



GERMANY'S  
SUCCESSFUL  
SIX MONTHS  
WITH NEW  
MEMBER

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# hub

SPRING 2022



NEWS FROM AROUND THE PALLETWAYS NETWORK



## Relocation for Iberia

Palletways' Iberia team has relocated its Central Hub to a much larger capacity facility in Madrid which includes their significantly improved headquarters.

Read more on page 8

# LUIS REPORTS...



By the time you read this, we will be heading into the Spring with an optimism that the world is starting to move to a 'life with COVID-19' situation after two years of restrictions that have had an impact on everyone.

No sooner do we start to emerge from the pandemic, other factors come into play such as the dramatic increase in energy prices and the overall cost of living plus, at the time of writing, the terrible war in Ukraine. In addition to this humanitarian tragedy, all of this causes further uncertainty and has a knock-on effect on the economy as it affects consumer confidence. However, we can only look forward and hope that the war will be resolved quickly, the global situation improves and confidence is restored.

I thought you'd welcome an update on the hub scanning project – you may recall that last year I referenced the new technology we're trialling which will allow us to automatically scan shipments, photograph every pallet and capture information on cube and weight to provide full track and trace ability. We have now equipped several FLT's with the technology at the hub in Fradley and we're continuing to test and resolve any final issues before we roll it out to other networks. Scanning will help provide accurate billing units

and I'm sure members will start to see the financial benefits as soon as it is implemented.

Iberia has successfully opened its new Central Hub in Alcalá. The new hub will double the capacity for Iberia and in the first weeks of operation there's been a significant reduction in the finish time and service quality has improved rapidly. This will help with the ambitious plans of Palletways Iberia to double the size of the company in the next five years.

I'd also like to introduce you to Hubdrop which will enable members to offer increased efficiency and competitive costs to their customers. With Hubdrop, members can directly inject multiple pallets into any of our 15 participating hubs for last mile delivery anywhere within Europe from that hub. It's ideal if you have customers with enough international freight destined for a network, and you can work with those customers to arrange the trunking for direct input. It may be one single customer, or consolidated freight from multiple customers. Billing units are unchanged and handled through central billing as an international consignment; consignment management is unchanged remaining in the Portal under your own customer account.

We are also pleased to announce we've recently launched a brand-new tool in the Palletways Portal for use by our membership. The Customer Portfolio provides members with a 360-degree view of their customers, providing key strategic information on shipping behaviours, purchasing information and the services they use. This will help members predict consignment levels so they can plan deliveries more efficiently. The tool also enables members to increase their customer insights which will help improve service quality.

Information available within the tool includes:

- Service quality percentages and on-time ETAs completed
- Total number of consignments sent and the type of pallet used
- Where the pallet was sent (breakdown of international and domestic)
- Information on the services most used by the customer

The information is in one place within a handy, easy-to-use dashboard. I encourage everyone to take a look!

As always, I'd like to thank colleagues and members for their continued hard work in keeping the network going during some very difficult times in recent months – your efforts are very much appreciated. Thank you!

A handwritten signature in white ink, consisting of a stylized 'L' followed by a series of loops and a long horizontal stroke.

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

# Sterling celebrations for the Group



The Palletways Group has been recredited to the Investors in People (IIP) standard in recognition of its empowered employee environment.

The Group received a silver standard, given to only 20% of the organisations that IIP assesses.

The reaccreditation has been awarded to Palletways' UK operation and its European networks, including Benelux, Germany, Hungary, Italy, Iberia and Slovakia.

Luis Zubialde, Palletways' CEO, said IIP is an essential component to support the Group's ongoing performance. He comments: "Investors in People's central ethos is that good people make great businesses and this notable achievement reflects our groupwide commitment to continuous improvement. It also assures us that we have the right principles in place and importantly, acknowledges the crucial role every member of staff plays in making the organisation what it is today.

"We're extremely proud to have received reaccreditation for the ongoing development of and investment in our staff, which will ultimately benefit our customers. I'd like to thank everyone for their contribution and dedication because this is for all of us. Our people are our greatest asset."

# Innovation in Action

We are proud to announce a brand-new tool for our members which is available now in the Palletways Portal!

