

trailer world

The customer magazine of BPW

Issue Two 2009



Many Facets

Solutions with more value





Dear Reader,

„What else can we do for you?“ Such phrases so clearly reminiscent of the service wasteland can soon make you frown. There are certainly plenty of striking negative examples. And yet the SME sector in particular stands out with its excellent service concepts that constitute a genuine added value.

Integration in customer processes is the key qualification that often dictates success or failure. Such integration is also called „hand-in-hand“, or „system solutions from a single source“, to take up BPW's motto. The actual concept is always the same: added value can be generated wherever people and concepts interact in a coordinate fashion. Add the right amount of sustainability, and success is almost a certainty. BPW is launching its Value Added Campaign with its sights set firmly on its customers and their needs. And you must believe me when I say, this campaign is not just a marketing phrase. It extends to all products and services offered by our company.

trailer world has taken up this topic, with this issue showing you innovative companies that have what it takes to be successful even in difficult market situations. Often because they offer their customers added value. This added value anchors the service provider securely in the value adding chain of corresponding customers. And the resulting excellent customer loyalty hopefully then results in further turnover.

Unfortunately, today no-one can put a name to the absolutely definitive success formula. But surely it's always been like this! One principle is sure to remain valid: if you don't ask, you can't lead. Which means that it is entirely justified for the service provider to ask his customers this active, leading question.

So let's ask it then: what else can BPW do for you?

I look forward to receiving your response!

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Contents

- 06 **Treatise Partnership with added value**
Contract logistics generates added value on both sides of a genuine partnership.
- 08 **Report Maintenance instead of doing it yourself**
As a partner, TIP Service brings added value for Bursped by taking on responsibility for vehicle maintenance.
- 13 **Value Successors report here please!**
In the best case situation, handing over a company from a retiring entrepreneur to his designated successor generates added value for both.
- 16 **Innovation In the spirit of contest ...**
... five long-distance trucks equipped with state-of-the-art BPW technology were put through their paces in the "European Truck Challenge".
- 16 **Innovation In the spirit of cooperation ...**
... haulage operators, vehicle manufacturers and BPW Transpec work together to launch ECO Tronic EBS in Australia.
- 20 **Interview "... as if we were married"**
Hartmut Kraus, head of BPW's Customer Service, tells trailer world how he understands "Service".
- 23 **Report The replacement-part-accelerators**
The BPW Aftermarket team makes sure that defective trucks do not have to wait long for original spares.
- 26 **International United Effort**
Australia's top construction firms use German technology for the Clem Jones Tunnel under Brisbane.
- 28 **Portrait The recipe for success**
Road transport and the railways are not a contradiction in terms for Paneuropa-Rösch and Kombiverkehr
- 32 **Practice Floating free from harm**
BPW has developed the Airlight Direct air suspension system especially for intermodal transport. The Transco forwarding company is more than satisfied.
- 04 **Panorama**
- 34 **Dialogue**
- 35 **Imprint**





Europe's largest pencil on tour

■ It is 12.5 m long, weighs one tonne and has covered more than 1,600 kilometres on its journey through Germany and Scandinavia: we're talking about the giant pencil transported in Dachser's trailer right through Europe from May to mid June. "The Colourful World Tour" by Faber-Castell and Dachser aims to promote creative activity in children aged between three and eleven years. The giant pencil had a stop-over at ten cities in Germany and Scandinavia, with corresponding workshops held during the tour resulting in the world's largest book of children's art. The workshops were

accompanied by appropriate cultural activities offered by theatres, circus schools or museums in each of the tour cities. The book was created in a painting and drawing tent where children could run riot with a wide range of different materials. The tour was brought to a conclusion with a colourful party in Oslo where the books of children's art from all tour cities were presented during the course of a festive ceremony to the International Museum of Children's Art. Photos and information regarding the tour can be found at www.faber-castell.de and www.dachser.com

Leading show grows

■ This year, the "transport logistic" in Munich, the world's largest show for logistics, telematics and transport exceeded all expectations with a new surface area and exhibitor record together with 47,500 trade visitors. "Here in Munich, the sector has impressively demonstrated that it is taking a flexible, innovative and proactive approach in spite of the crisis", summarises Eugen Egetenmeir, deputy director at Messe München. In the exhibition halls, 1,760 companies from 55 countries – 11% more compared to the previous event – presented a large number of innovations and services for intelligent, environment-friendly management of global freight transport. In these times

of travel restrictions in many companies, the show still managed to achieve the same volume of visitors as in the logistics boom year of 2007. And 32% foreign trade visitors put the show on an increasingly international footing. In particular, exhibitors felt that customer talks had been more intensive than ever before. It was seen as a positive development that more than a third of the visitors came from the consigning industry and trade. The extensive conference programme offered by Transport Logistic 2009 was in great demand: "The forums gave the sector valuable impetus. 'Green Logistics' is now seen as a real challenge", explains Professor Dr. Uwe Clausen, Head of the Fraunhofer Institute for Materials Flow and Logistics.

2,5 ct
pro
km

There is a difference of altogether 2.5 ct per km in consumption costs between the semitrailer truck in first and fifth place in the European Truck Challenge 2009. The MB Actros 1844 is the most economical truck with 59.9 ct per km.

Simulation for tailor-made logistics

■ Making the best possible use of logistics processes depends on meticulous planning. For example, axle production processes at BPW Bergische Achsen KG have been optimised by employing logistics

simulation techniques. The project team developed improvement ideas with subsequently model simulation and evaluation. The first optimisation steps were already implemented while the project was still in progress. Peter Schmitz, Head of BPW's Logistics Centre is most satisfied: "We've

benefited greatly from the project. The simulation phase confirmed the effectiveness of the intended measures so that these can now be implemented with the certainty that they will take effect”.

»Transport companies must be capable of offering value adding services.«

Gerhard Riemann, Chairman of the BGA's transport committee (BGA = Federation of German Wholesale and Foreign Trade).

First Krone Trailer with ECO Tronic EBS



Joachim Blumberg and Bianca Hagebeuker handed over the diagnostic case to Helmut Hüdelpohl

■ Just like BPW, vehicle manufacturer Bernard Krone in Werlte/ Emsland also wants to convince the market with innovative solutions. As of late, the trailer specialist from Lower Saxony has also been fitting the ECO Tronic EBS in the various “liner” models. Joachim Blumberg (BPW Sales) and Bianca Hagebeuker (BPW Product Manage-

TRAILER WORLD WINS SILVER AT THE BCP-AWARD

■ Trailer world, the customer magazine from BPW, has been presented with a silver award at Europe's largest competition for corporate publications, the “Best of Corporate Publishing” Award (BCP). At the Gala in Berlin, the trade association, Forum Corporate Publishing (FCP), awarded prizes in a total of 27 categories. Trailer World was taking part in the



competition for the first time and was promptly nominated for the prize in the category “B2B transport/logistics/automobile”. BPW's magazine was therefore competing with renowned magazines from Daimler, Volkswagen and MAN. The Fleet magazine from Volkswagen and Mercedes-Benz Transport won the gold awards. www.bcp-award.com

ment) recently presented a ECO Tronic EBS diagnostic case to Helmut Hüdelpohl (Krone's Head of Technical Services – Homologation). The kit has the necessary interfaces to the EBS Modulator for programming, testing and evaluating the ECO Tronic EBS.

New master's degree in product design and process development

■ From this autumn, above-average graduates in mechanical engineering, design or industrial engineering can sign up for the new master's degree

in product design and process development. Close project cooperation with international companies such as BPW Bergische Achsen KG or Philips GmbH is an essential element in the interdisciplinary course of study offered by Cologne University of Applied Sciences. www.master-produktdesign.de



BPW: Value added for products and service

■ With its new “BPW Value Added Communication Campaign”, BPW is focussing on the added value of its products and services. In these difficult economic times, the company thus comes across as a financially healthy and strong partner. Added value from intelligent chassis solutions comes from the new product family ECO Tronic by BPW. Initial concentration will be on a complete EBS braking system and with the ECO Disc, its own disc brake especially for trailers. Thus BPW is turning into a system supplier for trailer chassis. Interfaces to other component manufacturers are no longer necessary and customers only need to deal with one single contact for the complete trailer chassis.

Value added is nothing new at BPW: products such as the drum braked axle BPW ECO Drum or the BPW trailing steering axle have proven their worth for years as economically efficient, robust components that help to save resources. Together with product quality, BPW's comprehensive range of services is a second major value adding module, extending from training courses through to diverse engineering services. BPW also offers a global service network with more than 3,100 partners. As BPW Bergische Achsen KG will not be exhibiting at any European commercial vehicle trade-fairs this year, company headquarters in Wiehl will be presenting an on-going exhibition about the Value Added Campaign all year-round.

Partnership with added value

Logistics service providers offer additional upstream or downstream work processes to generate added value over and beyond pure transport. The treatise in this issue of trailer world summarises how SME companies too can profit from outsourcing projects by the shippers, and which pitfalls need to be heeded.



Increasing cost and rationalisation pressure is forcing shippers in industry and trade to make their business processes as efficient as possible. Even so, many still fail to use the advantages offered by cooperation models such as outsourcing or contract logistics, where a logistics provider takes over a complex range of service packages, particularly for SME companies. In many cases there is great scope for potential optimisation when awarding logistics services to an external specialist. A contract logistics partnership lets the shipper concentrate on his actual core competences and keep his costs variable; this as a rule is also accompanied by enhanced transparency in terms of the costs for outsourced logistics.

