and Head of CargoLine’s Management Board, in front of the first of 45 trucks sporting ads for the non-denominational organisation for children and teens.

ment is an integral part of our corporate culture,” says the chairman of CargoLine’s management board, Jörn Peter Struck. “For this reason the CargoLine partners are pleased to help Arche in finding more supporters. Especially since the project is not only committed to assist and support a steadily growing number of children from socially disadvantaged families. It also takes care of children from crisis and war zones and integrates them by taking specific measures. So you don’t have to think hard about wanting to support Arche,” says Struck. A total of twelve CargoLiners are involved in the project. They jointly provide 45 trucks between 7.5 and 12 tonnes free of charge for the large-scale advertising. Ten of them are from TLT in Potsdam alone.

In their selection the partners deliberately focussed on short-distance trucks which pass through towns and villages during the day and are therefore noticed more than long-distance trucks. They alert people to the project with six different advertising visuals that contain children’s portraits and such questions as “Who will feed me?” and “Who believes in me?” Arche has the respective films, which are produced with financial support by manufacturers and printing companies, transferred to the trucks on site at the CargoLine partners’ places of business.

The mobile advertising can be seen on our streets during the next two years. Arche is expecting a great response to the campaign and is convinced that it will be instrumental in helping to collect the target donation amount it needs. All CargoLiners are keeping their fingers crossed. <

[www.kinderprojekt-arche.eu](http://www.kinderprojekt-arche.eu)

# Bye-bye Windows

Spedition Franz Lebert has invested in the telematics system TISLOG mobile and 190 Android user terminals. Future-proofness, diminishing hardware costs, lower training requirements and great acceptance by drivers were points in favour of the switch to the new system.



Lebert makes great detours around technological impasses. The latest proof of this is the new telematics system which the logistics services provider is currently rolling out at three branches in Kempten, Baienfurt and Kreuzlingen. Rather than updating the existing system, the CargoLine partner decided on a radical switch to TISLOG mobile from TIS. The deciding factor was that TISLOG is compatible with Android. "We wanted to get away from Windows CE, because this operating system will have disappeared from the market in a few years," says Karl-Heinz Bernhard, who as general manager of Lebert-Holding LeAG Consult AG is in charge of IT at the Lebert Group. Therefore they immediately accepted TIS' offer to help develop the new Android solution as a pilot client. The company had already had long-standing personal contacts with the telematics provider, and Bursped and Sander were prominent references among the CargoLine partners.

## A clear vote

In addition to being future-proof, the lower rates for scanning were arguments in favour of Android as well. After all, compared to Windows CE, Android offers a considerably larger selection of user terminals, and the price of suitable hardware will continue to drop in the medium term. Lebert selected model TC75 from Zebra for its own 190 drivers. This was preceded by a comprehensive on-road test with several models and a survey among about 100 drivers. "The vote was clearly in favour of the TC75," emphasises Stefan Bungartz, who along with Susanne Gantner constitutes the project team for the roll-out of the new telematics solution. The TC75 looks like a standard smartphone, but has a powerful scan engine, can be operated with gloves on and conforms to the European standard IP67. An important part of the solution are the mobile car mounts for the TC75 which TIS developed. Thanks to suction pads and power supply via the cigarette lighter they are easy to attach and remove.

Another major advantage of the hardware is that it is intuitive and very handy, which scores big with the drivers. "Thanks to the experiences

from private use, nowadays almost everyone is familiar with using Android smartphones, which reduces the requirement for training people considerably," explains Stefan Bungartz. Given the tight project schedule, there is no time for extensive training anyway. According to Bungartz, every one of the three branches must switch from the old to the new telematics system basically overnight.

## Complete order management

In addition to the drivers, the dispatchers also had to be prepared for the new telematics system. To simplify this step, the functions of TISLOG mobile were first reduced to the familiar extent of the previous system. This mainly concerned complete order management between forwarding software and driver. As the first expansion, about half of the 190 lorries were equipped with truck boxes, which document the driving and resting times and the consumption rates without involving the TC75 devices. "This allows us to precisely monitor as well as reduce diesel consumption," says Karl-Heinz Bernhard.

Another interesting option for Lebert is the so-called "Charter app" for the spontaneous integration of subcontractors in the order management. Here, drivers can use their own smartphone and access the order data via a web link. Lebert wants to introduce the remaining functions step by step, without any hurry, until the Charter app is used. <

## Bocholt-based TIS

... is one of the market leaders in sophisticated telematics projects. TIS is short for "Technical Information Systems". The company has developed smart telematics solutions for forwarders, transport and logistics companies as well as chain stores since 1985. The medium-sized company currently has over 50 employees.  
www.tis-gmbh.de



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**Cargoline**

Logistics Network

Cargoline GmbH & Co. KG  
Lyoner Str. 15

60528 Frankfurt am Main  
Germany

Phone +49 69 951550-0  
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