The Customer Portfolio feature gives members a 360-degree view of their customers' buying and shipping behaviours, which will enable members to deliver a tailored service to help with customer retention.

To access the feature, members should log into the Portal system, follow the link towards the bottom of the menu where on the left-hand side they'll see the Customer Portfolio and a handy dashboard which provides the following information:

- Service quality percentages on-time deliveries versus service fails
- Total number of pallets sent by customer
- Average number of pallets per consignment
- Average revenue per consignment
- Number of international consignments sent
- Breakdown of types of pallet sent
- Number of domestic consignments made split by economy and premium

This tool will allow our members to review the service they're providing to their customers. This will help them identify if they need to make improvements but also enables them to predict consignment levels more accurately so they can plan more efficiently.

This is a key strategic planning tool for our members which will provide fantastic benefits to grow and future proof their businesses. If you're a member, visit the Portal and check it out today!





# MEET THE MEMBER



In this issue of The Hub, we showcase the success of Trial Srl, with views from owner, Alessandro Maria Fraconti.

## What's Trial's background?

Trial was founded in 2004. Alongside Riccardo, my elder brother and precious right-hand man who is our Operations Director and oversees the transportation of dangerous goods, we're at the forefront to carry on the family business which our grandfather, Giovanni Fraconti started in 1950. We joined Palletways in 2009 and we quickly became part of the network that embodies team spirit, in line with the values rooted in a company like ours, which at the same time, promotes business opportunities.

## What sets you apart from your competitors?

We offer different services for different needs. Innovative spirit, flexibility and customer care is Trial's formula to always find a solution, even for particularly complex logistic processes. We provide integrated logistics services, relying on many years of experience in niche sectors, including the movement, transport and positioning of works of art. We provide our customers with tailor-made logistics solutions and we always pay particular attention to the safety of the goods we handle.

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

The industry in which we operate is very dynamic, it constantly sets us new challenges and we are never bored. Trial is a family company and that ethos applies to the relationships we have with our employees. Each team member is directly involved in the direction of the company – we develop incentives to offer growth prospects and reward the work of each of them every day.

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

Key is understanding and anticipating market changes. The clearest evidence of this can be traced back over the last two years. Numerous scenarios have emerged due to the pandemic and our task has always been to ensure continuity of service in the best possible way.

## What do you most enjoy about logistics?

The importance of being able to manage ever-changing situations and solving the unexpected. This doesn't scare me: I'm not only the owner of Trial, I am also a ski instructor. I'm used to tackling winding paths, working at a very fast pace, and staying balanced until I reach my goal.

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

We joined the network more than 13 years ago when the world was facing a new economic crisis, and it was a choice that allowed us to strengthen and diversify our services by adding new features to what we were already doing, such as full loads, waste and crane transport.

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

Being part of a network always has its advantages and even more so if the partner is a solid group like Palletways! As members, we're able to bring a European express service to our clients, with the same standards of service quality and network guarantees.

## Who do you count amongst your biggest customers?

We serve numerous companies in

a range of different fields but the construction sector is of particular importance to us.

## What does the future hold for Trial?

We look to the future with optimism. Since the first quarter of this year, we have introduced electric vehicles for urban deliveries. We plan to increase our presence in the logistics industry by continuing the renewal of our fleet - five years ago, we started using Euro 6 vehicles, which now represent 90% of our fleet, and we expect to replace the remaining 10% of Euro 5 vehicles by the end of 2022.

## MEMBER FACT FILE

**Headquarters:** Sesto San Giovanni, via Copernico 55, Milan

**Facilities:** 12,000 m of total facility

**Fleet:**  
24 tractors/engines and  
40 trailers/semi-trailers

**Employees:** 42

# Germany celebrates successful six months with new member

In this issue, Palletways Germany celebrates the first six months working alongside one of its newest members, LTN GmbH.

Founded in 2004, LTN GmbH has more than ten operations throughout North-West Germany and its territory includes the high-traffic area around Dortmund. It employs 150 members of staff and provides a variety of road transport services plus contract logistics and warehousing.

