

# *on*board

Logistics by ZIEGLER



## ***Focusing on air freight***

### **THE MAJOR TRENDS FOR THE FUTURE**

- Report: The daily routine of a delivery agent
- Customs: The correct product number
- Interview: Lorraine Jörg, the new manager at the ZIEGLER branch in Düsseldorf

Welcome on board

## DEAR READERS,



It is that time of the year again. The migratory birds are leaving their winter habitats and returning to their breeding grounds. At the first signs of spring, we humans too get itchy feet and want to get out to the countryside or on a long plane trip.

Planes do not only connect passengers with the whole world, they also transport our everyday goods

– spare parts for advanced technology, as well as medicines, watches and textiles, but also fresh food and delicacies from all around the world. Whether it is sushi, computers, or flowers in the winter, air freight helps to connect international markets. It is thus possible for companies to be part of a worldwide production and supply chain that meets our needs and wishes.

Incidentally, freight is not just transported in full-freighters: almost 50 per cent of goods are shipped in the bellies of passenger aircraft. In technical jargon it's called "belly freight". Freight and passenger transportation are therefore closely linked with, and dependent, on one another.

We take a look at the topic of air freight from various angles in this issue, ranging from the trends of

the future and an interview with an air freight expert to an example of import/exports to Brazil.

A truck is normally used once the air freight consignment is on the ground and has gone through customs clearance. Our drivers bring the goods to the customer, i.e. to you. Therefore, I recommend you read the report on the daily routine of a local truck driver. Our delivery agents have their own special bond with the customers and are regularly on site.

I wish you a pleasant read of this new edition of *onboard*.

Thorsten Witt, CEO  
Switzerland, Germany

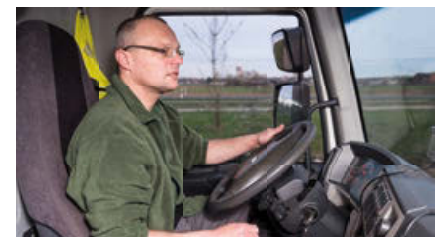
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## IMPRESS

ZIEGLER (SCHWEIZ) AG Salinenstrasse 61, 4133 Pratteln, Switzerland, Tel.: +41 61 695 84 84, info@ziegler.ch

ZIEGLER GmbH, Ernst-Abbe-Strasse 34, 52249 Eschweiler, Germany, Tel.: +49 2403 508-0, ziegler\_aachen@zieglergroup.com

Layout, realisation: beisert-hinz.de, Photos: ZIEGLER, beisert-hinz.de, fotolia, Cover: iStock.com/casadaphoto, page 3: iStock.com/Meinzahn, page 4: iStock.com/PetrBonek, page 13 bottom iStock.com/Kwangmoozaa





Air freight will become increasingly important in the future. ZIEGLER offers service and global solutions.

*Air freight – solutions from one source are in demand*

## THE MAJOR AIR FREIGHT TRENDS

Air freight is a growth market whose volume has constantly grown in recent years. This growth will continue to accelerate in the forthcoming years. Here we outline the major future trends:

### TREND 1

#### **Individual market segments will grow more strongly**

The market for air freight to and from Asia and the share of high-tech products will increase in particular.

### TREND 2

#### **Airlines will follow the economy**

There will be economic ups and downs – airlines have to be flexible.

### TREND 3

#### **Air freight will become standard**

In the past, air freight was booked in emergencies – nowadays it is a normal part of the logistics chain.

### TREND 4

#### **Express deliveries will become ever more important**

In the future, express shipments with 24-hour delivery will account for an ever-increasing share of air freight deliveries.

### TREND 5

#### **IT as the key to speed**

The global penetration of IT through all logistics chains will boost air freight.

### TREND 6

#### **More cargo companies**

The cargo companies will become more significant and outstrip the passenger airlines' freight business.

### TREND 7

#### **Global solutions**

Air freight clients expect global solutions from providers of logistics services.

### TREND 8

#### **Service will become ever more important**

Service including customs clearance, as is for instance offered by ZIEGLER today, is becoming a model for success.

### TREND 9

#### **Logistics solutions from one source**

Customers expect air freight solutions for door-to-door transport – as already offered by ZIEGLER.



Loading air freight into a passenger aircraft.

***How air freight consignments reach their destinations faster:  
Interview with Reimund Nathan, air freight expert at ZIEGLER***

## “THE AIR FREIGHT MARKET IS BOOMING“

Air freight is increasingly being booked these days – both for exports and imports. As a consequence, available cargo space is running out and delivery periods are getting longer. The teams at ZIEGLER take care to ensure that their customers' shipments are speedily placed on board the aircraft and get through customs. Reimund Nathan, an experienced air freight expert at ZIEGLER Frankfurt/ Kelsterbach, explains the current situation in an interview. He also gives some tips on what companies can do to transport their air freight shipments quickly from one continent to another – and where ZIEGLER can support them in this process.

***Mr Nathan, working in everyday freight forwarding operations, how are you experiencing the current air freight consignment volumes?***

The air freight market is booming. Since the middle of last year, the number of consignments has been rising sharply – and this is currently still a continuing trend. The freight volumes at airports are increasing every month.

***Is that also noticeable to the customers?***

Sometimes shipments at the airport are not unloaded promptly, because there is far too much going on – both in terms of imports and exports. Last December, for instance, goods that had arrived even stood on the apron for as long as 3 to 4 days. There was no space in the warehouse. We did not have any influence upon this as a freight forwarding company.

***How would you explain the air freight boom?***

It's due to the healthy German economy right now. In our experience, this boom is spread across all industries.

***Are there any target regions where the demand for air freight is particularly great?***

Most of the freight volume is transported to Asia. But the US lines are also in extremely high demand! There, freight forwarders hardly gain any cargo space in the plane. In the case of standard air freight the waiting time is sometimes as long as two weeks. And that is a dramatic development: This is because air freight is frequently used as the last resort if a shipment needs to be received quickly by the consignee. But to ship consignments quickly by air freight, exporters have to switch from standard air freight to express – and pay considerably more.

***Are we talking about cargo planes or passenger aircraft?***

About forty percent of the consignments are transported by passenger aircraft. However, the freight volumes are limited in that respect.

***You have been talking about exports a lot. Is the situation the same in relation to both imports and exports?***

There are also high import volumes, for example from Asia. Here, too, it is difficult for freight forwarders to obtain space in the plane.

***What is the situation like for ZIEGLER's customers?***

We can help to ease the situation for them here. In Germany and Switzerland we have teams and air freight specialists who are familiar with the situation. They know ways to coax a little extra speed out of the air freight consignments. At the same time, we also have tips for the consignors in terms of how they themselves can push through an express shipment.



***What can customers or consignors do themselves to ensure that their air freight consignment is handled very quickly by cargo service providers?***

It is always important that they provide us with all the information. As a freight forwarding company, we require all the data, ranging from the dimensions and weights to the loading times when we can pick up the consignment. In this way we do not have to request the details again and every thing proceeds much more quickly.

***When should they contact ZIEGLER?***

The sooner the better! If companies foresee that they have air freight, they should notify us immediately. This might even be two weeks before shipment, when the product is still in production. In that case we can already make a pre-booking and look for space on a plane. The sooner customers register air freight, the faster the consignment will be sent.

***What role does the status of "Known Consignor" play in processing air freight more quickly at the airport?***

Security has been a huge issue for air freight for years. All the goods are x-rayed at the airport – with a corresponding loss of time. Well-known consignors can get around this by submitting a security plan.

***Is this worthwhile for every consignor?***

Not necessarily. It involves a great deal of work and expense. It only pays off for customers with a lot of consignments. It is usually not worth obtaining the status of "Known Consignor" for consignors who have only two to three shipments per month. That's because if you x-ray a product these days, you only have to pay 10 to 20 cents per kilo – and these are inconsiderable costs for small consignments.

***How about customs: What do air freight customers have to pay attention to in order to get through customs quickly?***



Reimund Nathan, air freight expert at ZIEGLER Frankfurt/Kelsterbach.

Importers smoothly pass through customs if they submit all the relevant documents and information such as the tariff number completely and early. It is important that the correct shipping term is registered on the commercial documents. You lose time if there are any errors there. When exporting, it is crucial that consignors inform us at an early stage if they are not filling in the customs documents themselves. ZIEGLER will be happy to assume this task – but we need all the information as soon as possible.

***ZIEGLER works very successfully in the air freight sector. What sets your work apart from other freight forwarders?***

We have a permanent contact person for each company. When a customer registers a consignment, they are supported by a specific employee. It is not like on a production line. We deal with every consignment and monitor its status. That is very important in ensuring that consignments reach their destinations quickly.

***Do the customers profit from the ZIEGLER Group having its own branches worldwide?***

Yes! Through its worldwide presence, ZIEGLER is able to handle shipments from almost anywhere in the world. For example, if we are shipping an export to Shanghai, the local ZIEGLER branch can take responsibility for the consignment on site. This eliminates time-wasting

interactions and also accelerates the air freight.

***What kind of services does ZIEGLER offer in the background that the customer is often completely unaware of?***

It doesn't stop at simply registering an air freight consignment. The ZIEGLER teams take care to ensure that the customs documents are provided at the airport and also terminated following the expiry. We maintain contact with the carriers and partner companies at the destination airport. We track the consignments' progress and thus prevent unnecessary delays. In addition to organising the air freight transport, ZIEGLER also offers a great deal of expertise, experience, advice and service – this complete package of services shortens the delivery times of air freight consignments.

## ZIEGLER AIR FREIGHT

- Worldwide imports / exports
- In-house consolidated shipments
- SeaAir services via Dubai
- Express and courier services
- Dangerous goods
- Track and Trace
- National and international distribution
- Door-to-door service
- Customs clearance
- In-house AWBs
- On-board courier service

*Brazil, a trade partner – sometimes transportation routes are really quite tricky: tips on imports and customs clearance to ensure smooth trade.*

## ¡OLA! FREIGHT TO BRAZIL

Brazil is a strong business partner for Germany and Central Europe. Many imports and exports switch continents by air or sea freight. But freight forwarders know that South American countries like Brazil follow their own very special laws.

While much is being done in Brazil to combat corruption, it is slowing down the goods clearance process. All the shipping documents are double and triple checked. If even the slightest thing is missing or was filled in incorrectly, then you can anticipate delays of several weeks.

Brazil is an emerging country with huge potential. Armin Kirberg explains the situation in the fifth-largest country on earth: “If it could exploit its potential, the country would skyrocket. But the lack of infrastructure is the biggest thing that is holding the country back.”

Almost all goods travelling from or to the sea ports and airports are transported thousands of kilometres to the hinterland by truck. “Even once you manage to transport your goods there, you will not automatically be happy,” emphasises Kirberg. Almost all the regions have widely differing tax ra-

tes and customs duty. Whole armies of lawyers and tax consultants feed off this handicap in free trade terms.

“But it can work almost seamlessly, otherwise we would not be the number one shipping partner for our clients who do business with Brazil,” says Kirberg, adding: “We keep stressing the pitfalls just to make our customers aware of the many peculiarities there, to ensure they continue to be commercially successful.”

For example, ZIEGLER Kelsterbach has been successfully exporting to Brazil for years on behalf of one of the largest manufacturers of brewing malt in Germany. ZIEGLER works for several months successfully together with a Brazilian forwarder for the automotive and electrical industries. “Before an export or import is sent on its transit route, it is important to plan the lead-up and follow-up extremely carefully,” reports

“You have  
to love Brazil  
to be able to  
do freight  
forwarding  
business  
there.”

Armin Kirberg



Armin Kirberg, Branch Manager of ZIEGLER Kelsterbach.

Kirberg. What's more, ZIEGLER has extremely good connections to local customs clearance agents – as Kirberg states, “None of this would be possible without them.”

But once companies have got the hang of it, they can have a lot of joy trading with Brazil. “That is ultimately what we are there for, with our many years of experience,” adds Armin Kirberg confidently and summarises the most important tips, shown below.



Brazil: Beautiful landscapes, vibrant cities and an important business location.



**Tip 1: Complete customs documentation**

On the Brazilian side, imports are subject to precise documentation, which must be entirely consistent with the goods. All the customs documentation must be prepared conscientiously. This is very time consuming and absolutely necessary, as everything will be inspected several times.

**Tip 2: Comply with the tax rates**

The different tax rates of the individual Brazilian federal states continue to complicate the correct preparation of the customs documents. Very few consignments proceed smoothly, because everything is checked several times due to suspected corruption and tax evasion. Great importance is attached to security!

**Tip 3: Handling large-scale projects**

But once the documents are properly and completely "wrapped up", even large projects can be handled with relative ease. The logistics are organised via the airports of São Paulo or Rio de Janeiro. The main seaport is Santos, then there are a further 20 smaller ports.



Simple when you have ZIEGLER as your freight forwarding partner: air freight to Brazil.

**Tip 4: ZIEGLER full service**

"We at ZIEGLER have a lot of experience with air and sea freight from and to South America and can prepare the optimal route for your imports and exports for you," says Armin Kirberg, who is on site regularly in Brazil and organised many projects with and from South America with his team. "Our tip is: Leave all your shipments' organisation and customs clearance to the ZIEGLER South America experts – so the shipment will reach your destination quickly and professionally."

**Advantages for ZIEGLER customers**

- Planning to perfectly suit your needs
- Solve unexpected problems professionally and quickly
- Protection against extra expenses

- Secure guidance through the bureaucratic maze
- Cooperation with a competent and well-established local network of import / export agents

**ZIEGLER PARTNERS FOR BRAZIL****Main airlines**

- Lufthansa
- Cargolux
- LATAM Airlines
- TAP Air Portugal
- Qatar Airways
- national airlines

**Main shipping lines**

- Hamburg Süd
- CMA
- Maersk
- MSC

**BRAZIL IS WORTH IT – ZIEGLER IS AT YOUR SIDE**

Brazil, the green giant awakens, as the Handelsblatt recently headlined in a comprehensive economic series about the country. Covering an area of some 8.547 million km<sup>2</sup>, it is the fifth largest country in the world, with the fifth largest population (191 million). Brazil is a young country with a growing population and Germany's most important trading partner in Latin America. Ambitious infrastructure projects, huge oil and gas discoveries, as well as almost 200 million inhabitants with an unrestrained desire to consume: these are just a few of the ingredients illustrating Brazil's new role as one of the most attractive markets in the world. (Source: AHK)

**The most important import goods**

- Refined petroleum
- Vehicle parts
- Packaged medicines
- Telephones
- Crude oil

**The most important export goods**

- Soya beans
- Iron ore
- Cane sugar
- Crude oil
- Beef and poultry

**Country ranking for imports/exports**

- USA
- China
- **Germany**
- Argentina
- France

**From a Brazilian export perspective**

- China
- USA
- Argentina
- Netherlands
- **Germany**

Would you like to have a share of the market in the up-and-coming nation of Brazil with your export products or import needs?

**We will be happy to advise you**

ZIEGLER Kelsterbach

Armin Kirberg

Tel: +49 6107 308 19

Fax: +49 6107 308 179

armin\_kirberg@zieglergroup.com



Martin Geuenich

### *Short-haul truck driver Martin Geuenich: his daily routine*

## DELIVERY – AND SOME PLEASANT ENCOUNTERS

Martin Geuenich really knows his way around the Cologne area: the 47-year-old has been driving his 12-tonne truck along the local run for ZIEGLER Aachen / Eschweiler for six years. He delivers goods and picks up consignments – at small businesses as well as large corporations. One thing is clear to him: there is no such thing as a daily routine – every day is different.

### **Getting consignments on the road**

ZIEGLER delivery agent Martin Geuenich starts his working day at 6 o'clock in the morning. His first action is to drive his truck to the designated gate. Then he clocks in at the scheduling office, sets out the route to the customers on the prepared list and confirms specific details. Using the loading list, he identifies the consignments in the warehouse and at the same time checks them for any damage. He loads the truck, secures the consignments and fills in the pallet notes. His last action at the ZIEGLER branch is to have his cargo list signed for damage, hand it in to the scheduling office and clock out with his departure time. At about 7.30 a.m. he usually gets into his truck and sets out into the morning, heading to the greater Cologne area.

### **“Good morning”: at the customer's premises**

They know each other well: when Martin Geuenich arrives at the consignees' sites, he frequently encounters well-known faces in their incoming goods office. Pleasant encounters and sometimes a bit of “small talk” all form part of this job. He scans the consignments, unloads the goods and has the bill of lading and scan signed – thus ensuring the shipment tracking is complete.

When he collects consignments from ZIEGLER customers, the workflow is a little different. Then, the driver checks in with the loading number at the goods issue department, loads the goods onto the truck so they are safe for transportation, acknowledges that he has taken on the goods by signing for them and takes receipt of the shipping documents.

### **Sometimes you also need to improvise**

The majority of the regional transportation runs proceed without incident. Yet Martin Geuenich is well aware that things can also get stressful at any time – then he has to come to terms with the difficulties he is facing. In the morning, long-distance traffic truck deliveries that are not on time or defective packaging can delay his departure. Whether it's a traffic jam, black ice, waiting times at the customer's site due to a lack of delivery documentation, incorrect delivery or pickup addresses, or streets where there are no parking spaces or which are too narrow, an experienced short-haul driver knows how to improvise.

### **The final spurt: The long-haul truck is waiting**

Being pressed for time is normal in logistics: after all, Martin Geue-



nich has to get back to the handling warehouse in Eschweiler punctually. That is because a lot of consignments have to be transferred onto the long-haul trucks – they travel the highways at night to further transshipment companies or airports.

Thus he usually arrives at the ZIEGLER Eschweiler transshipment warehouse in the afternoon. He compares delivered and collected consignments in the scheduling office and takes receipt of the unloading list and adhesive labels for the consignments he is picking up. Then comes the final spurt: unloading, sticking on delivery notes and scanning the goods. He has the packing material certificate signed and hands in the unloading list and the packaging certificate at the scheduling office.

### Keeping the goods transfer running

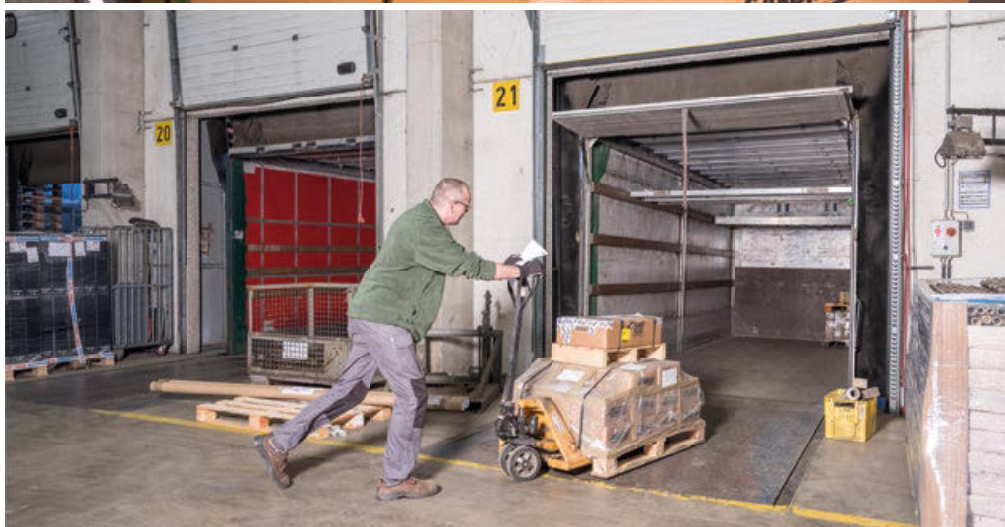
The driver's final action is to sweep the loading area of his truck and drive the vehicle off the ramp. The run is over and it's time to go home. Martin Geuenich knows that his reliable work plays a critical role in keeping business and the global transfer of goods running smoothly in his delivery region. It's a good feeling!

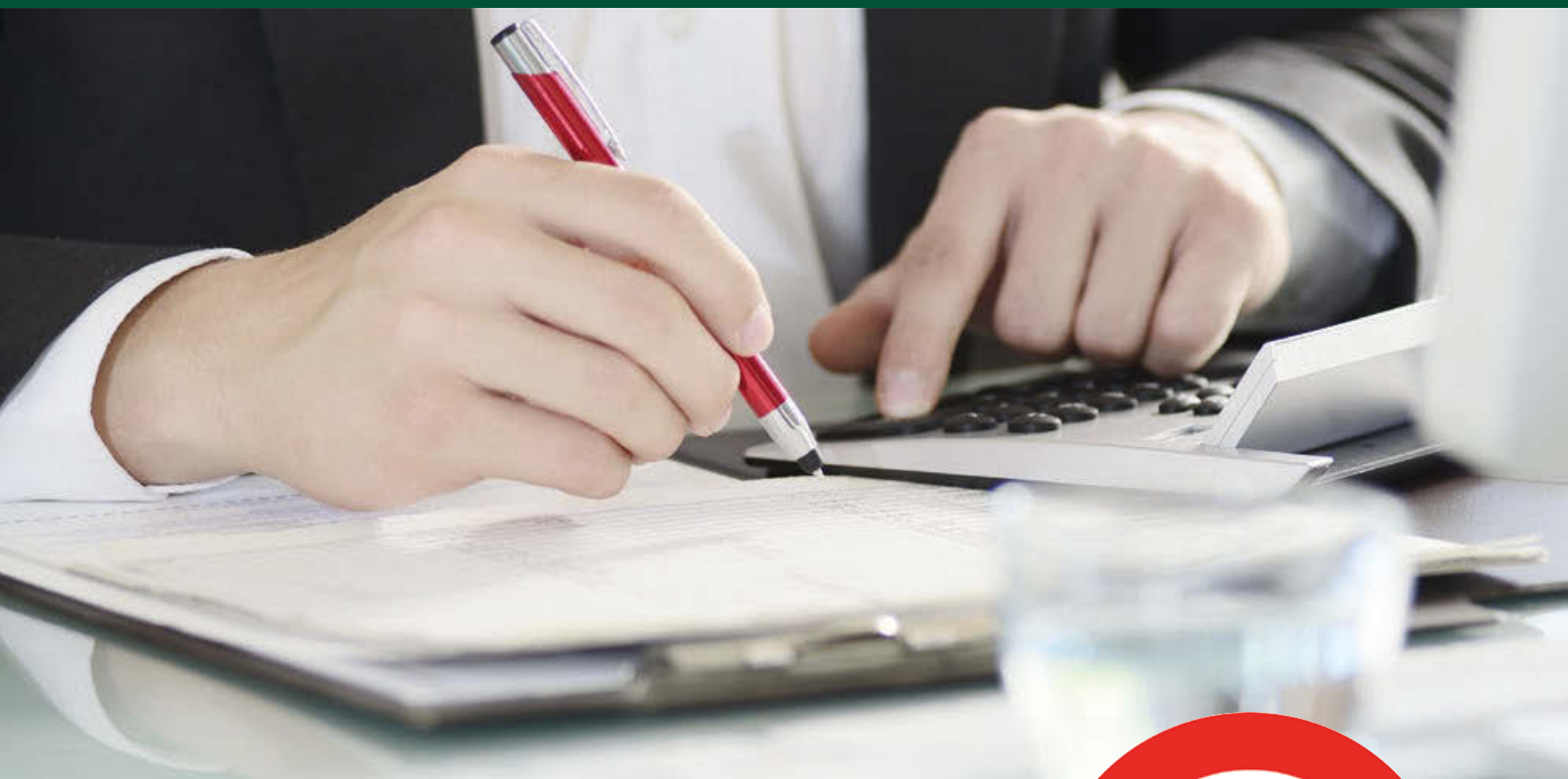
## ZIEGLER OVERLAND TRANSPORT

ZIEGLER has 5000 vehicles under its own direction or under contract in a pan-European point-to-point transport network.

### We offer you:

- National and international high-frequency groupage transport service
- Europe-wide guaranteed deliveries within 24 to 72 hours – Guarantee in every region of Europe
- Part and full loads
- Charter
- Door-to-door service
- Just in time





*Getting through customs more quickly: the ZIEGLER customs service helps, taking a weight off your shoulders with imports and exports*

## CUSTOMS: THE CORRECT PRODUCT NUMBER

Anyone classifying their goods today has to find the right product numbers in almost 100 chapters and more than 5,000 sub-items in the nomenclature. It is an elaborate process that requires expertise.

### Customs tariff number

Each product is listed under a tariff number that determines the rate of duty. It is an 8-digit number, the first six digits of which correspond to the Harmonised System (HS) for the description and coding of goods developed by the World Customs Organisation. More than 190 countries use this system to set their customs tariffs.

This system covers more than 98 percent of goods traded worldwide.

### The search for the right product number

Browsing, searching online, consulting colleagues or suppliers – sometimes the search for the right product number seems like an odyssey.

Whether you need to know the turning accuracy of a machine, the proportion of milk fat and cocoa butter in a bar of chocolate, the sole length or use of materials in shoes, attention to detail is required where the classification of goods is involved. Are the uppers and outsoles on the shoes joined together by stitching, riveting, nailing, screws, pinning or similar methods? Even the most resourceful customs expert can be fazed by this question.



If the company manufactures shoes itself, there is no alternative but to ask in the production department or look at the design documentation. If a supplier manufactures the shoes, they need to be included in the classification process. A ski boot producer has to become familiar with the goods directory for foreign trade statistics and categorise their products according to their characteristics or type and use.

An export company must list the tariff number in the delivery note attached to the goods. When passing through customs, the driver of the shipment or the freight forwarder is in charge of checking whether the correct tariff has been applied. However, the importing companies should check this once again after receiving the goods and the corresponding invoices.



### Why is the precise classification of the goods and the product number so important?

The entire goods directory and the electronic customs tariff with their numbers are an important element used to regulate the trade in goods within and outside the European Union. A clear commodity code forms the basis for the collection of duties, import sales tax and excise duty. The commodity code is also important for the risk assessment when exporting goods.

All commodities must be declared for import and export in accordance with their customs tariff. This also applies to private goods that are not carried in your personal luggage. That is because the associated export list number can be determined based on this number. The export list number in turn provides information on whether an export permit is eligible.

### The preferential origin of goods

Thanks to numerous free trade agreements between Switzerland and Germany, international customs clearance can benefit significantly from tariff savings. The preferential tariff is based on correctly determining the origin of the goods and distinguishing between the preferential origin criteria and other origin criteria (such as Swissness, indications of source, non-preferential origin of goods).

Please note that certificates of origin that are not correctly filled in can result in high additional customs charges. The exporter is responsible for correctly determining the origin. Customs controls are usually scheduled much later than at the time when the goods are exported!

### What does the commodity code indicate?

The first 6 digits, called the HS code, are valid worldwide. The 8-digit CN code is standardised throughout the EU and is used for the export of goods. The 11-digit code is used when importing goods. Digits 9 and 10 of this code are also harmonised throughout the EU. The last digit differs for each country.

Usually, the 8-digit commodity codes change at the turn of the year. In addition, there are regular amendments to the Harmonised System, which are administered by the World Customs Organisation. Thus, the changes are more significant, as the 6-digit commodity codes are also adapted to a greater extent. The EU adopts the new HS at the turn of the year.

*Text: aeb.com*

## IMPORTANT ABBREVIATIONS AT A GLANCE

**CN** – Combined Nomenclature

**HS** – Harmonised System

**EC** – Electronic Customs Tariff

**Taric** – Common Customs Tariff (EU Customs Tariff)

**Tares** – Swiss Customs Tariff

1	2	3	4	5	6	7	8	9	10	11
HS						CN		TARIC		



Each crane can lift two aluminium bars from the inland vessel at a time.

**ZIEGLER/KARST in Koblenz:**  
Logistics project for industrial raw materials

## UNLOADING 2,000 TONNES OF ALUMINIUM DURING FLOODING

Light, durable, corrosion-resistant and cost-effective: aluminium can be found in many products – in motor vehicles and door frames as well as in food packaging or electrical products. Aluminium that is used industrially is transported in heavy bars. These weigh between a good 7 and 15 tonnes – a challenge in terms of their transportation and loading.

### Unloading in just one day

The KARST freight forwarding company, which belongs to the ZIEGLER group, is well-known for its logistics expertise. An experienced team of four employees unloaded a shipload of 2,000 tonnes of aluminium bars at the Bendorf Rhine harbour near Koblenz in January 2018 – in just one day!

### The perfect port

In Rotterdam, the aluminium bars were loaded onto the inland vessel “Wilhelm D” on 19 January 2018. Four days later, the ship docked at the port of Bendorf. The unloading process was optimally prepared: the KARST team had consciously opted for this port because the cranes on the wharf have a lifting capacity of 40 tonnes – ideal for the heavy bars. At the same time, suitable forklifts were also on site. They brought the metal to the place where the bars are stored until summer. Then they are transported by truck to industrial plants throughout Germany.

### Every minute counts

One interesting detail of this unloading process is that, despite flooding, the team managed to discharge the cargo within one day. In the evening, the four logistics professionals looked down with satisfaction on the 2,000 tonnes of aluminium bars.



Aluminium is needed in many industries and often used in everyday life – as in the aluminium used here to wrap chocolate.



Unloading from the boat.



Using a forklift, the bars are taken to the point where they are put into interim storage.

### Contact

#### Karst GmbH

Fritz-Ludwig-Str. 13  
56070 Koblenz  
Germany

Tel.: +49 (0) 261 / 20 07 5010  
info@karstgmbh.de  
www.karstspedition.de





*Valuable metals should be returned to the cycle of reusable materials*

## MOBILES AS A SOURCE OF RAW MATERIALS

Millions of mobile phones are left unused in household drawers. They contain many valuable and rare precious and non-precious metals. If they are recirculated or recycled, metal reserves can be saved worldwide. Every year about 3.6 million new mobile phones are sold – in Germany only 20 per cent are returned, and worldwide a mere 3 per cent.

### Up to 40 elements in a mobile phone

Mobile phones contain up to 40 elements, such as gold, rare earths, lithium, copper and indium. The planet does not contain infinite reserves of these metals. In the case of indium, for example, demand has long since overtaken annual production many times over. It is estimated that the resources will only last a maximum of 15 years. Thus, mobile phones are a source of various precious and non-precious metals that should not be underestimated.

### Environmental destruction and child labour

The mining of these raw materials destroys the natural world and pollutes the environment. Toxic chemicals and radioactivity are released. The extraction of raw materials is linked to child labour, conflicts and the expropriation of land. In Africa, for instance, many areas that are rich in resources – especially rare earths – are now in the hands of the Chinese, who want to secure their production processes. They do not do this for the benefit of the local population.

### Materials recycling

The recirculation of old mobile phones offers a great amount of capital. For example, one tonne of mobile phones contains 300 grams of gold; mining companies have to rummage through a massive amount of rock to this end. Most phones are left unused in drawers at home or end up in the waste bin. If they are disposed of in the household waste, they also pollute the environment with hazardous substances. Theoretically, it would be possible to send 80 percent of the materials used in a mobile phone back into the reusable materials cycle.



### Recycle your old mobile phone!

Old mobiles can be disposed of at sales outlets or waste treatment sites. When you buy a new mobile phone, you actually pay an advance recycling fee. A long service life helps to save raw materials and energy. Instead of buying a new mobile phone, you can also have your old one repaired.

*An interview with Lorraine Jörg, the new branch manager at ZIEGLER Düsseldorf/Ratingen*

## “MY STAFF ARE MY RECIPE FOR SUCCESS“

Lorraine Jörg worked for more than six years in air freight exports at a US logistics company – and four of those years were as a manager. The experienced logistics specialist has been managing the ZIEGLER branch in Düsseldorf / Ratingen since January 2018. onboard talked to her about her goals.

***Ms Jörg, you have been the manager of the Ratingen branch since mid-January. What made you rise to this challenge at ZIEGLER?***

After deciding to take on a new challenge, I was not just thinking about the position; my main focus was on choosing the company I wanted to work for in the future. An open entrepreneurial spirit, authenticity, appreciation and a good personnel policy is what I demand. It is remarkable that I encountered all these values in the first meetings and discussions at ZIEGLER, which quickly affirmed my choice of ZIEGLER. I was delighted to receive a positive response. At ZIEGLER, we have a multitude of possibilities to offer the best solutions for our customers and partners. The decentralised structure enables us to respond quickly and efficiently to the local market, our employees have the haulage business running through their veins and, together with our local and overseas partners, they form the basis for a successful logistics chain. All this convinced me to take on this challenge at ZIEGLER, and I'm proud to be a part of the company since January.

***How were you received by the employees?***

I started with two intensive induction days at our Swiss headquarters in Pratteln, where everyone gave me a very warm welcome. I was immediately involved in ongoing discussions and from the first moment I had the feeling that I had been a part of ZIEGLER for some time. I already knew my team in Ratingen from the recruitment phase, meaning that the reception in Ratingen could also not have gone any better. I can only thank the entire ZIEGLER team, which has made such an easy and great start possible for me.

***What are the greatest challenges that you would like to overcome this year with your team?***

One of the first projects we face is the site relocation in May. Of course, a move goes hand in hand with a lot of work, most of which we've already successfully completed. After that, another step towards digitisation is planned: the good old paper files have become obsolete, because more and more people are demanding a paperless and even more efficient office. In this case, the entire team is required to analyse and optimise existing processes. In addition, further steps need to be carried out in various projects, e.g. in the expansion and specialisation of our air freight and customs services. It will be a busy and exciting time for the Ratingen branch.

***What do you look forward to in the morning when you think about the new working day?***

To the new challenges. One day is never the same as the next in logistics: new demands from customers, business partners, shipping companies, airlines and public authorities always make a part of our working day different. That's what I love about this job: the variety and the challenges that keep us thinking and motivating us to further optimise existing processes.

***The economy is constantly changing worldwide. Which changes will most affect logistics in your opinion?***

Globalisation is constantly changing the economy – and that will never change, either. We benefit from it on the one hand and at the same time have to deal with the resulting problems. The important factor is how we as a company always respond. International trade, however,



Experienced logistics specialist: Lorraine Jörg.

is developing steadily, despite a very dynamic global political situation. The worldwide forecasts for 2018 indicate continued economic growth. An important issue that we face every day is the growing shortage of skilled workers. Especially in the field of professional drivers, the effects are clearly felt: an industry-wide equipment shortage is now almost an everyday part of our working lives and causing prices to

### ZIEGLER DÜSSELDORF/RATINGEN

#### NEW ADDRESS

ZIEGLER in Ratingen is moving its headquarters: from 4 May the branch will be at the following location.

**ZIEGLER GmbH  
Gothaer Str. 18  
40880 Ratingen**

The telephone and fax numbers remain unchanged

Tel.: + 49 (0) 21 02 7 14 51 11

Fax: + 49 (0) 21 02 7 14 51 00

[ziegler\\_duesseldorf@zieglergroup.com](mailto:ziegler_duesseldorf@zieglergroup.com)



rise. Here, there has to be a rethink on the part of all the parties involved in the logistics chain.

***Where are the clearest trends to be found: in sea and air freight or overland transport?***

I do not want to speak of any “one trend”; the logistics industry is developing too broadly for that. Due to the development of the e-commerce market, air freight is developing very well; there, speed and flexibility are still the top priority. Based on weight, about 85 to 90 percent of goods are transported as sea freight. However, there is significantly higher demand in the rail sector. Whilst around 1,700 freight trains travelled along the “new Silk Road” in 2016, by 2020 the figure is expected to be in excess of 5,000. With about 16 days' travel time from China to Central Europe, rail transport will become increasingly important and, in my opinion, will establish itself as a complementary product to pure air and sea freight.

***ZIEGLER is operating very successfully. What is your recipe for success?***

My staff are my recipe for success. They form the operative base: it is only with their expertise, enthusiasm and passion for their work that we can do what we do on a daily basis, and advance as a company. The freedoms that we as an employer have to offer are just as important as assigning responsibility – both these factors make the company's appreciation of the employees clear to them and motivate each and every one of them. In addition, I attach great importance to open communication. Based on these foundations, we can achieve all the company's goals together.

***Which logistics project has been the most exciting one for you to date?***

I started in the operative processing sector myself in my early 20s and was therefore able to manage a number of projects on my own very early on. However, I worked on what was probably my most exciting logistics project not so long ago. As the person in charge of a team of 12 members, we assisted a fine chemicals group on site during the launch phase of a new product line. Analysing and optimising processes, starting with training employees in the creation of correct documents and goods labelling, moving on to the outgoing goods process and extending to the actual transportation. All parties involved had to work closely together in this process to set up a functioning logistics chain. After three months, we were able to look back on a successfully completed project.



View over Düsseldorf.



An exclusive aura: furnishings by Imperial Interiors in Zürich.



Luxurious looks provided by Imperial Interiors for high-quality home interiors.

## Customer portrait: Imperial Interiors in Zürich

# GOURMET-STYLE FURNISHING

The father of the two brothers Aurelio and David Alvarez founded “Imperial Interiors” 40 years ago – initially as a joinery. The brothers took over the Zurich business 15 years ago and gradually developed it into what it is today: an importing business for exclusive furniture and stylish living accessories from all around the world. *onboard* spoke with the two owners of the company.

### What are you particularly proud of?

The inexhaustible variety of impressive furnishings and objects that we offer. Our exhibition is aimed at “furnishing gourmets” who want to lend their living areas a very personal signature. And we are proud of having successfully positioned our family-run business.

### What sets your company and your products apart from the rest?

Our product lines and range of services are comprehensive. We ensure that we offer sustainable products with excellent workmanship. Furnishings must be aesthetically pleasing, yet offer practical benefits and comfort at the same time. They should animate people and transform every interior into something special, very individual.

### What do you do differently to other providers?

We do not want to expand and open more branches, but to stay “small but perfectly formed”. A close relationship with our customers is our top priority: we personally work hard ourselves every day in our two shops – we frequently deliver goods ourselves and advise customers in their living quarters.

### How did you become aware of ZIEGLER?

Through a close friendship with some Spanish wine importers in Zurich, we met Mr Roland Paolucci from ZIEGLER, whom we found to be very pleasant, competent and trustworthy. Thus, a close and friendly relationship has been formed to this day.



Brothers and successful entrepreneurs: David Alvarez & Aurelio Alvarez.

### Which of ZIEGLER's services do you use?

We import goods from all over the world and export our items to our customers worldwide. ZIEGLER is our partner for this demanding task.

### Which products are currently very popular?

Our bed systems manufactured by DUXIANA and HYPNOS. The bed is increasingly becoming an item that guarantees a high level of sleeping comfort and supports people's lifestyles. More and more customers want the high beds and mattresses they know from luxury hotels, where they have slept like babies.

[www.imperial-interiors.com](http://www.imperial-interiors.com)



*The sales team sea and air freight at ZIEGLER Germany*

## ON-SITE CONSULTATION

Together they have more than a hundred years of work experience in national and international transportation: Frank Thomsen, Carsten Dohrn and Stefan Tappe from the field service sea and air freight at ZIEGLER Germany together with the sales manager Heinz Schmitt and their colleague Sabine Schmid-Ott, who supports the team from the centrally located branch in Frankfurt/Kelsterbach.

Customers of ZIEGLER benefit from their in depth market knowledge in the most diverse industries and different logistics requirements. They give new customers advices for optimal transport solutions. The team take care to speed up shipments in case of unforeseen events and delivery delays. They coordinate between Customers and the operational area at ZIEGLER. Many

customers thank us for our intensive and personal support with a long-term cooperation.

### Do you need support?

Contact us:

Tel. +49 (0) 6107-308275 or

[Sales\\_frankfurt@zieglergroup.com](mailto:Sales_frankfurt@zieglergroup.com)



Sales Manager for Sea & Air Freight in Germany: Heinz Schmitt.



Sales team (from left to right): Frank Thomsen, Carsten Dohrn, Sabine Schmid-Ott and Stefan Tappe.

*Training successfully completed: Dominique Herne*

## WONDERING WHAT THE FUTURE WILL BRING

ZIEGLER offers training courses with a future at many locations. Dominique Herne successfully completed his apprenticeship as a logistics and forwarding agent at ZIEGLER Aachen / Eschweiler. He draws a positive conclusion:

"In the actually rather short two-and-a-half-year apprenticeship at ZIEGLER in Eschweiler, I was able to gain many different insights. From international distribution, through warehouse logistics, to the billing of transport orders, I learnt a lot of new things.

A certain level of responsibility gave me the feeling of being part of the team. This enabled me to work independently. A visit to the central handling centre (HUB) of the 24plus

general cargo system, as well as an excursion to the Düsseldorf airport, marked a break from the everyday routine as an apprentice.

I am delighted to be staying on in the ZIEGLER team after completing my apprenticeship and am very curious about what the near future holds for me."

*Text: Dominique Herne*

### Interested in an apprenticeship in an industry with a future?

Young people should send their complete application documents, stating their preferred ZIEGLER location, to:

[recruiting@zieglergroup.com](mailto:recruiting@zieglergroup.com)



Looking forward to future tasks at ZIEGLER: Dominique Herne.



Swiss metropolis on the Rhine: the city of Basel.

## ZIEGLER Basel Air & Sea – new site

# AIR FREIGHT EXPERTS IN BASEL

In mid-January, the Basel Air & Sea branch left its premises at Basel Airport and moved into its new offices in the company's own building at Signalstrasse 101 in Basel. An ideal location: on the edge of the city and yet not far away from the city centre, with direct access to the motorway. A stone's throw to Germany and France and the Euroairport.

The team headed by Emanuel Rechsteiner consists of experienced and competent forwarding agents. Its core tasks include – what else – all forms of transport by air freight, as well as special-purpose air and sea freight transport for the food, pharmaceutical and watch industries. Not to forget the transport of fine wines to Japan, Hong Kong, Singapore and Shanghai, where some of the bottles are worth as much as CHF 15,000.00!

*Text: Monique Pirkner Nowak*



The ZIEGLER Basel Air & Sea team (from left to right): Standing: Christian Brechenmacher, Estelle Köhl, Laurent Metzger, Ramona Salvisberg (apprentice), Joël Walter; sitting: Emanuel Rechsteiner, head of air freight in Switzerland.

## New contact details: ZIEGLER (Schweiz) AG

Signalstrasse 101  
4058 Basel  
Tel. +41 61 695 84 40  
Fax +41 61 695 84 41  
bsl@ziegler.ch



A nice visit: young people become acquainted with the work of a freight forwarder at ZIEGLER in Pratteln.



Training Manager Franziska Vosseler presents ZIEGLER (Schweiz) AG.

## A visit by a school class on 8 February 2018 in Pratteln

# WORK EXPERIENCE AT ZIEGLER

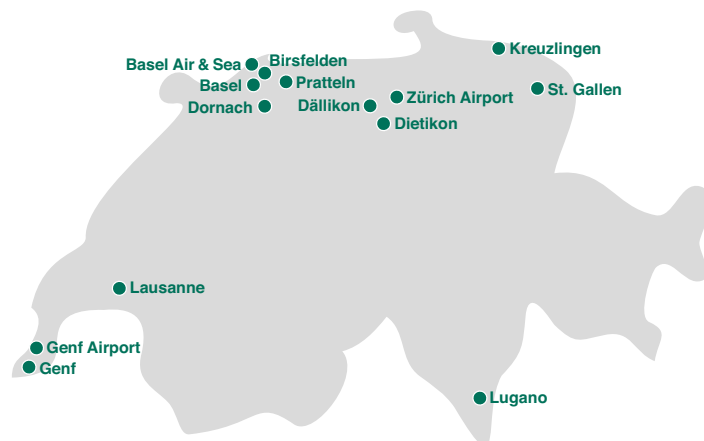
How does an item of clothing from a producer in Asia get into a store in Europe? On the morning of 8 February 2018, a group of young people visiting the ZIEGLER branch at Netzbodenstrasse, Pratteln, marvelled at the transportation routes the clothing took by ship and truck, and via several transshipment warehouses. The young people from the secondary school in Aesch (Baselland canton) visited the freight forwarding company together with their teacher. This is how the school helps their pupils choose their future career, by organising visits to companies in various industries.

ZIEGLER is happy to support this: Özden Satilmis (branch manager) and Franziska Vosseler (responsible for education and training) introduced the young people to the profession of forwarding merchants and took them on a guided tour through the offices. Who knows: maybe some of the young people were excited by the fascination with logistics on this day – and will apply for an apprenticeship at ZIEGLER.

*Text: Franziska Vosseler,  
head of training and development*



## ZIEGLER Switzerland



### ZIEGLER Head office Pratteln

Tel.: +41 61 695 84 84

info@ziegler.ch

### ZIEGLER Logistics center Basle

Tel.: +41 61 695 84 59

zieglerbasel@ziegler.ch

### ZIEGLER Logistics center Dornach

Tel.: +41 61 706 60 12

zieglerdornach@ziegler.ch

### ZIEGLER Basle (Air & Sea)

Tel.: +41 61 695 84 40

bsl@ziegler.ch

### ZIEGLER Dietikon

Tel.: +41 44 866 89 89

dietikon@ziegler.ch

### ZIEGLER Genf

Tel.: +41 22 309 06 70

info@ziegler.ch

### ZIEGLER Genf (Airport)

Tel.: +41 22 717 87 90

gva@ziegler.ch

### ZIEGLER Lugano

Tel.: +41 91 605 73 77

info@ziegler.ch

### ZIEGLER Pratteln

Tel.: +41 61 815 53 53

sales\_ch@ziegler.ch

### ZIEGLER St. Gallen

Tel.: +41 71 311 13 63

sg@ziegler.ch

### ZIEGLER Kreuzlingen

Tel.: +41 71 677 10 20

info@ziegler.ch

### ZIEGLER Zürich (Airport)

Tel.: +41 43 816 54 54

zrh@ziegler.ch

### ZIEGLER Lausanne

Tel.: +41 21 886 15 75

lausanne@ziegler.ch

## ZIEGLER Germany



### ZIEGLER Hamburg

Tel.: +49 40 200 05 30

ziegler\_hamburg@zieglergroup.com

### ZIEGLER Ratingen

Tel.: +49 2102 71 45 0

ziegler\_duesseldorf@zieglergroup.com

### ZIEGLER Eschweiler

Tel.: +49 2403 508 0

ziegler\_aachen@zieglergroup.com

### ZIEGLER Kelsterbach

Tel.: +49 6107 308 0

ziegler\_kelsterbach@zieglergroup.com

### ZIEGLER Koblenz / KARST GmbH

Tel.: +49 261 200 750 10

ziegler\_koblenz@zieglergroup.com

### ZIEGLER Filderstadt

Tel.: +49 711 70 70 77 80

ziegler\_stuttgart@zieglergroup.com

## Good advice for business trips to Russia

### “PRIVET” RUSSIA

Anyone visiting the major cities in Russia, such as Moscow or St. Petersburg, gets the feeling that society and the economy have made great strides forward in recent years. Here are a few tips for business travellers.

If people don't know each other personally, then they almost exclusively opt for the formal term of address. Here there are three names: the forename, the father's name and the surname. As a rule, women and men never have the same name – if a man is called Petrov, then a woman would, for instance, be called Petrovna.

Good exchange greetings are “Zdravstvuyte!” (equivalent to



“good day” in English) or the more general “privet” (pronounced privyet and roughly equivalent to hello). Hugs and kisses between men are common among acquaintances. Here, men even kiss each other on the mouth. You will also notice that Russians seek a certain closeness and intensive eye contact.

In Russia, people attach importance to formal, good to conservative clothing. You will generally be invited to a restaurant. If you are invited to someone's private home, this is a great honour. Presents from guests are welcomed.

In Russia, people usually express themselves very directly and call a spade a spade. By the way, you can make yourself popular in Russia if you know about name days – the day celebrating the patron saint who shares your name – as the name day is valued more highly than people's birthdays.

#### WORLD CUP SCHEDULE

Are you already looking forward to the 2018 FIFA World Cup?

Have even more fun by using the ZIEGLER World Cup schedule. Request your personal copy now from your ZIEGLER branch – while stocks last.



## ANNIVERSARIES



#### 15 years at the company

**Philippe Metzger**  
Lagerlogistik Dornach, on 2.6.18

#### 10 years at the company

**Christian Brechenmacher**  
Crew4you Air & Sea Basel, on 1.6.18

**Angela Sindaco**  
Export Pratteln, on 1.7.18

#### 5 years at the company

**Pierre Gardin**  
Crew4you Air & Sea Basel, on 1.4.18

**Michaela Schneider**  
Administration Filiale Dietikon, on 1.4.18

**Uwe Schoster**  
Charter Pratteln, on 1.5.18

**Myriam Martignier**  
Verkauf Innendienst Bioley, on 21.5.18

**Camille Parent**  
Filiale Genf Flughafen, on 1.7.18



#### 20 years at the company

**Ute Bremen**  
Aachen/Eschweiler, on 1.2.18

#### 15 years at the company

**Jean-Marie Clerens**  
Aachen/Eschweiler, on 1.1.18

#### 10 years at the company

**Christoph Hausmann**  
Düsseldorf/Ratingen, on 1.4.18

**Maryline Schyns**  
Welkenraedt, on 3.3.18



#### Valuable experience

Ute Bremen looked back on her 20-year affiliation with the company on 1 February 2018. Jochen Korth congratulated her and thanked her for the years full of commitment and loyalty towards the company: “Your experience and commitment are very important and valuable for ZIEGLER.”

## Congratulations!

**... get on board**  
**Modern logistics –**  
**worldwide!**



ZIEGLER Switzerland

**ZIEGLER Switzerland**  
[www.ziegler.ch](http://www.ziegler.ch)

**ZIEGLER Germany**  
[www.zieglergroup-germany.de](http://www.zieglergroup-germany.de)



ZIEGLER Germany