But the intended quality improvements can only be achieved if client and service provider work together as equal partners. Close, long-term partnerships with logistics solutions tailored exactly to the customer's needs offer considerable synergy effects also for SME companies. Detailed consulting in advance with intensive examination as to whether the companies will actually work well together significantly improves the chances of making the outsourcing project a real success. In many cases, controlling forms an important bridge between the contract logistics partners that are involved. After all, cost transparency and cost control make a huge contribution to avoiding misunderstandings on both sides.



»An efficient combination of warehousing and transportation could be of interest to SME firms.«

Prof. Dr. Wolfgang Stölzle

Combination of warehousing and transportation Whether a contract logistics project will work does not only depend on the size of the companies involved on the shipper and service provider sides. While the appeal of a project is naturally influ-

enced by its budget volume, there are also a number of logistics services that can be appropriately outsourced by SME businesses. "An efficient combination of warehousing and transportation, possibly combined with an individually tailored distribution solution, could be of interest to SME firms for example, as these frequently do not have the necessary HR capacities available to complete these tasks in a professional fashion", says Dr. Wolfgang Stölzle, Professor for Logistics Management at the University of St. Gallen. "Under certain circumstances, it may then also be appropriate to add other value added services on top, which can include aspects such as quality assurance, container management or customs formalities". The crucial aspect here, as ever, is whether outsourcing generates a significant added value for the shipper.

Pooling effects bring further benefits But it should be borne in mind that contract logistics projects always entail a certain risk – for both the trade/industrial partner and for the logistics service provider. "Here SME companies often simply aren't professional enough in the way they run corresponding risk management functions, such as initiating specific measures for risk limitation", says Stölzle. "And then there's the risk that an SME customer will be less attractive for the logistics service provider than a larger key account because he simply fails to provide the same capacity utilisation in terms of volume." Which is why the contract logistics market is currently showing a certain trend where service providers are trying to concentrate the individual service volumes for several industrial and/or trade customers in one and the same logistics centre to make their services more attractive and interesting for SME businesses as well. "After all, one thing is quite clear", says Stölzle. "As a rule, individual solutions are always comparatively costly, particularly for small customers." (tw) 

Solving staffing issues following the transfer of business

■ A frequent sticking point for contract logistics or outsourcing projects is Section 613a of the German Civil Code. In the context of Germany's labour laws, this clause regulates the procedures for the transfer of business in order to protect the social status of the affected employees, granting them the right to uninterrupted continuance of employment. It can be appropriate for staff to be transferred from the shipper to the service provider to reduce the risk of potential errors in new projects and to reduce the burden of additional fixed costs faced by the shipper. Arrangements of this kind must also always be approved by the works council.

The prime legal consequence of Section 613a is that the purchaser or contract logistics service provider enters into all the rights and duties of the existing employment relationships, including length of service accumulated by the individual employee with the shipper. Such right of continuation is also safeguarded by prohibiting any redundancies on account of the transfer of business.

→ Info Professor Dr. Wolfgang Stölzle runs the Research Centre for Supply Chain Management, Logistics & Transport at the University of St. Gallen (Switzerland). www.logistik.unisg.ch

FleetCare

FleetCare



Durch Service wird Verfügbarkeit zur Norm



CS innovation at work

UNACCEPTABLE

STOP

STOP

STOP

STOP

STOP

STOP

Delegating maintenance instead of doing it yourself

“Don’t do it all yourself: delegate!” is one approach suggested by time management experts. Which is why freight forwarding specialist Bursped has entrusted its fleet maintenance to a mobile service.

There’s one logistics species that Fleet Manager Knut Dorendorff simply can’t stand: ‘the time-waster’. After all, every day 3,000 consignments leave the 140 loading ramps at Hamburg’s Bursped freight forwarding company for destinations in all directions of the compass. In Germany alone, Bursped offers regular direct services to 47 destination stations with a regular lead-time of 24 hours. This is precious time in which a logistician would like to concentrate on his core business, rather than on fleet maintenance. Which is capable of consuming huge chunks of time while also costing heaps of money and a great deal of nervous energy.

Worst case maintenance for Dorendorff can mean bringing the swap body to the service provider, checking the damage, bringing the swap body back again, waiting for the cost estimate, waiting for an appointment, bringing the swap body to the service provider, waiting for completion, and finally, collecting the swap body.

For two years now, this ‘time-waster’ is no longer a problem for Bursped, as the company has opted for TIP Services and its mobile maintenance workshop. →

Photo: Pusch

Swap the body:
mobile maintenance
keeps the transport
equipment running

“When TIP introduced the first service vans in early 2007, in conjunction with CargoLine we were one of the first customers to have a customised services package as part of the FleetCare programme, with mobile maintenance and repair services”, Dorendorff recalls.

At the moment, Europe’s largest truck, trailer and swap body hiring company has currently hired out 3,500 swap bodies to the freight forwarding cooperation with its 45 partners; 150 swap bodies have come to Bursped. In addition, Bursped has placed the maintenance of its own 120 swap bodies in the hands of the GE subsidiary.

»One man for all cases«



Outsourcing time-wasters: Bursped Fleet Manager Knut Dorendorff

Twice a week, a mechanic drives his mobile vehicle ambulance into the Halskestrasse industrial estate in Hamburg-Moorfleet to do a routine check on some of the swap bodies or carry out any acute repairs as a result of accidents. In addition to checking the elementary safety systems, the maintenance programme also includes a “cosmetic inspection”, as the equipment also acts as the company’s visiting card whenever present on a customer’s premises.

The service van is kitted out with a fully equipped workshop. Together with a large number of tools, the equipment also includes a compressor, generator unit, gas and oxygen together with a chain hoist and a curtain welding machine. The mechanic is thus equipped to deal with whatever comes, as certain parts can be susceptible to frequent faults depending on the main use of the equipment. Where forwarding companies make frequent use of curtain-sided trailers, the mechanics frequently have to repair tares; in box-type trailers, day-to-day repairs include damaged doors, as the truck drivers are often left alone when reversing at the loading ramps. The lighting systems also suffer frequent damage.

At Bursped the majority of faults “flatfeet” and related problems. “The support legs and above all the struts of the swap bodies are subject to great loads”, says the mobile maintenance specialist Matthias Kehdem. The stilts suffer not only from the high weight of the load, but also for example when the driver makes mistakes when manoeuvring his truck. “Sometimes the driver presses the accelerator before the swap body has been raised properly”, says Kehdem. And the shutters of the transport units often give up completely under rough handling. If extensive repairs are necessary, the mechanic will bring a colleague

Photos: 3F Kommunikation/F. Pusch



Say good-bye to down-time costs! The mobile service pays off particularly for minor damage and repairs.

to help out, and the service van can be summoned quickly on site when things get really urgent.

About Bursped

■ Bursped is successful not just with its logistics services but also through its entrepreneurial commitment. In 1988 The Bursped Group was involved in setting up the parcel service "German Parcel" and took over the depots in Hannover, Braunschweig and Hamburg. And the company has been a shareholder of CargoLine cooperation since 2002.

In 2008, Bursped's Hamburg site was awarded the s.a.f.e.plus certificate for its freight handling/forwarding activities. Nearly 400 employees work here.

"This elegant solution with the Fleet Care programme gives us a service package that increases the availability of our units and saves heaps of down-time costs", is how Knut Dorendorff describes one major advantage of mobile fleet maintenance. "Particularly in view of the new statutory driving and rest time regulations, forwarders can no longer afford to have vehicles standing around idly at the depot. After all, the time spent undergoing repairs in the workshop does not show on the digital speedo."

Dorendorff has now found an ideal solution: a simple calculation shows what this means for Bursped. If each of the 270 swap bodies had to be brought to an external workshop for maintenance every six months in accordance with the regular inspection intervals, this would result in approx. 2,000 down-time hours for the equipment over a twelve month

period. For about ten weeks, the truck driver would not be available for other tasks, while additional fuel and wear costs would be incurred at the same time. After all, avoiding unnecessary mileage also reduces the accident risk for drivers and equipment.

And yet Bursped's nearest workshop is just

Clear improvement

around the corner. Service van mechanic Ulf Krohn knows that the situation can be even worse. One of his customers has his premises out in the country. The distance to the nearest workshop for external maintenance is a full 30 kilometres. Here mobile service pays off two- and three-fold.

In addition, mobile maintenance clearly reduces the administrative burden, for example with simple approval and ac- →



Photos: Pusch

counting processes. “The one-stop shop service eliminates the need to plan workshop appointments, which would tie up additional staff here in the office”, says Knut Dorendorff. “Today I no longer need to worry about the maintenance status of the fleet, because I know for sure that everything’s running well”, says the Fleet Manager, praising the constant reliability of his service provider.

Smoothly integrated process

If you want transparency in addition to a leap of faith, TIPTrack™ now offers direct barcode-related online access to the movements and availability status of all hired units. The management system developed by General Electric keeps customers up-to-date about any possible damage, together with the maintenance status and costs. Customers can now make more effective use of their pool of hired equipment in the interests of optimum utilisation of the fleet and its capacities.

“Detailed, continuous maintenance of all units can’t always be organised in the best fashion during the hectic daily operations of a freight forwarding company”, says Stephan Richter, Marketing Manager at TIP Services. “With our specific assignment, we can concentrate fully on these important tasks and integrate the maintenance process smoothly into the forwarding company’s procedures directly on site”.

All-round care for care-free operations

Prime attention is paid to compliance with the accident prevention regulations. Many fleet managers start getting nervous as soon as you talk about accident prevention. The requirements made by today’s regulations are stricter and more comprehensive than ever before. Although swap bodies are not subject to the statutory obligations of a general inspection, they still have to have an accident prevention sticker, because “without a current care button, some logistics companies won’t even release a swap body for unloading”, emphasises service mechanic Ulf Krohn. “With our regular inspections, we can guarantee the

maximum possible safety for our customers but also ensure that minor damage is checked and dealt with immediately before it can turn into a major – and expensive – disaster.”

The mobile one-stop shop service is only one aspect of the TIP FleetCare portfolio. The programme offers individual service levels with customised solutions right through to the all-round care package. This includes comprehensive damage and repair services, tyre management and a breakdown service. Together with the mobile service vans, customers can count on a European network with approx. 5,000 workshops. On request, TIP also takes on responsibility for fleet care monitoring and reporting. “Our maintenance and breakdown services are available to all companies, even those that do not hire our equipment”, says Stephan Richter.

Give way to added value

At the moment, six of the fully equipped service vans are on the road in Germany and enjoy high utilisation levels. Together with the service van in Hamburg, further Volkswagen-Crafters in the blue-and-white design with the FleetCare logo are out there serving the regions of Castrop-Rauxel, Neuss, Stuttgart and Munich. Increasing numbers of fleet operators want to get around workshop capacity problems with flexible integration of inspection checks and repair work in their routing activities. Given the growth in demand, the service fleet will be more than doubled even before the end of the year.

Empirical studies indicate that as a general rule, outsourcing is usually intended as a cost-saving measure. But the aim is often to enhance efficiency as well. An external service provider’s superior know-how, particularly reliable skilled workforce and corresponding technology are also seen as added value. Knut Dorendorff illustrates this with a simple example from everyday life: “If I get hungry in the office at lunchtime and feel like a pizza, I don’t make it myself or hire a company cook to make one for me: instead, I entrust a mobile specialist to bring me a pizza at an affordable price.” (rp) ○

→ Info For more information about FleetCare’s services, go to www.tip.ge.com/de



Successors report here please!

At first glance, a family run business seems to be an agreeable place if you are a member of the family. The reality can be that the dominant father figure can overshadow succession and the next generation of managers. Corporate succession. Poor cousin of the German SME sector. Grey area that spells trouble. Screen-play for family tragedies. But also a pretty amazing opportunity.

Photos: Fleischmann





»Sorting out a company's legal succession is a strategic task that has an extensive impact on the future viability of the company.«

Every year, 70,000 companies in Germany are on the look-out for a successor “for age reasons”, according to the Bonn Institute for SME Research. For the optimistic prospective corporate successor, as a rule this means: the market is there. The customers are there. And the wheel, that no longer has to be reinvented, is already turning.

“The aim is to let go”

But how can the right parties be brought together in the search for a corporate successor? Which factors have to be taken into account when a firm is being handed over? And what characteristics are required of proprietor and heir apparent?

“Sorting out a company's legal succession is a strategic task that has an extensive impact on the future viability of the company”, says Elmar Zitz (65), Managing Partner at Hertzog & Partner. “This situation gives businesses the chance to mix experience with innovation and new impetus, thus safeguarding the further on-going development of the company”.

The Hamburg consultant is an expert in providing holistic advice for companies in recruiting matters and dealing with succession issues. At home for more than 30 years in the SME-dominated transport and logistics sector, Elmar Zitz offers a wealth of industry know-how and experience that leads to unerring recommendations when filling corporate positions in middle and top management.

Zitz knows the ins and outs of corporate succession issues with all the intricacies involved between wanting to hand over and actually being able to do so. “The aim is to let go”, says the consultant. “Which is difficult for those entrepreneurs who see a business as the embodiment of their life's work.”

While the contractual details of a company takeover offer detailed scope for adapting to the ideas of young and old entrepreneur, emotional factors often generate various imponderables. The “Nexxt” initiative (www.nexxt.org) by the Federal Ministry of Economics and Technology draws attention to some of the pitfalls: “Frequently, those involved underestimate the emotions involved in a company takeover, particularly in the context of family succession. And yet this can be one of the most frequent causes of failure when trying to pass the business on to the next generation.”

Avoiding conflicts by allocating responsibilities

Naturally, an entrepreneur's own children are often deemed to be the ideal successors. Elmar Zitz sees the cardinal error here in placing too much pressure on the decisions involved in a family succession, with such excessive expectations that the children find themselves out of their depth. “Not everyone is born as a businessman”, comments Zitz dryly. “The willingness to assume responsi-

Photos: Fleischmann

»The best way of avoiding conflicts during the transitional phase is to make clear allocations of responsibilities.«

bility and to cope with all the extra work and burdens placed on both private and family life – that’s not something everyone is able and willing to face up to.”

Corporate succession often remains in the family

Frederik Zitz is able and willing. Step by step, the 34-year old is emerging from his father’s shadow, and is turning into a role model for how to become a company successor with the right sense of proportion. Managing Director of Hertzog & Partner Deutschland since May 2008, it was as a stranger to the sector that Zitz Junior started working as a consultant for the transport and logistics market. “I gave myself time to develop an understanding and passion for the task”, says the trained hotel manager, who is now assuming increasing levels of responsibility in his father’s company after working in first-rate international hotels for many years.

“A knowledge of the sector is important but not the sole crucial aspect of successful corporate succession”, says Elmar Zitz. “Market and sector know-how can be acquired. What is much more important is having a positive, responsible attitude to the business, and living out all the many facets involved in being an entrepreneur.”

Elmar Zitz recommends a period of three to five years for the process of “letting go”.

It is important that not only the successor but also employees and customers are integrated in the transitional phase to warrant stability and continuity. “The best way of avoiding conflicts during the transitional phase is to make clear allocations of responsibilities. Employees and staff must know who is responsible for what”, explains Frederik Zitz. Appropriate communication and a personal approach is the best way to handle the transition in terms of customer relations that are frequently closely related to the proprietor as a person. On an external level in contact with the market and media, the change in generation can be put in an effective light by corresponding PR measures.

Handing on the baton within the family is good not just for the corporate culture. The external impression of continuity with sustained proprietor responsibility over many generations is a positive image factor. Many forwarding and logistics companies have demonstrated how well the label “family company” can be combined with SME virtues. As “hidden champions”, they have conquered their markets with a sustainable approach, innovation and flexibility.

The chances of staying champion are good for these companies if they plan their corporate succession well in advance. Particularly if the successor manages to emerge from the super-father’s shadow. (rp) ○

Six tips for successful corporate succession

It is fundamentally a good idea for entrepreneurs not to wait until old age before they start thinking about sorting out the succession issue; this is recommended by all advisors. Hertzog & Partner have summarised six major factors for success when it comes to corporate succession:

1. Planning the succession in good time

Planning, transitional phase, integration: three to five years should be allowed for sorting out the succession. It is advisable to include some form of contingency planning to take account of illness or death of the proprietor. This not only safeguards the family’s situation but also has a positive impact on bank rating processes.

2. Analysing strengths and weaknesses

From wishful thinking to practical implementation: where are the strengths and weaknesses of both sides? An external analysis brings necessary clarity, also in terms of necessary improvements.

3. Stipulating tasks and responsibilities

Tasks and responsibilities must be clearly stipulated to avoid potential conflicts as well as confusing the workforce and the market. Handing over responsibilities should be laid out clearly in a timetable.

4. Checking the change processes

Is the succession process turning out as planned? Are the changes supported by customers and workforce? Are the intended objectives being achieved? Ensure that the change processes are consistently monitored: this can also be done by trusted people within the company.

5. Safeguarding communication

All things can be made clear on all sides by timely communication to the workforce, market, customers and media. Communication among those directly involved should also warrant absolute transparency.

6. Having the confidence and will to succeed

What both sides need is unswerving confidence in their company, their ideas and their abilities. This promotes determination, persistence and the willingness to be convincing even in the face of resistance.



IN THE SPIRIT OF CONTEST

The “European Truck Challenge” of the trade journals DVZ and KFZ-Anzeiger saw five long-distance semitrailers compete for the lowest-cost long-haul transport on Europe’s highways. State-of-the-art BPW technology supported the ideal performance of the test vehicles as far as the trailers were concerned.

IN THE SPIRIT OF COOPERATION

BPW is currently launching the new ECO Tronic EBS in Australia, with a whole number of additional functions. It is often the very special demands made by transporters and commercial vehicle manufacturers that make ECO Tronic EBS the ideal choice for operations down-under, as here with J.D. Transport and Volvo Trucks.

When five do the same thing, it is by no means always the same. The old saying also applied to the summit meeting of the most popular long-distance trucks in the common performance class from 400 to 450 hp. Five vehicles representing Iveco, MAN, Mercedes, Scania and Volvo competed with each other over five days and hundreds of demanding test kilometres to find out which vehicle is the best. Economic efficiency, fuel consumption and input costs were the main focus of the experienced test crew.

This is why the testers gathered by DVZ test boss Hans-Jürgen Wildhage weren't willing to compromise in terms of vehicle equipment. To give all candidates the same basic conditions, the identical Krone test trailers all ran on high-tech chassis by BPW. Only accurately adjusted trailer axles warrant that the test truck-trailer combination will produce the very best performance and ideal fuel consumption rates under →



Five different trucks tow five identical Krone trailers with ECO Tronic EBS.

Photos: DVZ/KFZ-Anzeiger, Pearce



Family run and long time user of BPW axles, J.D. Transport, based in the Sydney suburb of Leppington however, is the first such road haulage operator in Australia to use the new BPW ECO Tronic EBS, which is the culmination of nearly two years of intensive engineering work.

Apart from the standard EBS features, such as anti-lock, load-sensed braking and roll stability enhancements using automatic autonomous brake application, the BPW ECO Tronic EBS offers much more. The Technical Project Leader on the trailer EBS project at BPW, Stefan Manz, explains some of the unique features installed on the new BPW ECO Tronic EBS. "We wanted to offer operators extra benefits with EBS over and above the well known safety and economic advantages of the system. For example, as running gear suppliers we have many enquiries →

For Volvo, the Borcat trailer with ECO Tronic EBS is the ideal counterpart to the prime mover.



competition conditions. A poorly running trailer system can have a dramatic impact on the economic efficiency of a tractor unit – and not just in a benchmark test. Which is why it is so important for the trailer axle units to be accurately adjusted, and for the test vehicles to swap trailers one by one, so that any possible deviations in rolling characteristics are shared out equally between all candidates.

Top-rate benchmark test For professional tester Wildhage, the choice of BPW components was therefore simply a logical step towards optimising the test performance. “We definitely wanted BPW technology for our trailers. This was the only way to warrant a top quality vehicle benchmark comparison!” Top quality in the demand-

From the outside, it's anyone's guess which special kind of technology is concealed in the trailer.

from the field for parts lists for equipment fitted to trailers. It is sometimes difficult to identify over the telephone what is fitted to the trailer, so we have reserved some of the memory inside the ‘computer’ at the heart of the EBS control unit to allow the storage of the parts data on the control unit. It is therefore a simple matter of plugging in a laptop to get to the parts information.“

System with special features Another special BPW feature is the Brake Performance Monitor. This is presented graphically in a simple histogram. This tool is very effective in identifying problems such as overly aggressive truck or trailer brakes, or over-use of the trailer brake hand, before it causes costly premature brake wear. “The BPW EBS special features are included to give operators extra tools to manage their fleets and are included in the control unit together with all the standard EBS features,” concluded Stefan.

»That consignment is sure to test both the prime mover and trailer to the fullest, as the route is notorious for unforgiving cambers and sharp turns.«

Partners with high demands Directors and brothers, Jess and Dominic Busa, of J.D. Transport, contracted Volvo Truck Sydney to provide the initial FM 480 prime mover fitted with EBS because Dominic said their business success is based on the use of equipment that's technically up-to-date and therefore reliable. As Volvo was also keen to supply the very best in reliability and safety systems they in turn had local trailer producer, Borcat Trailers, manufacture the compatible three axle ‘super’ dog trailer, which was equipped with disc braked axles, the Airlight II air suspension and the ECO Tronic EBS.

Both Jess and Dominic, who together formed their transport business 20 years ago, are ecstatic with the braking and stability performance of the Borcat dog trailer which is carting raw materials such as fly ash, sand and crushed rock for Australia's largest supplier of quality masonry products, Adbri Masonry.

ing truck test means using state-of-the-art chassis components. The five Krone trailers were equipped with disc-braked BPW axles with BPW's Airlight II air suspension. Accordingly, the numerous drivers involved in the one-week test marathon could rely completely on trouble-free performance of the fully loaded semi-trailers, both on the difficult handling sections of the course along the narrow side roads of the Harz mountains, and when manoeuvring the vehicles on city streets.

Perfectly inconspicuous Above all, ultra-advanced braking technology plays a major role in demanding benchmark tests. This was where the BPW chassis was able to make maximum use of its trump card. As an additional special feature, two test vehicles were equipped with the new BPW ECO Tronic EBS. The electronically controlled braking system and operation data management gave the units involved a ma-

»The ultra-advanced braking technology plays a major role in demanding benchmark tests.«

major advantage in terms of safety during the benchmark test. The truck testers paid the Krone trailers with directionally stable BPW chassis what must be the best compliment for a truck-trailer combination under tough conditions: you can simply forget the trailer, with its unobtrusively perfect and technically coordinated performance a full ten yards behind the driver.

At the end of the mega test, after a good 5,700 test kilometres, the truck winners and runners up had been determined. Actros came in first place ahead of MAN. Volvo FH took third position by a narrow margin of just a tenth of a cent based on costs/kilometre ahead of Scania R 400. The Iveco Stralis 450 brought up the rear, due mainly to the accelerated driving style of the works driver. However, ultimately they were all able to feel like winners - with a hooked on trailer complete with BPW chassis. (owi) ○

→ Info Links on the subject: www.bpw.de/mehrwertoffensive/
www.european-truck-challenge.com

The Borcat trailer is the first of its kind in Australia to be fitted with BPW ECO Tronic EBS.

Stony roads “Our core business is interstate brick cartage for quite a few of the large suppliers such as Adbri,” says Dominic. “The new venture into truck and dog transportation, as opposed to our fleet of around 30 flat top trailers, is due to Adbri wishing to have one company control all of its freight logistics. We are now set-up to move raw materials from the various quarries to the production plants using the truck and dog concept as well as delivering the end product to the market place nationwide with our crane mounted trucks and flat tops,” he said.

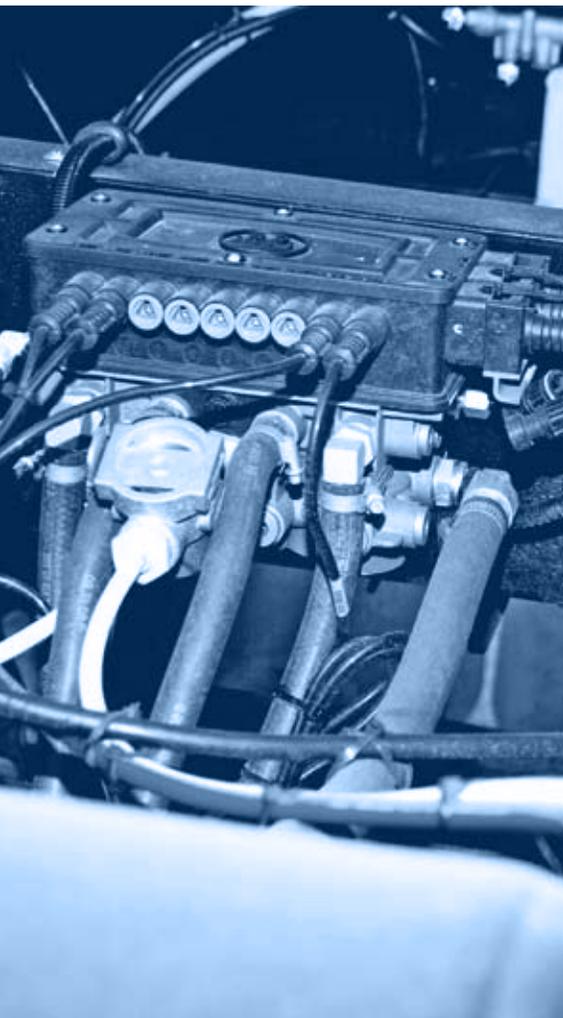
The request by Volvo Truck Sydney to support the 19 metre, 48 tonne gross truck and dog combination with EBS throughout, was based on the undulating and winding country roads encountered within the State of New South Wales where the first of six Volvo/Borcat combinations is operating.

The initial truck and dog is travelling between Adbri's paving plants and the quarry at Nowra which is located on the east coast, approximately two hour's drive from Sydney. That consignment is sure to test both the prime mover and trailer to the fullest, especially the EBS, as the route is notorious for unforgiving cambers and sharp turns.

Australian BPW Transpec product centre manager, trailer equipment division, Mario Colosimo, is excited with the prospect of being able to offer the 'in-house' BPW ECO Tronic EBS product.

“BPW is well known for the quality of its products and the in-field service that goes with them. The new ECO Tronic EBS will no doubt prove itself in the market and we are sure that it will be as well regarded as the BPW axles, suspensions and ball race turntable products that have become bench marks in the industry” Mario said. (ap) ○

→ Info Links on the subject: www.borcat.com.au
www.bpwtranspec.com.au/



»...as if we were married«

Photos: Stretz



»We attach importance to personal contact.«

Having made a sale, companies ought to be accessible to the customer afterwards as well. Service is what's called for when a complaint is received. Hartmut Kraus, head of BPW's Customer Service explains why he and his staff can be reached directly on a 24/7 basis and often make visits to workshops.

trailer world: Mr. Kraus, what is service from your point of view?

Hartmut Kraus: An obligation. The thing is that our customers ought to trust us and the product they have purchased. We want our customers to know that BPW is at their service if they should have a complaint. We also attach great importance to ensuring that our customers sense how important they are to us, and that their experiences go into the further development of our products. When making a purchase, customers expect not only a product but a package in which services too are of crucial importance. And that package is precisely what we offer.

How do you put this principle into practice as Customer Service?

We show our customers that we're at their service, day and night. They can rely on fast and uncomplicated assistance if they should have a problem with the BPW running gear, our hotline doesn't put them through to a call center but instead provides direct contact with one of our staff. In other words, they get a competent contact person on the line – 24 hours a day, 365 days a year. Our way of handling complaints is free of bureaucracy. For instance, we also accept orders from workshops or hauliers, although it's the vehicle manufacturers that are actually our customers. Any form of damage is annoying enough, which is all the more reason to ensure that the way in which it is dealt with is not problematic. After all, a haulier's job is to transport something from A to B as inexpensively as possible, guarantee quality, and not to write long letters describing a problem that shouldn't have cropped up at all in the first place.

Why do you go to such lengths?

Quite simply because we attach importance to personal contact. Our aim is to build up and maintain a bond of trust. I always say that it's as if we were married to our customers, like having a marriage with ups and downs in which you have to work together to come up with





Personal information

Hartmut Kraus (47) comes from Nümbrecht and has been with BPW for 31 years. His first qualification with the company was as a tool-maker, but he subsequently studied mechanical engineering. Then he went on to work in the areas of axle beam production, assembly and stack adjusters. Eleven years ago he joined the After-Sales Service department, which he now heads with a staff of 23.

a solution when things don't work out as they should. It is only in this way that a long-term partnership can be ensured, and the size of our customers doesn't matter at all – whether big or small.

But isn't the price and not the service the decisive factor behind a customer's decision to purchase?

We of course know that the price of a product is the most important factor when deciding on a purchase, but the fact is that providing a high-quality product combined with a custom-tailored package of services is absolutely essential from our point of view and often paves the way for attracting new customers. Financial decision makers, for example, often ask their engineers as well for an opinion as to how a product stands in comparison with those of the competition. And service plays a key role in this connection: mobility and reliability are two of the most important topics of our times. A large proportion of consignments have to be delivered on time with no ifs and buts. When a problem arises the customer needs to have his vehicle back as soon and as inexpensively as possible. This is something we have to guarantee.

»We regard each and every customer as important – irrespective of whether we're talking about a one-man haulier firm or a major manufacturer.«

How can a contact person be found locally?

BPW has a large, worldwide service network with some 3,100 service partners. This means that our customers can rely on decentralized help throughout the world and on being provided with replacement parts via our subsidiaries, agents, trading partners and the corresponding dealers. We differentiate between BPW Service Partners and BPW Direct Service Partners. Direct Service Partners are contractually bound to and work in particularly close cooperation with BPW, and are given corresponding qualification training. You could define them as an extended workbench for the BPW After-Sales Service; they are given regular training courses and stock up with special replacement parts packages. In Germany there are currently 30 Direct Service Partners with 55 branch operations in all, and a total of 245 in Europe as a whole. We are always on the lookout for and accrediting new partners as well. Many a trailer can an extremely long service life – ensuring that each customer can be sure of obtaining support and assistance even after many years have passed.

How do you organize the customer service outside Germany?

In recent years BPW has built up a closely-knit network with subsidiaries and agencies in virtually all countries enabling the service side of our activities to function smoothly. When, for example, one of a German haulier's vehicles comes to a standstill on a road somewhere in Spain and the driver has no phone number and doesn't speak Spanish, he is going to call his company in Germany to ask what his further line of action should be. The company itself then contacts →

us here in Wiehl, at which point we take over the handling of the matter by contacting our Spanish colleagues who, in turn, take over the case and take the necessary measures. Exactly the reverse takes place when a Spanish driver has a problem here in Germany; he too first calls his company which then contacts our subsidiary in Spain, which in turn hands the case over to us to be taken care of. Our international network has been really well expanded since it was first started. Our motto is: We've already been wherever our customer intends going.

What significance do BPW innovations such as the ECO Disc trailer brake system and the ECO Tronic EBS have for you and your department?

They help us learn a bit more. Of course, we are given training on new products and, because of the field trials and testing which are carried out by Customer Service, are already integrated into the product engineering process at an early stage. We involve ourselves with new products on an ongoing

and highly intensive basis for the purposes of getting to know every last detail of them and gaining an holistic understanding of defects and failures, their causes and consequences. After all, for us as the Customer department a complaint is not merely something that we simply handle. That would contradict our philosophy. We try to get to the root cause of it and understand and rectify the problem in hand. Even if the defective part is a bought-in item from a supplier, we don't pass the problem on to the supplier in question for handling but instead take on the matter ourselves and try to find the cause of the damage; this will then enable us to play an active role in the subsequent product improvement process.

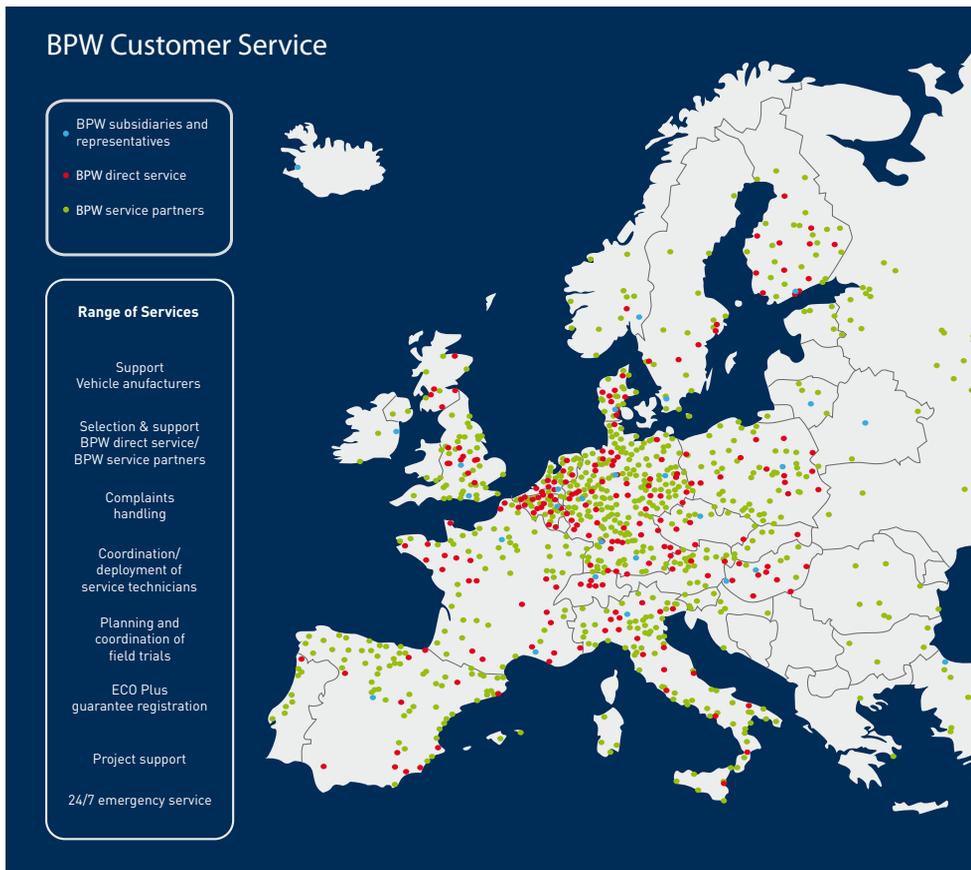
It's a known fact that one can learn from mistakes

Our aim is to derive improvements from problems which arise. We gather and compile data on each case, including from our partners. We then evaluate this data and discuss it with the designers and with our

suppliers, very shortly after which we contact the customer as to the further course of action. Even if such customers are not all that interested in the technical details, it at least becomes obvious to them that we are getting to the bottom of the problem and endeavouring to eliminate it for the future. In doing so, our aim is to ensure the satisfaction of our customers. But here at BPW too, we see ourselves as service providers who obtain data on cases of damage and process it in such a way as to show how and why the specific problem has occurred – and to show a product's strong and weak points when fitted to different types of vehicles and operating under different conditions. And precisely where our new products are concerned, our position as market newcomers means that we are also to a large degree measured by the service we provide.

So do your staff also visit the workshops from time to time?

Most certainly. The fact is that we're not the classic behind-the-scenes masterminds; our work covers, among other things, the complete handling of each case in the office, from receipt of a complaint, analysis of the defective part, decision-making as to whether a part is to be replaced or the customer given a credit note, right through to organizing the repair process until the vehicle is mobile again and ready for service. However, quite often you'll find us at the particular workshop or at the customer's premises for the purpose of taking a detailed look at the damage on the vehicle, fostering personal contact, asking as to the customer's satisfaction, and discussing where there is room for improvement on our part. Besides all this, our task is not only aftercare but also to provide precautionary care: together with our Quality Assurance department, we also advise and assist our customers where production is concerned, and visit them to conduct what are known as production audits. After all, the best problems are still the ones that never crop up. (jg)



→ Info More information about the BPW service programme can be found on the website www.bpw.de/service

Photo: Stretz Grafik: Hoffmann

The replacement-part accelerators



Situated in central Lithuania, Kaunas is the Baltic state's second-largest city. All corners of the country can be reached from there in three to four hours by truck, which gives Kaunas particular strategic importance from both the logistical point of view as well as in terms of the of the republic's infrastructure expansion. The road network there is used by around 22,000 trucks with Lithuanian registration, and Lithuania is a country of transit for further tens of thousands of vehicles, most of which are from the EU.

Lithuanian company Ecobaltic is headquartered in Kaunas and markets and sells BPW's genuine replacement parts to end customers, dealers and workshops.

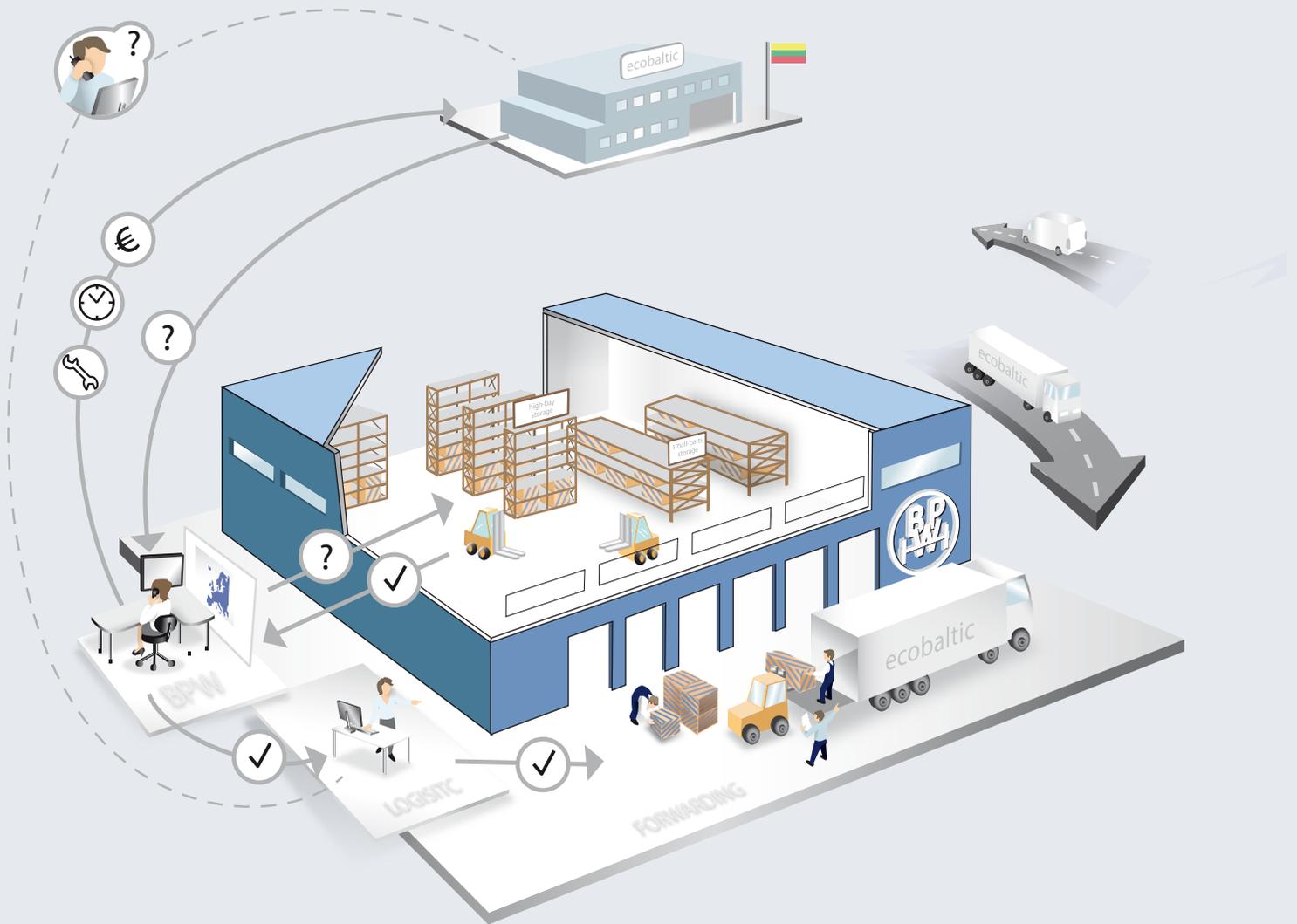
Fresh supply every week 1,552 kilometers lie between Kaunas and the German town of Wiehl – the home of BPW. Every week Ecobaltic's managing director Tomas Gurkšnys orders 20 metric tonnes of new parts to replenish the company's stocks. This

immobility is something logistics companies have to avoid at all times – so it is absolutely imperative for any damage to a vehicle to be rectified as soon as possible: replacement parts need to get to the customer without delay, no matter where in the world. A team at BPW used to working at speed makes sure that the parts arrive at their destination quickly, reliably and on time.

means that brake linings, hubs, return springs or repair kits make the journey through German and Poland and on to the north – a drive of around 70 hours. As head of a six-man team, he must after all make sure that all the parts his customers ask for are available.

Personal contacts When customers needing spare parts call BPW's VE Aftermarket department in Wiehl, they are not simply put through to a call centre but instead to their respective personal contact person: BPW has a team consisting of several members who look after its subsidiaries and agencies outside of Germany. Thomas Gurkšnys is in daily contact with Area Sales Manager Nadine Achenbach, who takes his calls directly.

Nadine Achenbach is responsible for Lithuania and Latvia as well as BPW's subsidiaries and partners in the Czech Republic, Poland, GB, Ireland, France and the French-speaking countries in Africa. A graduate in business management, she knows her custom- →



Order

In Wiehl, Nadine Achenbach receives the spare parts order from Ecobaltic in Lithuania. She offers advice on technical issues and checks what's in stock. The logistics centre then schedules when the consignment can be dispatched.

Collection

Ecobaltic commissions its own haulier to collect the parts. 20 tonnes of spare parts are loaded for shipment every Friday. Really urgent orders can even be processed on Friday morning.

Delivery

Ecobaltic's headquarters are more than 1,500 kilometres away from Wiehl. The company distributes original BPW spare parts to customers in Lithuania. Deliveries from Germany arrive here every Monday.

Express

In emergencies individual parts are sent on their way immediately by courier service: they can then be fitted to the corresponding vehicle between 24 and 72 hours later.

ers' specific needs and requirements – and every one of BPW's replacement parts. She checks what is in stock, quotes prices and orders the respective parts. Customers can also log into BPW's webshop and search for the parts they require themselves.

Individual advice However, most of them prefer the option of personal contact. This is because the staff such as Nadine Achenbach can provide immediate assistance where questions such as "How many grams of grease do I need for greasing the roller bearings?" are concerned – and they can also find parts which are not listed in the catalogue anymore. "If a customer is looking for a brake drum for a 20-year-old axle and it's not available anymore, we can check with our engineers as to what can be used as a replacement", says Nadine Achenbach. "I then pass on the corresponding information to the customer and, where appropriate, recommend a repair kit that guarantees compatibility."

A copy of the customer's order is forwarded to BPW's logistics centre where a member of the staff there enters it into the system and schedules when the ordered consignment can be dispatched. "We usually reckon with a delivery period of between one and a half and two weeks for Lithuania, and plan the dispatch in with the weekly rounds", Achenbach tells us. "But it can go a lot faster. If, for example, Mr. Gurkšnys calls us on Friday morning and orders a small package as well, we can then load it onto the vehicle that picks up parts for delivery at around midday." Ecobaltic commissions its own haulier to carry out the regular collection of parts, and it is only in isolated cases that parts are sent by courier service.

Quality counts in Lithuania The majority of Ecobaltic's customers in Lithuania come to Kaunas themselves to collect their ordered parts. "We can put an order together straight away if we have the requested parts in stock", says Tomas Gurkšnys. "If we don't have certain parts, we order them for consign-



»We can put an order together straightaway if we have the requested parts in stock.«

Tomas Gurkšnys,
Managing Director
at Ecobaltic



»Our customers can reach us directly whenever they need us.«

Nadine Achenbach,
Area Sales Manager

ment with the next delivery from Wiehl." Ecobaltic responds as flexibly as possible to its customers' inquiries and requests, and BPW can be relied upon to assist the company to this end, and delivers the parts as quickly as possible.

In Lithuania, virtually everybody trusts in the quality that comes from Wiehl. Indeed, 99 percent of the vehicles built there since 2004 are equipped with BPW axles; the manufacturers appreciate that quality cuts costs in the long run. After all, a replacement part is still the best if it's not needed, and the quality of BPW's products is reflected in the fact that the majority of consignments leaving Wiehl every week are predominantly replacements for wearing parts. BPW has around 5000 replacement parts in its Heavy Axle program. 2000 of these are "fast movers" and always in stock, for example brake accessories such as brake drums, camshafts, brake linings and disks for disk-braked axles. "It's always a matter of urgency for the customers, there's a lot of pressure. They want rapid answers to their questions, and the replacement parts are needed at their premises without delay", says Nadine Achenbach. "The challenge from our point of view lies in ensuring that we meet precisely these requirements at all times – by being accessible and responding promptly and reliably."

This also means really making full use of all possibilities: "The phone lines can run very hot indeed if there's a part we don't have in stock." About once a year Nadine Achenbach also pays personal visits to each of the partner companies for which she is responsible. "We also provide support for our customers when for example, they are sourcing new customers, and accompany them to demonstrate that they have our support. Our aim is for them to be really aware that they can reach us whenever they need us." (jg) ○

→ **Info** For an online view of the services available from the BPW Aftermarket Service, please go to www.bpw.de/vertrieb/aftermarket. For the Ecobaltic website, go to www.ecobaltic.lt.



PLAN-built heavy load trailers carry the tunnel lining segments and concrete agitators.

United Effort

Australia's top construction firms create one of Brisbane's greatest engineering achievements.

Eighton Contractors offers the Australian government and corporate sector specialist skills in infrastructure, communications, mining operations and maintenance while Baulderstone delivers one of the most experienced and comprehensive civil engineering services across the country. As for the Bilfinger Berger Group, it provides extensive real estate, construction and infrastructure projects and boasts considerable tunnelling expertise. All three companies' expertise is vital to the safety, structural integrity and ultimate economic efficiencies of the project.

Tunnelling is now complete at the 4.8 kilometre stretch under the Brisbane River from Bowen Hills to Woollongabba which employed two A\$50 million, German built tunnel boring machines.

With a 12.4 metre diameter and a body of more than 250 metres long, these tunnel boring machines are the largest of their type in

the world. Each operate like a moving factory, excavating the 3.5 million tonnes of hard rock, erecting the concrete tunnel lining segments and building the road base as they go.

Over 38,000 tunnel lining segments and 286,000 cubic metres of concrete have been used in this particular tunnel section, all transported into the underground site using specially imported German produced Plan built flat deck trailers. Based near Stuttgart, for over 25 years Plan has specialised in the design the design and manufacture of transport solutions for project works such as the CLEM7.

Twenty five such trailers, consisting of 80 and 50 tonne carrying capacity, are in operation; all fitted with Ringfeder couplings and BPW dual wheel swivel axles that feature the new ECO Plus hub system for ease of maintenance. The axles have a capacity rating

Photos and Graphic: Rivercity Motorway, Hoffmann

of 12,000 kg at 105kph or 16,300kg at 6kph and are designed to suit 9.75 x 15” diameter, low profile wheels.

Workshop site manager, Andrew White, tells us that both the couplings and the axles are doing extremely well, especially when you take into consideration that they operate in a highly corrosive workplace environment.

“So far the BPW axles are doing extremely well with very little wear and tear, given the tunnelling condition, which is certainly not your average highway operation,” said Andrew.

The tunnel boring machines operate like a moving factory

The Plan built trailers are specifically employed to carry 15 cubic metre concrete agitators and the many thousands of pre-cast concrete segments. They form a vital role in the project, as without their continuous operation the tunnel boring would come to a sudden halt.

Each 4,000 tonne boring machine is manned by a crew of 22 people per shift and moves up to 20 metres of rock each day. The excavated rock is removed from the tunnel using an enclosed conveyor system and stored in large silos before being loaded onto trucks and transported off-site.

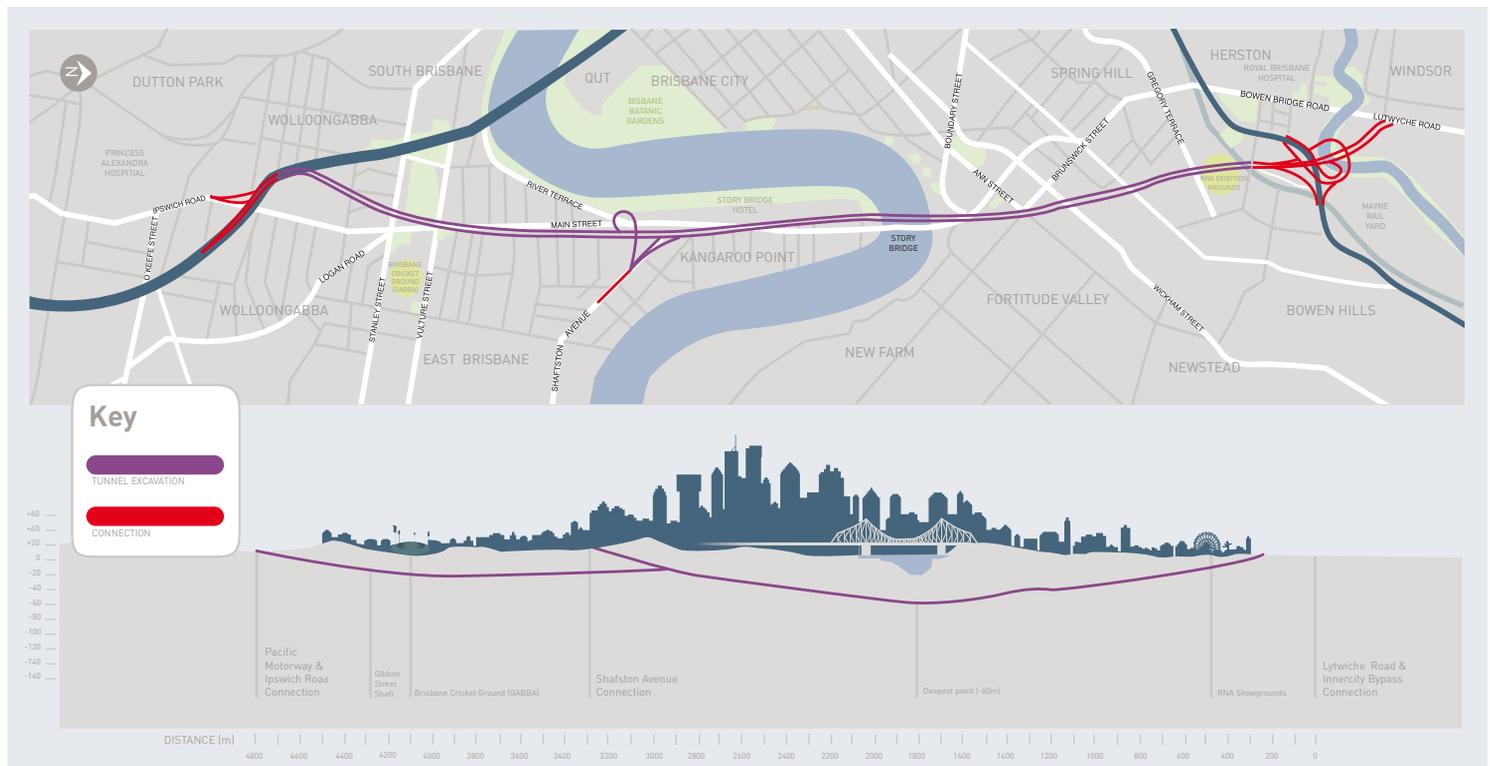
There are more than 1,500 people below the city streets working on the A\$3 billion toll road which commenced in September 2006.

The dual lane north/south motorway is expected to be open to traffic in 2010. (ap)

→ Info Detailed documentation about the Clem Jones tunnel project can be found at www.clem7.com.au



They worked great together: BPW Transpec product technical support person, Evan McDonald and site workshop manager, Andrew White.



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ALEX

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Intermodal transport: the recipe for success

It took forwarder Carsten Hemme six years before he discovered the opportunities offered by moving transport from the road to the rails. Today he uses intermodal transport for 80% of his business - and wants to expand this even further.

Carsten Hemme was only 23 years of age when he became dispatcher with Paneuropa in Vechta. The forwarding company had 5 employees in the office and 25 drivers out on the road. Hemme put his foot down: at the age of 26 the trained forwarding agent had become Managing Director, with the workforce expanded to 50 and 65 contractors working for him; twelve months later the Managing Director became co-partner. Today he is 36. Paneuropa has meanwhile taken over the Rösch forwarding company, changed its name to Paneuropa-Rösch, with a workforce of 100 own employees and another 100 regularly used contractors, operating a fleet of about 60 trucks with another 800 swap bodies and trailers. If you ask the busy man from Lower Saxony about the secret to his success, the answer is short and sweet: intermodal transport.

Doesn't sound like a simple model for success

Intermodal transport? Those laborious procedures where a complete load is first trucked to the station, loaded on a train,

brought to another station, loaded onto a truck again and then at last delivered to the consignee? Those transport procedures that entail various detours and waiting around for trains to depart, instead of going straight from A to B as soon as the consignment is ready? "That's right", laughs Hemme, and goes even further: "Those transport procedures where you frequently have to deal with inflexible railway companies and unpunctual services."

Doesn't really sound like a simple model for success. And in fact, it took Hemme six years until he saw that this method of transport, officially called combined intermodal rail-road transport, could be his recipe for success. And even then they had to force him into it: "Up to 2002 we only operated on the roads and did a bit of 'rolling highway' business", Hemme admits. "It was only after this that we were approached with a specific request from a customer and started to get involved."

Rolling highway business, or RoLa for short, is still sometimes seen as the access door to intermodal transport. Truckers who drive their complete vehicle onto special rail-

way wagons, become acquainted with railway transport. The drivers are accommodated in a passenger coach added to the train. The journey time counts as rest time. Austrian politicians in particular boast that they have shifted traffic from the road to the rails with the rolling highway. But they cover up the fact that these transports are subsidised with millions of Euro every year, and that less traffic is shifted to the rails than would be possible using other methods. Because rolling highway transports are uneconomical, for both the rails and the road.

Unaccompanied Intermodal transport versus "The Rolling Highway"

Expensive, heavy special wagons are needed for rolling highway transports by rail. Transporting the whole truck on the train results in high deadweights and low payloads. So-called unaccompanied intermodal transport fares much better. Here only the semitrailers, swap bodies or containers are loaded onto carrier wagons while the truck itself is left behind so that more units can be transported by each train. The transport →



The new pocket wagon eliminates the need to hinge up the rear underride guard of a standard trailer.

costs per load unit are therefore lower. Train paths are put to more effective use. A study by the University of St. Gallen indicated that on Switzerland's existing rail network, unaccompanied intermodal transport can carry one and a half times as much freight tonnage as the rolling highway.

Without truck and driver

Apart from the subsidy effects that put rolling highway transports below the variable



Paneuropa goes for XXL containers: 7.82 metres long, 19 palette positions, 60 cbm volume

road transport costs, for example on the Brenner Pass route over the Alps, the rolling highway is of no great interest to forwarders and transport companies, as the real advantages of intermodal transport do not come into effect. "The secret is uncoupling the swap container from the tractor unit", says Hemme. Drivers and trucks can be put to more effective use in their own region, because they don't have to drive long journeys but just handle feeder and receiver services to and from the intermodal terminal. This makes it easier to comply with the statutory driving and rest times. A benefit that should not be underestimated, in this day and age of electronic driver cards and digital speedometers. Truck toll fees only have to be paid for feeder and receiver transports. At the same time, less capital is tied up in each individual transport, because only the swap body is on the move, rather than the whole truck on a long-distance journey. The longer the journey, the greater the effect. Just one of the reasons why Paneuropa-Rösch mainly operates between North Germany and Italy or Spain.

But where there is light, there is also shade. For a long time, train punctuality in particular left a lot to be desired, particularly when

dependent on connecting services. Hemme tells us that "many long, loud and fierce phone calls where necessary with Frankfurt" to "discuss" these quality deficiencies and negotiate possible improvements.

Frankfurt is the headquarters for Kombiverkehr (the intermodal rail-road transport company). Founded in 1969, today the company is the undisputed European market leader for moving transport from the road to the rails. While in 2008 Kombiverkehr's trains carried a good one million truck consignments, the next largest competitor, Hupac in Switzerland, managed only about 70% of this volume. In recent years, for the most part the Frankfurt company has enjoyed greater growth than its competitors, thus continuously expanding the lead.

Forwarders hold Deutsche Bahn in check

"We see the reasons for this above all in our shareholder structure", says Robert Breuhahn, one of the two Managing Directors. At Kombiverkehr, Deutsche Bahn (German railways) on the one hand and 230 forwarders as limited partners on the other

»The secret is uncoupling the swap container from the tractor unit«

Carsten Hemme, Managing Director Paneuropa-Rösch GmbH



hand hold each other in check. Each side has a 50% stake in the company shares. And each side depends on the other: the forwarders provide the consignments, while Deutsche Bahn provides the rail services on most of the routes. By contrast, the major competitors are dominated either by a railway undertaking, such as TX Logistik (subsidiary of Trenitalia, the freight division at the Italian Railways) or TFG Transfracht (subsidiary of Deutsche Bahn). Or a major forwarding

company plays the dominant role, such as Bertschi at Hupac.

Kombiverkehr restricts its activities to those of a broker and organiser; the company purchases complete trains in Germany and other European companies and markets these services at its own risk. As a rule, these will be direct trains between two stations. Consignments can be transferred from one train to another at major terminals located in the economic regions. Kombiverkehr has established a network where around 160 trains operate every night, resulting in more than 15,000 connections to over 30 European countries.

Hemme was one of the first to test this new technology last year. Since January 2009 he has been using 20 of the trailers costing around 75,000 Euros for transport services to Italy. “Up to now, we’d missed out totally on business for customers whose range includes both refrigerated goods and items for transport under tarpaulin, because we couldn’t offer any kind of temperature control”. That has now changed. Just one of the reasons why Hemme still sees growth potential for his company even during the economic crisis.

Last year, Paneuropa carried around 1,300 truck consignments by intermodal transport every month. That put Hemme among Kombiverkehr’s top ten customers for the first time. He has already shifted about 80% of his total transport volume onto the rails. And wants to go even further. “The business model has proved its worth particularly during the economic crisis. It makes it much easier to cut back on capacities when transport volumes decrease, because you only have to put a swap body in the corner, rather than cancelling whole trains or even making staff redundant.” (pi) 

→ Info More information about the companies named in this article can be found at www.paneuropa.com and www.kombiverkehr.de.

Green arguments in black and white

■ Transport companies that want black and white verification to convince their customers of the green arguments in favour of intermodal transport can now use the free high-speed carbon emissions calculator available at www.kombiverkehr.de. Every time customers enquire online about timetable details, the calculator shows how much CO2 the corresponding transport will emit, either entirely by road or by intermodal transport.

Specifically developing new niches

Together with customers and shareholders, Kombiverkehr also ensures that new niches are developed for unaccompanied intermodal transport. For example, a special thermo trailer has been developed that can be handled by a crane; it is equipped with its own energy supply that is separate from the truck, and has two-way communication. The temperature inside the container is not only monitored but also controlled via satellite.

Floating free from harm

Floating like a cloud, crane transhipment without the risk of damage: BPW Airlight Direct air suspension combines safe loading with simple intermodal handling. The professionals from Transco rely on these benefits.

Our fleet is 100% BPW!” Gerhard Reger, 43, the Fleet Manager at the Transco Group, who swears by the BPW axle technology which has been used for years in the Group’s 550 trailers. Vehicles and suspension units have to withstand demanding challenges during operation. The Transco Group operates throughout Europe, so intermodal transport by road and rail forms a key component of the company’s philosophy. The logistics professionals use new and nearly new vehicles with the latest vehicle technology in their fleet. To go with the 180 Krone trailers ordered at last year’s IAA for intermodal transport, the fleet operators made a decision to use the patented Airlight Direct axle from BPW across the board. “The direct air suspension offers significantly greater comfort for the tractor vehicle and trailer,” reports fleet boss Reger, drawing on his practical experience.

BPW direct suspension is not only much easier on the cargo than a conventional air suspension, it also offers an important argument for Transco: railway transhipment. After all, the trailers – which are renewed at 36-month intervals – used by the haulage and logistics group are regularly sent by rail in unaccompanied transport. About 40 percent of the company’s turnover involves transport to Italy.

Frequent transfers from road to rail can be problematic. If a fully laden semitrailer is transhipped by train, conventional axle designs can easily suffer concomitant damage. When the trailer is lifted, the axle extends as far as the stop in the shock absorber and is only held by this stop and the trailing arm.

Airlight Direct



The central position of the combination airbag with decoupling function (1) over the axle beam (3) means that the axle load is taken up directly in the Airlight Direct. This minimises body floor acceleration at the air suspension hanger bracket (2). The disc brake (4) in its compact installation is located behind the axle for ease of maintenance.



Safe air freight: the BPW Airlight Direct suspension minimises loading damage in intermodal transport.

A vacuum is created in the air bags, causing the sides to be pulled together. When the trailer is lowered back down onto the railway wagon, the air bags no longer roll correctly, but are creased, and this can cause them to be pinched between rolling piston and cover plate.

Multimodal transport throughout Europe

■ The Transco Group is now a major player in the logistics business with branches in 17 European countries. Since 1970, Transco and its current workforce 400 transport professionals have been actively involved in express service, procurement and distribution logistics, regular transport services throughout Europe, air and sea freight, customs clearance, warehousing, storage and order picking. This also includes making intensive use of intermodal transport that combines both road and rail transport. Key account customers include the automotive, pharmaceuticals and consumer goods industries.

This in turn can quickly lead to malfunctioning of the air bags. However, there is no risk of this happening with the Airlight Direct suspension because of the integration of the combination air bag. When the vehicle (trailer) is lifted by crane, the air bag attached to the frame separates from the fixing cone on the trailing arm. When the trailer is lowered and the axle is loaded again, the centring cone on the trailing arm is reconnected with the air bag.

Free axles without any risk of damage

This patented design is an ideal solution for frequent use in combination transport as is regularly the case at Transco, because it prevents premature wear on the air bags and reduces running costs. The professional fleet manager, Gerhard Reger, regards this unrestricted crane transshipment ability as very important: “With the new technology, we rarely can damage.”

What is more, the new technology also scores highly when it comes to payload. The

Airlight Direct axle with disc brake weighs a good 28 kg less than a conventional axle unit, which delivers a direct benefit in terms of payload. In addition to the measurable cost reduction from the additional payload and simpler access for regular maintenance, the innovative BPW product also displays a unique level of suspension comfort. The kinetic suspension energy is channelled directly into the air bag, meaning that sensitive cargos are afforded optimum protection even on poor quality roads.

Gerhard Reger at Transco was therefore by no means gambling when selecting the Airlight Direct axle. “We made the right choice with this axle. We regard this technology as the best system on the market, bar none! And it’s backed up by optimum support from the BPW field force,” says the fleet manager, assessing the decision to using the BPW innovation. As a result, future Transco trailers will continue to float to their customers without damage on BPW axles. (owi) ○

→ Info More information about the Transco Group can be found at www.transco.de

EN ROUTE THROUGH EUROPE: THE BPW INFOMOBILE

Already featured in the last two editions of trailer world: the new BPW Infomobil. Following last autumn's tour of 22 German cities, Italy and Turkey, now in 2009 it is back on the road again.

This year, the 680 hp-strong vehicle is touring through twelve European countries, bringing BPW's concentrated high-tech and product innovations live and directly to the customer.

From 2 to 13 March, the BPW Infomobil was in the Netherlands, Belgium and Luxem-

bourg, visiting a major service workshop or spare parts dealer each day. The show truck attracted more than 1,000 interested professionals, particularly hauliers and workshop staff. They enjoyed the live demonstrations and explanations of BPW's innovations, and welcomed both tips for workshop procedures and answers to technical questions. Particular interest was generated by the BPW trailer disc brake ECO Disc presented at the IAA 2008, which is soon to start series production. „Together with the new products,

time and again our customers also praised BPW's first-class worldwide spares service, and were pleased to see that even during the current crisis, BPW is as passionate as ever in seeking dialogue with the customer base“, says Theo Oosterkamp, Sales Manager at BPW Benelux.

Following the daily 8-hour „question time“ sessions at the Infomobil, BPW's Benelux team would like to thank all visitors for being so interested and for the many inspiring talks! (af)



Rolling conference centre: the new BPW show trailer with lifting roof and slide-outs provides the ideal setting in the Benelux countries for live demonstrations and expert talks.



A JOBLIGHT FOR ALERT TRAILER WORLD READERS

BPW's new innovative product family offers intelligent chassis solutions from a single source. JOBLIGHT is the intelligent solution for illuminating your garage: 30 bright, white LEDs work for your success. In future, the rechargeable working light will light up every corner for three alert trailer world readers.

What is the name of BPW's new product family with its own electronic trailer components, developed to give you the complete chassis from a single source?

Winner of the competition in trailer world Issue One 2009:

Ahi Khalili (Tehran/Iran), Gülsüm Cigin (Arifiye-Sakarya/Turkey) and Rainer Donat (Hof/Germany) named the title stories of the two 2008 editions of trailer world: „What a blast!“ (1/08) and „A well-rounded package“ (2/08). They each won a safety jacket.

Company:

First name and surname:

Position:

Road, town and post code:

E-mail:



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Preview

Axles for South Africa

In 2010, the country at the Cape is hosting the Football World Cup. BPW is also a champion in its own right in South Africa.