## Quality and customer satisfaction

Like Palletways, LTN GmbH is heavily focused on quality, reliability and customer satisfaction. It wanted to expand its service and operational efficiency so decided to explore the potential benefits of joining the Palletways network. Staff were invited to a tour of its Central Hub so representatives could see first-

hand how Palletways' systems work. Unsurprisingly, they were impressed and after discussions progressed, particularly regarding the strategy to win new customers, LTN GmbH joined the network shortly after in September 2021.

## Group's in-house resources

Abraham Garcia, Managing Director of Palletways Germany, said: "We got to work designing a flyer and a presentation for LTN GmbH and implemented a carefully-targeted mailing campaign using our Group's in-house resources. Meanwhile, in preparation for the full go-live date, we made sure LTN GmbH staff went through training on our systems, including our Portal, and knew how to produce quotations. We created a test account on the Portal because we were convinced that the first bookings would be coming soon. And we weren't wrong!

"Our multichannel campaign proved extremely effective - subsequent telesales activity generated two new leads - both of whom went on to become key accounts for LTN GmbH."

## Positive start

Abraham adds: "Six months on and we've continued to support LTN GmbH with posts on LinkedIn, cold-calling and distribution of flyers. By November, the new business was flowing in and 2022 has started positively."

## Reaping benefits

Concluding, Abraham said: "This is yet another example of a win-win success story and thanks to our support in the formative weeks and months has meant both parties are now reaping the benefits of this new relationship. We're looking forward to welcoming more members to our network during 2022."



Pictured (L to R): Klaus Klein-Bölting, Head of Network-Development of Palletways Germany, Benedikt Niedenführ, Junior Managing Director of LTN GmbH, Marco Niedenführ, Senior Managing Director of LTN GmbH and Abraham Garcia, Managing Director of Palletways Germany

# Employee milestone

Five Palletways Germany employees recently celebrated their tenth anniversary with the company.

Dietrich Grewe, Head of IT; Klaus Klein-Bölting, Head of Network Management; Katja Kohl, Member Support; Benjamin Janicki, Nightshift Dispatch and Yunus Aydin, Forklift Driver – all joined the business in 2011, the year Palletways launched its Germany network.

They've all held various positions within the network and have each played an instrumental role in the

company's development over the past decade.

As a token of appreciation and to thank them all for their dedicated service, Abraham Garcia, Managing Director of Palletways Germany, presented them with a specially crafted award on a pallet. He said: "I'd like to thank each one of them for their loyalty and years of commitment. Such a long tenure is not common and I hope they're part of the network for many more years to come!"



The group was each presented with a specially crafted award

## New Head of Operations for Palletways Germany

Palletways Germany has appointed a new Head of Operations at the Hub in Knüllwald.

Andreas Welle brings with him vast industry experience having worked in numerous operational roles for almost 15 years. He'll be responsible for developing the network's operational strategy and will be part of Palletways Germany's management team.

Commenting on his appointment, Andreas said: "During my first few weeks, I had the pleasure of getting to know the open, communicative, motivated and experienced team and the network's members and customers. The network is already well-run which has in place a number of high-quality operational processes and it'll be down to me to maintain these and adapt them to the needs of the network as volumes increase.

"Together with my team, I want to think outside the box to further develop the network's operational processes. We need to offer our members a broad product portfolio so that they can act as full-service providers to their customers. Our task is to offer

members in our network real added value so we become the go-to provider for express pallets in Germany and across Europe."



Pictured (L to R): Head of Operations, Andreas Welle, with Managing Director, Abraham Garcia





# Pécs Brewery Hires Palletways Hungary

Pannonia Brewery, as it was formerly known, was founded by Leopold Hirschfeld in 1848, in the Hungarian town of Pécs. The Austrian beer group, Ottakringer, acquired the company in 1993 and in 2017, the Szemerey family took over the business. The Hungarian businessmen were pioneers in organic farming and they transformed the brewery into an independent.

The iconic Salon Beer is the oldest beer in Pécs Brewery's range. It also produces Pécs Premium products, the low-alcohol, Pécs Light, fruity Radlers and seasonal beers, as well as the Pécs Craft product line, established in 2018, and its organic Bio range launched in 2019, all of which are available throughout Hungary including large grocery stores, beverage specialty stores and via hotel, restaurant and catering partners.

## Efficient logistics partner

Pécs Brewery required an efficient logistics partner that could transport goods to domestic and international destinations, that could maintain the quality of the product. Artur95,

a member of Palletways' Hungary network, has served Pécs Brewery since 2020.

## Competitive advantage

Pécs Brewery has access to the pallet collection and delivery services of Palletways' entire network and via Artur95 currently delivers varying quantities of the Brewery's palletised freight to a range of destinations including Szarvas in East Hungary and Austria.

Norbert Radó, Logistics Director of the Pécs Brewery, said: "Palletways' competitive advantage is its ability to operate in a flexible way and offer personalised solutions depending on volumes and destinations, both domestically and internationally.

"I am completely satisfied with the service Palletways provides. Based on customer feedback, the reliability, quality and flexibility of its service has helped to boost our image. I would confidently recommend Palletways to likeminded companies that are looking for a permanent partner that can handle deliveries on a variable or more regular basis."

“

*I would confidently recommend Palletways to likeminded companies that are looking for a permanent partner that can handle deliveries on a variable or more regular basis.*

”

Péter Kovács, Managing Director of Palletways' Hungarian network, added: "Palletways has vast experience supporting breweries, wineries and other beverage producers. This is a key sector for us, not only in Hungary but across Europe. We offer a wide range of services to our customers, starting with 24-hour premium and 48/72-hour economy delivery, and we work hard to ensure the highest level of quality and safety for all our customers."



# Iberia relocates Central Hub to Madrid

Palletways' Iberia team has relocated its Central Hub on the Iberian Peninsula to a 40,000m<sup>2</sup> facility in Alcalá de Henares, Madrid with a building accommodating 14,000m<sup>2</sup>. Its strategic location, close to the A-2, M-100 and R-2, will allow for the improved transportation of goods and will include Palletways' Central Hub and the Iberia network's headquarters.

## Green technology

The building has been constructed with sustainability in mind with an optimal use of resources. More than 40,000m<sup>2</sup> of ground material has been crushed and used as gravel in the new foundations plus the facilities also include a range of green technology such as LED lighting and solar panels.

## Optimise operations

Gregorio Hernando, Managing Director of Palletways Iberia, said: "These new facilities are a clear response to the growth we've experienced. The improved location in Madrid means we'll be able to provide an enhanced service. Optimising our operations will also enable us to become even more efficient to help us achieve our ambitious target to double the volumes we currently handle from Alcalá.

"The current facilities are ready to take on the ambitious growth plans of our company. This new location gives us everything we need to achieve this, and we have the best network of members to do so."

Careful consideration has also been given to the design of the facilities to accommodate mega trucks and duo trailers that need sufficient space to manoeuvre and ensure they circulate with internal traffic flow. Palletways is using these vehicles on a near daily basis as it strives to improve its carbon footprint.

## Investment in infrastructure

Luis Zubialde, Palletways' Group Chief Executive Officer, added: "The need to relocate to larger facilities signals significant achievements for the Iberia team and wider Palletways Group. This location represents a fantastic groupwide opportunity - we now have the capability to handle increasing volumes and investment in this infrastructure is testament to our prominence in the industry."



Iberia's Central Hub

# Refreshing charity partnership

To reduce the use of plastics in the workplace as part of its Corporate Social Responsibility and commitment to respect the environment, Palletways Iberia has purchased aluminum bottles for its employees and the money raised will go to the JugueteAños Association, a non-profit organisation, that supports people with Autism Spectrum Disorder (ASD).

The organisation is close to the heart of Javier Martínez, Manager at Palemanía, one of Palletways' members in Murcia, who comments: "My personal circumstances immersed me fully in the world of autism having already made little toys for my son from the wood from pallets in the past."

"Thanks to Palletways Iberia, we'll be able to advance more quickly towards our objective of developing more therapeutic toys to help children with ASD or any disability. It will also ensure this work can be carried out by people with this condition, so we can do our bit for the inclusion of people with disabilities in the workplace."

JugueteAños' Association also sells products via an online shop to help those with ASD.  
Visit: [jugueteanos.com](http://jugueteanos.com)



Javier Martínez, Manager at Palemanía, with Elena Delucas of Palletways Iberia



Scan to watch  
our video



## Iberia increases coverage in Madrid

Palletways Iberia has appointed a new member to increase its coverage in Madrid.

Innovatrans is an integrated logistics operator that specialises in food, pharmaceutical, health and technology sectors and offers 3PL, national, international transport, groupage and full load services.

The company is based at a 10,000m<sup>2</sup> warehouse in Daganzo de Arriba in Madrid, where it handles more than 1,000 orders every day. It has access to a network of 2,000 trucks and its specialised services will serve Iberian and international customers.

Carlos Mayoral, CEO of Innovatrans, said: "Joining the Palletways network, which is famed for its digitalization and automation of processes, will increase our service offering. The infrastructure and support of the Group will allow us to grow internationally which is a clear competitive advantage in the market and which comes as we celebrate our tenth anniversary."

Gregorio Hernando, Managing Director of Palletways Iberia, added: "When we need to expand our operational coverage, we always look to integrate the best people into our network and Innovatrans has a proven operational capacity and track record. It specialises in markets where our activity adds value, plus its location means it can serve customers in and around Madrid where we're experiencing significant growth."



The team at Innovatrans

## High-five for Iberia's South Hub

Five years since its launch and Palletways Iberia's South Hub has already consolidated its position as a strategic location for the southern peninsular, which has enabled the team to increase volumes and grow the business.

The South Hub has continually exceeded expectations – during the first few months this operational centre increased its coverage, made service improvements for members and enhanced quality for its customers.

Its location meant it was ideally positioned to serve Palletways' customers in key areas including Andalusia, Extremadura and Murcia. However, rapid growth has heralded the move to a new, bigger location.

José Francisco Hernández, Operations Director of Palletways Iberia, comments: "We launched the South Hub to improve Palletways Iberia's express distribution services in southern peninsular. Just five years on, the facility has grown exponentially, not only in terms of volumes or areas of coverage, but also the need for more space which has led to a move to larger facilities in Bailén. This means we can now cover Andalusia, Extremadura, Murcia, Albacete, Ciudad Real, Cuenca and the province of Alicante.

"The South Hub has enormous ongoing potential in terms of the quality of our service and the volumes we can handle. Bailén is well connected in terms of the road network and the 18,000m<sup>2</sup> plot of land we accommodate will help us to double our volume growth in the coming years."



Iberia's South Hub

# An overview of the main industry challenges for Palletways in the Italian market

In this issue, Massimiliano Peres, Chief Executive Officer of Palletways Italy, offers his views on the issues affecting Italy's logistics sector.

"Palletways Italy has faced numerous challenges over recent years. We operate in a demanding market and we're continually balancing clients' high expectations with the network's ability to meet them against a backdrop of an uncertain economy. As in the UK and across our other European networks, Palletways Italy has felt the impact of the lack of drivers in the industry. I feel logistics isn't a profession that young people aspire to join – in addition, the average age of drivers in Italy is also very high, so there is a major problem of generational turnover. I'd like to see the wider industry address

both of these key issues as a matter of urgency.

"Like other sectors, we've also come up against challenges following the pandemic. We've worked hard to overcome these and we've quickly adopted new technologies to ensure it's business-as-usual in Italy, which is ongoing to this day.

"Global issues, such as the increase in gas and diesel costs combined with the rise in electricity prices mean pallet networks that rely on transportation and warehousing to run their operations are likely to face additional difficulties.

"However, the hope is that there will be a greater understanding on the part of clients, and that the demand for services will be appropriate to actual needs. It's crucial we find a

balance between supply, demand and the service our customers require. We'll continue to do our best – we have an ongoing commitment to excel in the service quality field and ambitions to expand our capability across Italy."



Massimiliano Peres, Chief Executive Officer of Palletways Italy

## Tuscany members grow network presence

Palletways Italy has appointed two new members in Tuscany to increase its presence throughout the country.

3C Trasporti di Crociani Trasporti e Logistica will operate in and around Siena - a city in the central Tuscany region. Founded in 1957 by Renato Crociani, today the company boasts a fleet of 65 vehicles to satisfy the varying demands of its customers.

TLT, