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# hub

WINTER 2021



NEWS FROM AROUND THE PALLETWAYS NETWORK

## Palletways UK – virtually unstoppable!

Palletways UK recently hosted its first virtual conference where its member network was able to hear developments from the team via an online platform.

Read more on pages 8 & 9.

# LUIS REPORTS...

As we approach the end of 2021, I can't help but reflect on what a year it has been! The impact of the pandemic continues, and many countries are still experiencing high numbers of infections.

There are still challenges ahead – one of the most pressing concerns across the industry is the driver shortage. There's an estimated shortage of almost 80,000 drivers in the UK alone. Germany and Italy are also experiencing shortages, albeit not at the same level. This has been partly driven by Brexit issues and uncertainty over future rights to live and work in the UK for EU nationals and is exacerbated further by the impact of COVID and the inability to train new drivers safely. It's having a significant impact on most businesses in the sector and the Palletways network is no exception. However, significant progress and investment has already been made by Palletways and the UK members to develop a robust driver recruitment, training and retention programme and we're confident we'll gain a reliable and well-trained driver pool as a result. Consequently, it's clear we need to review the price the market should pay for our transport services and costs will inevitably continue to rise over the coming months.

These challenges have come at a time of record volumes but even more significantly, a shift in the freight profiles. Importantly, we're also continually investing in equipment to improve working conditions to help retain our drivers and service our home delivery customers as efficiently as possible.

Obviously, the pandemic has meant many businesses have reviewed the way in which they sell their products to the market and the lack of face-to-face appointments combined with the huge increase in digital marketing has meant some companies have struggled to keep up. Both Iberia and the UK have met this challenge head-on with the launch of Sales Academies. Experts from inside and outside the business have provided training on new ways of selling and different approaches. Attendees have provided extremely positive feedback on the Academies and we hope to be able to roll them out to other networks.

I am pleased to announce that Iberia has opened a new hub in Bailén which will allow better connectivity in the

south of Spain. At the time of writing, Iberia will also open a new central hub in Alcalá in the coming months and Italy is starting to build their new hub in Bologna which should be ready by the start of the next financial year. It's also important to highlight that the UK has increased the capacity of the night operation in Fradley after converting a fifth shed into a hub operation shed. This will help to improve finish times and the service quality we provide to our UK customers.

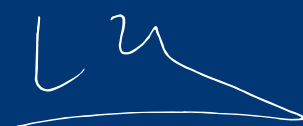
In terms of new networks, we've started to explore the possibility of launching in Turkey and the Czech Republic – it's early days, but we'll keep you informed on progress.

There's a number of exciting new developments in the pipeline. First is "Hubdrop" for international direct injection consignments. Customers and members can take consignments to an international hub of their choice and, from that hub, Palletways takes over the last mile deliveries. This is mainly for international as it provides cost and time savings for the customer.

Our new Commercial Sales Model will allow members to get full visibility and insights about their customers. This will be available within the Portal as a new reporting tool.

Finally, we're investing in a new hub scanning project which we'll implement from January 2022. I'm sure you'll quickly see all the benefits and how this new technology will allow Palletways to remain ahead of our competitors.

I have no doubt there will continue to be challenges ahead. However, I'm convinced the Palletways Group is working hard to ensure that our members and customers continue to receive the high standards of service on which we pride ourselves and to react to the market conditions to ensure we remain in a strong position within the marketplace.



**Luis Zubialde**  
**Chief Executive Officer**  
**Palletways Group Limited**

## Innovation that makes life easier!

We have been developing some new innovations designed to make the lives of our members and customers a lot easier.

### Portal Improvements

The automatic book-in tool has been designed to remove hours of manual phone calls to customers. Previously, in order to maximise the efficiency of delivery routes, members would allocate slots during the day for specific deliveries and they would call customers to get these slots booked in. We have removed this as now members can allocate the slots they want to offer within the Palletways Portal and customers are sent a link on an email so they can select which slot works best for them. This provides flexibility for the customer and saves time and cost for the member.

We have also introduced a customer portfolio overview to allow all our members to have a full profile of every customer allowing them to see how the customer is trading, what services they use on a regular basis, types of consignments sent and in-depth financial reporting. This can even go as granular as day-by-day activity, allowing for better planning and forecasting for our members' business.

We are also pleased to announce that our Hubdrop service will be available in our Portal by the end of January 2022, with a full launch planned within the first quarter of 2022. This will allow all members and customers to take their palletised freight to most of our international hubs, drop them there and Palletways will take care of the final mile, saving time and cost for everyone. Customers will also benefit from the visibility of the status of their consignments offered as standard within our Portal. A further update on this will be provided in the next edition of The Hub.

### Email Marketing

Outside of our Portal tools, we are also very excited to roll out a new tool allowing members to send email marketing campaigns to their customers. Members will be able to manage their own contact lists and send out marketing campaigns to their customers using templates supplied by Palletways. The system is easy-to-use and manage, offers a basic CRM, and will also offer the option for members to manage their social media and website information in the future.

# MEET THE MEMBER



In this issue of The Hub, we showcase the success of Cargostar, with views from Managing Director, Csaba Koósa.

## What's Cargostar's background?

Cargostar, founded in 1997, focuses primarily on the organisation of international and nationwide grouped traffic. Over the past 25 years, the family business has grown to become a major player in the field of transportation.

## What sets you apart from your competitors?

Cargostar provides a wide variety of logistics services including ones that are rare in the Hungarian market such as international groupage and refrigerated groupage, customs and refrigerated storage and customs services. Our experienced team is flexible and dynamic which is crucial in today's logistics industry where competition is rife.

## How do you keep motivated and ensure your workforce feels the same way?

We have a low turnover of staff and employees that have worked here for more than 15 years isn't a rarity at our company. We invest a lot in equipment and regularly provide our colleagues with new technology and we also place a great emphasis on creating a modern, innovative and positive environment for our colleagues. When we can, we like to organise events such as team building and social gatherings and we invest significant time and energy in regular personal communication with staff via monthly personal feedback sessions, for example. It's motivating to see my colleagues feeling satisfied and appreciated. We're very proud of our team.

## What are the main challenges in the logistics industry?

Fierce competition and demanding customers have been challenges in the

industry for a long time. However, we are now faced with new ones such as skills shortages and rising fuel prices. These are universal problems across Europe but are major challenges in the Hungarian market.

## What do you most enjoy about logistics?

I enjoy the diversity of this industry. Every client is different and every challenge requires a new approach. Working in logistics requires creativity, flexibility and sound management skills. I like out-of-the box thinking and having to use my creativity every day motivates me.

## Why were you keen to join the Palletways network?

I'm proud that we were among the first members of Palletways' new Hungarian network. We joined because we wanted to increase our capacity. Our main goal was to achieve cost-effectiveness and bring a higher quality service to our customers. There is no other company or network in the Hungarian market that can provide such full national coverage for the palletised groupage transportation services. I reckon this is a mutually beneficial partnership for us and Palletways.

## What are the benefits of being part of the Europe's largest and fastest growing express palletised freight network?

We can provide our customers with enhanced coverage and higher service quality. What's more, we can now compete in the international palletised transportation market, too.

## Who do you count amongst your biggest customers?

Douglas, Linde, Würth, Kempinski

and Vaillant are just a few of our international customers.

## What does the future hold for Cargostar?

We feel very optimistic about our future. We'd like to expand our site here and create a logistics centre. We'd also like to gain a bigger share from international groupage and local groupage markets.

## MEMBER FACT FILE

Headquarters: Budapest, Hungary

Facilities: 6000m<sup>2</sup> in Budapest XXI district

Fleet: 30 vehicles (including 12-18t and 3,5t lorries as well as semi-trailer trucks)

Delivery Areas: Hungary's central region including southern Budapest and the Pest and Fejer counties including Dunaujvaros and Dabas

Employees: 50-70 people



# Hazardous goods handling in the German network



Our German network has recently started handling hazardous goods at the Knüllwald hub.

A special area has been set up for Class 3 material at the Hub in Knüllwald, the mandatory permits having already been obtained from the local authorities, where the hazardous goods will be stored before being transported to the bay.

All depots were informed about the minimum requirements for local and long-distance transport and about the equipment required for handling goods, and a dangerous goods officer was appointed both at the network partner depots and at Knüllwald.

The hub itself has been using an external dangerous goods safety advisor since last year, so that Palletways meets the European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR). This was instrumental in the introduction of several new processes and the dangerous goods officer also provided extensive training for all hub employees, preparing them for the upcoming opening of the network for dangerous goods.

## Palletways Portal

The introduction of hazardous goods at the hub has brought widespread changes to the way we work, particularly in terms of revised loading priorities, the handling of incoming and outgoing shipments and the performance of vehicle inspections.



Cabinets used to store dangerous goods

The decision to transport dangerous goods in the German network required extensive preliminary work and key to this was the Palletways Portal IT solution.

The Portal will support the following functions:

- Use of a multilingual official dangerous goods database
- Identification of permitted dangerous goods in different Palletways networks
- Consideration of legal requirements for the use of drivers and trucks
- Consideration of legal requirements for the creation of dangerous goods accompanying documents
- Different services, calculation and routing of dangerous goods
- Overview of all hazardous goods consignments active within the network
- Transfer of dangerous goods data in FORTRAS F100 format to external TMS
- Import of dangerous goods data via the Palletways API XML/JSON interface

These requirements were fully considered during programming and our thanks go to all the programmers involved who made this implementation possible.

Palletways Portal-supported dangerous goods handling is already being used successfully in the Italian network, which already had the operational requirements and experience in place.

Due to similar dangerous goods regulations in all EU countries in which the Palletways network operates, access to the Portal is available to all relevant networks – raising the possibility of being able to transport dangerous goods across European borders.

# Palletways Iberia donates funds to children's foundation

As part of its commitment to CSR, Palletways Iberia has joined forces with The Nipace Foundation, a non-profit organisation dedicated to developing techniques and therapies to improve the lives of children with cerebral palsy.

Palletways Iberia has pledged to support The Nipace Foundation with a donation to help fund a pediatric exoskeleton 'atlas 2030' - a device used in neurological rehabilitation therapies to help improve the mobility of children with cerebral palsy.

The pediatric exoskeleton will assist with rehabilitation therapies for children under 1.5m. The device being acquired by The Nipace Foundation is the only one available in the world for children of this height.

A source from The Nipace Foundation said: "It is of the utmost importance that companies such as Palletways Iberia give

us their support. We are grateful for this collaboration which will contribute to improving the lives of children with cerebral palsy."

Gregorio Hernando, Managing Director of Palletways Iberia, added: "We're proud to be in a position to support important causes such as this and I'm pleased we've been able to donate funds that will help so many children at the Foundation."

The Nipace Foundation is a national non-profit foundation that since 2004 has been developing comprehensive care processes for children and young people with cerebral palsy. Today the Foundation has already helped more than 700 families throughout Spain and has established itself as the most advanced centre for the treatment of this type of cerebral palsy pathologies, as well as many other neuromotor problems.



Palletways' donation will help fund a device to help improve the mobility of children with cerebral palsy

## Palletways Iberia welcomes new Regional Manager to the team

Palletways Iberia has appointed Alfonso Martínez as Regional Manager for the central area.

As part of his role Alfonso will contribute to the ongoing development of the Iberia network, including the recruitment of new members. He brings with him more than 25 years logistics and transport industry experience having spent time at a range of companies including Gefco, Linde, DB Schenker and Rhenus Logistics.

Gregorio Hernando, Managing Director of Palletways Iberia, said: "Alfonso has proven experience in team management, is commercially focused and has a wealth of knowledge

in the logistics and transport sector. His appointment will be an important boost to the network of members in the central peninsular area."

Alfonso added: "I'm excited to be part of the Iberian network and I'll use my experience to support the commercial strategy of members in the central area and strengthen the Palletways brand in the marketplace."

Alfonso has a degree in statistics from the National University of Distance Education (UNED) in Madrid and has undergone sales sector training taken at the Chamber of Commerce and Industry of Paris, endorsed by the Sorbonne University.



Alfonso Martínez, Regional Manager





Palletways Iberia has moved to larger facilities in Bailén

# Palletways Iberia gets moving

Palletways Iberia has moved its current facilities from the South Hub to larger facilities in Bailén, following a period of significant growth for the network.

## Extending coverage

The new location is ideally located for connections to the main peninsular land routes to enable the network to provide services in Andalusia, Extremadura, and Murcia, as well as extending its coverage in Alicante.

## Customer support

José Francisco Hernández, Operations Director of Palletways Iberia, said: "Since the launch of the facilities in Jaén in 2017, the Palletways South Hub has grown beyond all expectations. Establishing ourselves in a new location in Bailén allows the network to continue to grow and support the needs of our customers."

The new Palletways South Hub occupies 18,000 m<sup>2</sup> which includes 4,500 m<sup>2</sup> of covered facilities, divided into a main 2,700 m<sup>2</sup> warehouse with an outdoor area spanning 1,800 m<sup>2</sup>.

## Exponential growth

In terms of volumes, growth has been exponential, and the Iberia network currently handles more than 650 pallets per day.

José continues: "The sheer scale of these facilities allows us to handle increasing volumes and we expect to manage more than 1,000 pallets per day in the first quarter of 2022."

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*The sheer scale of these facilities will allow us to handle increasing volumes*

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"The new location has possibilities for further growth. It is also adapted for vehicles with euro modular configuration, such as mega trucks or duo trailers, which we're increasingly using on our daily routes as we continually strive to improve our carbon footprint and fulfil our commitment to being a socially responsible company."



The new location is adapted for vehicles with euro modular configuration, such as mega trucks or duo trailers

# Slovak operators sign up to Palletways

Two of Slovakia's largest and longest-established freight businesses have joined the Palletways network.

Headquartered in Topolčany, J.R. Steindorfer and its sister company, RP Truckline, have operated in the field of international truck transport for 30 years, covering six districts across Slovakia. J.R. Steindorfer and RP Truckline now have the ability to distribute consignments within Palletways' network of 24 European countries.



Ing. Rudolf Páleš, Managing Director of J.R. Steindorfer, says joining the Palletways network has brought many positives for the company, not least in terms of recruitment. He comments: "Companies such as Palletways offer job opportunities and attractive earnings for drivers who can work during normal working hours each day and return home to their families in the evening."

Rudolf added that they have already delivered a total of 439 pallets for Palletways in the first four months of the partnership – with numbers continuing to rise as the company expands into new sectors. "We have seen an increased interest in gardening goods as many people are improving their homes. In addition, we have transported a large variety of goods such as stone and paving, wines, mineral water, beer malt, food salt, dried ice cream and flowers," he concluded.

Bratislava-based PLUSIM s.r.o. has offered national and international moving services for two decades as a leader in the B2B segment in Slovakia. Today, the company primarily serves B2B and B2C clients with pallet delivery in western Slovakia up to the border with the Czech Republic and in the north as far as Stará Turá.

Alexander Leškanin, Head of Road Transport of PLUSIM s.r.o. says that being part of the Palletways network has led to the creation of a bespoke pallet delivery team. He commented: "Until recently, the road segment was missing from our portfolio. We decided to provide national and international

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*Companies such as Palletways offer job opportunities and attractive earnings for drivers who can work during normal working hours each day and return home to their families in the evening.*

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palletised freight and we've grown our transportation business from virtually nothing by creating a completely new department dedicated mainly to pallet deliveries."

"Being part of Palletways means that we feel a strong responsibility not only to our customers, but also to our partners from the Slovak or Hungarian Palletways network. We do our best every day to ensure that our service level is as high as possible and that we meet 100 per cent of the requirements that are placed on us."



He added that the COVID-19 pandemic has actually opened up new opportunities, particularly in the transportation of heavy palletised goods to and from Hungary: "Customers are looking for a reliable carrier and the lowest possible price. This combination is not easy to achieve with one carrier over a large territory. Thanks to Palletways, we can compete with the multinationals and in some respects, perform even better," Leškanin concluded.



# PALLETWAYS UK DIGITAL CONFERENCE

The COVID-19 pandemic has affected many facets of our lives and has prevented us from doing things that seemed normal just two years ago. One of the biggest impacts it had and continues to have is stopping people getting together to socialise and network. This is true across all Palletways networks, where we haven't been able to host in-person conferences and events for our members for some time.

Palletways UK recently hosted its first digital conference to provide members with an opportunity to hear about developments from the team from the comfort and safety of their own desks. The conference was hosted on an online platform which allowed attendees to sign in and navigate through the space, as if they were attending a physical conference venue. They entered the conference through a lobby area where they could register and navigate through to the other rooms.

In the exhibition area, numerous Palletways partners hosted virtual stands that members could visit, chat with hosts, and download information material. This allowed members and suppliers alike to engage in a positive and constructive way - something they wouldn't have been able to do without the digital forum.

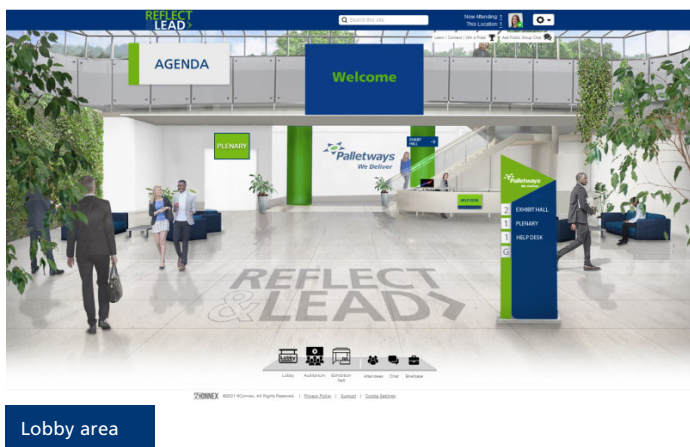


## Conference Content

The theme of the conference was Reflect & Lead and speakers reflected on 18 months living with COVID-19 and the impact of Brexit, while updating the membership on key developments and initiatives that will allow us to maintain our position of industry leaders.

Rob Gittins, Managing Director of Palletways UK, opened the conference highlighting the most challenging 18 months the network and the entire industry has ever seen. He spoke about the 'colossal' impact of Brexit which was further compounded by the COVID-19 pandemic. This manifested into a perfect storm for the sector with record volumes and resulting pressures on the network. This happened at the same time as we witnessed the impact of the growing driver shortage crisis.

However, while we must reflect on these challenges to learn and develop, the focus of the team at Palletways was on what we are doing to meet these challenges head on to strengthen our market leading position through innovation and a customer led approach.



Lobby area

The conference hall area hosted the presenters' videos, whether live or pre-recorded. Attendees would navigate here at the times instructed to watch the presentation sessions from the senior team.



Mike Harrison, Operations Director of Palletways UK, spoke about plans to increase capacity to ensure the network continues to meet the ever more unpredictable volume peaks. This capacity allows more trailers to be loaded and unloaded at the same time, speeding up turnaround.

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*We have supported the NHS with deliveries to hospitals, the Nightingales, and testing centres. The whole network should applaud themselves for this tremendous effort.*

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Network Director, Warwick Trimble, explained how Palletways met some of the biggest challenges the network has seen head-on, noting “throughout the pandemic we have remained a crucial part of the supply chain, supporting many key sectors. We have supported the NHS with deliveries to hospitals, the Nightingales, and testing centres. The whole network should applaud themselves for this tremendous effort.”

On the driver shortage, Warwick added that it will require us to ‘seek change and adapt’ to meet and overcome this challenge. We have already engaged with System Group to offer the first ever Palletways Driver Apprenticeship Academy, to help our members attract new drivers and upskill existing employees to become drivers. This will allow members to create a strong foundation of drivers for the long term.

Damian Gilbertson, Commercial Director of Palletways UK, spoke of the importance of having a dedicated sales resource and highlighted the commercial tools available to members to help them execute their commercial strategies. He also spoke of Palletways’ objective to have the most highly trained and skilled sales force in the network sector through its industry leading Sales Academy.

Gavin McGuckin, Head of Marketing of Palletways UK, reminded the membership about the marketing tools and services available to them. By using the entire marketing mix members can create a successful marketing strategy with effective communication and lead generation that will set them apart from their competitors. He also spoke about the launch of a new marketing automation system that will allow members to execute campaigns with ease and effectiveness.

Finally, Richard Miller, National IT Manager of Palletways UK, spoke of the changes in technology driven by the pandemic. He highlighted how communication and business processes have changed and that we haven’t accepted a signature on paper or screen from the very start of the pandemic, making contactless deliveries the norm. He also spoke about the new digital book-in service that will allow members to easily plan and schedule deliveries.



Exhibition space & supplier stand

While digital conferences can’t replace the benefits of social interaction at business conferences, they are a fantastic tool to communicate with an audience in a similar format. They are easier to attend, which equals a high attendance rate and the fact that they eliminate the need for travel means they are also better for the environment.

Palletways UK intends to hold digital conferences regularly for the membership, alongside physical and hybrid events as a complete package to keep the membership informed.



Conference hall area

# Palletways Italy buys into 'It's all Retail'

Piero Campelli, Chief Information and Business Process Officer of Palletways Italy, joined key leaders in the supply chain industry, who recently came together at 'It's all Retail' – a major event dedicated to systems, solutions and technologies for retail, large-scale distribution and fashion.

## Networking

Movers and shakers from across Italy's supply chain attended the networking event at the NH Milano Congress Centre along with giants of the Italian food industry, which is a crucial sector for Palletways Italy. Speakers discussed how to accelerate digital transformation in the retail industry, covering a range of topics including smart logistics, warehouses 4.0, real estate and e-commerce.

## Retail trade

Piero spoke passionately about the role of the express palletised freight

network in the retail sector and the crucial role logistics plays in Italy's large-scale retail trade.

Speakers delivered a session on the 'Efficient management of the supply chain and warehouse', during which participants focused on the key issues surrounding technology and sustainability and how these can contribute to changes in the logistics industry.

## Digitization

When it came to the green agenda, delegates overwhelmingly agreed that there can be no lasting and sustainable change without digitization.

Commenting, Piero said: "Technological innovation is and always has been a priority for Palletways to help improve the movement of goods and collaboration between members on the basis of a unified platform, accessible from any system. We have also added a

measurement tool because we believe that certified and consistent data are crucial to better define the direction of the company."



The Chief Information and Business Process Officer Piero Campelli represented Palletways Italy at It's all Retail



Delegates discussed how to accelerate digital transformation in the retail industry

## Palletways Italy - proud sponsors of Bricoday

Palletways Italy renewed its commitment to the world of DIY having been named as sponsor of the trade fair Bricoday Expo & Forum 2021 held at Fieramilanocity in Milan during September.

### DIY and home improvement event

Bricoday is the most important B2B event for the world of DIY and home improvement. It was attended by around 260 exhibitors from a host of international companies with representatives from the decorating, textiles, bathroom furniture, lighting, outdoors, gardens, wooden furniture, technical, electrical, building and homeware sectors which attracted almost 7,000 visitors.

### Key markets

Beatrice Mattei, Marketing and Purchasing Manager of Palletways Italy, said: "We were thrilled to sponsor Bricoday. It was a perfect fit for us particularly as gardening and DIY are key markets for Palletways. The movement of these type of goods was confirmed as one

of the most important for the Group in 2020, contributing to an increase in B2C shipments of around 30%.

"This result has also been possible thanks to the launch of the Pallets to Consumers (P2C) service and Palletwaysonline, designed to meet the transport needs of companies that deal directly with final consumers."



Bricoday is the most important B2B event for the world of DIY and home improvement

## Palletways Italy: the current changes in the market

Palletways is positioned as a leading player in the world of pallets, that began to make its mark on the market around 20 years ago with a truly "disruptive" business idea: express palletised freight.

Massimiliano Peres, CEO of Palletways Italy, constantly analyses the market in order to improve the company's performance. He highlights that one of the major issues in the pallet industry is the shortage of drivers. This is an emerging trend across Europe, but in Italy it became apparent in the summer.

It has been noticed that there is a high demand for drivers on the one hand and low availability of personnel on the other, with the associated risk of staff not being properly trained. In this context, Palletways Italy operates a self-sustaining distribution model.

Palletways' strategy relies on the fact that possessing an adequate number of vehicles is essential to avoid imbalances in input. Moreover, the company is

considering creating an internal database to centrally coordinate availability and maintain a high level of service and efficiency throughout the network.

Finally, there are the new challenges that e-commerce poses to the industry; Palletways has brought the pallet direct to customers, which is an established service in certain European countries.

In Italy, Palletways is in the early stages of e-commerce, still far from the numbers the UK can reach for example, which is influenced by the country's geography. However, some sectors, such as ceramics, are exhibiting strong growth in this area.



Massimiliano Peres



# Addink International ensures full wine shelves thanks to Palletways network

Addink Distribution founded in The Netherlands over 180 years ago, initially focused on the transport of travellers and outsized goods by horse and carriage.

In 1955, the first truck was purchased and transport and logistics activities were given priority. Six decades on, Addink's fleet is now around 40-strong with 12,000 m<sup>2</sup> of storage space. To facilitate the growing demand for individual pallet shipments and boost international growth, the company joined the Palletways network 25 years ago and Addink International was born.

In recent years, Addink has provided more and more Dutch restaurants, wine specialty shops and catering companies with the best wines from Spain, Portugal and Italy thanks to Palletways.

The ability to follow shipments in real time via the Palletways Portal, along with the choice between the standard and express service, helps Addink to keep customers up to date on progress and to transport the precious and

fragile products safely. The wine is packed in boxes by the wine exporters and retailers and these are secured with pads or corner cardboard. Even before the wine ends up at Addink, the boxes are already on a pallet and then sealed with wrapping foil.

Managing Director Rob Span said: "Thanks to the Palletways network, we have expanded our international activities and we can also deliver individual shipments to our customers. Because all members work with the same quality requirements, we can be confident that our goods always arrive safely - especially fragile products like wine. We have never had any cargo damages and thanks to Palletways' mini quarter pallets, Dutch wine specialists can import wines in a very targeted and safe manner.

"Another advantage of our membership is that Palletways offers both an express service and economy delivery. In general, the time aspect of our wine shipments does not have the

highest priority, but it is still nice that it is possible, especially at busy periods such as Christmas.

"The associated member Portal is also a well-functioning system. Through the Portal we can monitor shipments throughout Europe in real time. For long-term reporting, systems like these are extremely valuable."

Rob says that Zutphen-based Addink Distribution now transports not only to the Benelux countries but to 22 other countries across Europe.

"Thanks to Palletways, we have grown with the wishes of the customer and are well prepared for the future."



Addink is skilled at transporting wine safely

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*Thanks to Palletways, we have grown with the wishes of the customer and are well prepared for the future.*

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Addink boasts a 40-strong fleet of vehicles

# New Sales and Marketing Manager at Palletways Benelux

Palletways Benelux has appointed Anne Mol as Sales and Marketing Manager.

Anne will be involved in increasing volume and turnover and will also manage the customer service team at an operational level, bringing with her a wealth of industry experience. She previously worked at the H&S Group as an Account Manager before being promoted to Business Development Manager responsible for sales, network optimization and developing logistics concepts and solutions.

She studied International Business and Languages at the Hogeschool Arnhem Nijmegen (HAN) but gradually focused on marketing and sales in logistics. The transition from Business Development Manager to her new role at Palletways was

therefore a logical step for her. She comments: "I am now ultimately responsible for both sales and marketing. This translates, among other things, into the development of new business."

When asked about her future plans for Palletways, Anne continued: "I want Palletways to become a phenomenon in the logistics market and also focus on shipping to the consumer. The transport demand of the business-to-consumer sector has grown enormously during the COVID-19 pandemic due to the increase in online orders. There are few pallet networks that focus on both the business and retail markets. With more volume, there will of course also have to be a larger team that manages the daily operation. There are many great opportunities in the market that we must and can

anticipate. Fortunately, Palletways has a professional team to take on this challenge which I'm thrilled to be part of."



Anne Mol, Sales and Marketing Manager

## Benelux member in acquisition deal

Palletways Benelux member, Ad Dollevoet B.V., has acquired Loderus Transport, a company that combines transport and courier services.

Founder Ad Dollevoet launched the company in 1957 with a horse and carriage, however the company has grown significantly since then to become a fully-fledged logistics service provider, which today is led by his son, Sebastiaan Dollevoet.

Like Dollevoet, Loderus is a real family business which shipped goods nationally and internationally. As part of the deal, Dollevoet has acquired Loderus' entire fleet, which includes more than ten vehicles, and also takes over the entire customer portfolio.

Due to the attractive customer base and a similar company culture, acquiring Loderus was the ideal addition for Ad Dollevoet B.V. The company has recently launched a brand-new facility in Veghel which features 28,000 m<sup>2</sup> of warehouse space which can accommodate

up to 45,000 pallets and 25 docks, forming part of Sebastiaan's ambitious growth strategy plans.







George and I are passionate about transport and supporting local independent businesses, as well as larger companies, with their transport needs

# Chesterfield logistics specialist sold in management buyout

Husband and wife duo, George and Claire Hewitt, have completed a management buyout (MBO) of Hastings Freight Limited (HFL), the well-established logistics firm based in Chesterfield, as well as one of the founding members of Palletways in the UK and a member of the Road Haulage Association (RHA).

The couple's investment stabilises a mature business which is well regarded in its sector to provide a strong platform for its future development. They acquired the shareholding and now own 100% of the company when the existing owners retired after many years of dedicated service. Both were employees of HFL prior to the MBO – George has a tenure of nearly 15 years, most recently as its General Manager, while Claire joined the operation team five years ago, and became its Business Development Manager 18 months ago.

HFL began trading in 1983 and in its early days operated as a general haulier before joining the newly formed Palletways network in 1998. Since then, it's grown to employ 75 people and operate a fleet of 34 vehicles. Working with Palletways and other partners it provides transport across the UK and overseas to a wide range of customers. The company services Sheffield's 'S' postcodes and some of Doncaster's 'DN'

postcodes exclusively for Palletways and is ideally positioned in Chesterfield off the M1.

"George and I are passionate about transport and supporting local independent businesses, as well as larger companies, with their transport needs," says Claire. "HFL is a steadfast company whose relationships with customers is built upon reliability and communication, and we don't plan on changing what works. Our employees are the key to this and are what make the business what it is. We were keen to make the MBO happen to ensure they're valued for who they are and what they contribute, and we're delighted to have reached a successful conclusion with the sale."

George adds: "There's no significant or material change to the running of the business and we'll continue to provide the same quality and service levels going forward. We thank our valued staff and customers for their support during this process, against the backdrop that the

challenges recent months have brought. Looking ahead we'll keep investing in our people and technology to provide even greater customer service, and adapt to changing consumer buying patterns, whilst remaining competitive.

"We value our position within our local community and wider haulage industry and recognise our responsibility to ensure we grow the business mindfully, working with sustainable and environmentally-aware suppliers and customers."

Rob Gittins, Managing Director of Palletways UK, said: "The Palletways network is growing all the time. It continues to go from strength to strength because of companies such as HFL and the passion of people like George and Claire. The MBO is great news for the future of the company and I'm confident it'll continue to flourish under their strategic direction."

George and Claire Hewitt have completed a management buyout of Hastings Freight Limited.



# Arthur Oakley invests in team to grow business

Arthur Oakley Transport Limited has appointed a new Customer Service Executive to support the growth of its business.

Lisa Carroll will support Arthur Oakley's sales and management team as a key point of contact for customers and is based at the firm's depot on Rotherwas Industrial Estate in Hereford. The business has a diverse customer base from single traders to multi-national businesses.

"Arthur Oakley is a respected name in the logistics industry, and I'm delighted to be here. I'm keen to provide an excellent service to our existing customers and ensure their consignments arrive safely and smoothly," says Carroll.

Depot Principal, Lindsay Oakley-Davies, added: "Lisa is a great addition, joining us in a newly created role to support us and our customers as industry continues to get back on its feet after a difficult few months. She'll work with Customer Account Manager Daniel Woodland, who joined us in 2020 and has done a sterling job in growing the business in a very challenging environment."

Rob Gittins, Managing Director of Palletways UK, concluded: "Whilst Palletways centres on infrastructure like hubs and depots, we're essentially a people-based business. Appointing Lisa and Daniel demonstrates the importance we place on recruiting the best people across our network."



Lisa Carroll

## Pedal power for Leukaemia charity

Speed Welshpool recently donated £1,000 via a sponsorship deal to help raise funds for the blood cancer charity, Cure Leukaemia.

Melanie Jones, the wife of a long-serving and valued HGV driver/planner at Speed Welshpool recently completed a 500km bike ride from London to Paris.

George Edwards, Managing Director of Speed Welshpool, said: "Melanie covered the cost of the transportation of her bike and the accommodation herself as she wanted every penny to go towards the charity. The money she raised will help to fund specialist research nurses at 12 blood cancer centres across the UK who connect patients with the latest treatments through clinical trials. We were only too pleased to sponsor her to help her raise as much as possible for this worthy cause."



Speed Welshpool donated £1,000 to Cure Leukaemia

# PALLETWAYS EYE VIEW

## WALTER BRILLO

Each edition of The Hub interviews a key person whose work influences the Palletways business. In this edition we talk to Walter Brillo, Business Development Manager (BDM) for Palletways Italy.

**Q: Walter, you're relatively new to the business. What have you learnt over the past few months since you joined Palletways Italy?**

I've worked for several freight forwarders over the years and I realised within the first few days that coordination, cooperation and teamwork are important values in the pallet network sector. I also like working in an environment where there are so many people with different skills that enrich lives and enable others to learn.

**Q: How important is the BDM role to the Palletways business?**

It's a key position that supports the management team to develop the business 360 degrees – this includes increasing revenue by acquiring new customers through tailor-made commercial support for our members and creating new partnerships. My role requires me to deepen my knowledge of the market and identify new segments that would need Palletways services, in addition to the established wine and DIY sectors.

**Q: What are the biggest challenges you face and how do you deal with them?**

One of the biggest challenges we face is to ensure our logistics solutions are competitively priced and reflect the service we deliver. Another is how we tackle the shortage of drivers in Italy as well as the rising cost of

diesel and labour. I believe 2022 will be a crucial year for our industry and providing the right incentives to our members will be key.

**Q: How do you sell the Palletways business and model to prospective customers?**

I position Palletways as the best service and business model available on the market because I strongly believe in it. I always emphasise two key strengths – it's a solid and reliable network and due to being part of an international group means we can provide a single monitoring system for goods regardless of the destination. This helps to break down barriers which can often present obstacles to smooth business operations.

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*I want to contribute to the ongoing growth of the company and ensure that it continues to innovate.*  
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**Q: What latest developments are you working on?**

We're committed to increasing our international business and are working closely with our members to optimise linehauls. We're also developing a range of commercial support tools for the benefit of our members.

**Q: Where do you hope to be in five years' time?**

I hope to still be part of what I consider the best pallet network. I want to contribute to the ongoing growth of the company and ensure that it continues to innovate. I'm proud of the strides we've made recently, particularly regarding our e-commerce tools and focusing on international services.

**Q: Outside of work, what do you get up to in your spare time?**

I love sports, especially boxing. I am a former boxer and I put my gloves on whenever I can to rediscover the healthy competitive spirit that I adopt when I'm at work. I also like reading biographies and one of my role models is Eddie Hearn, one of the most successful sports promoters in the world. Another passion is travelling – it's the best way to learn, improve and open your mind.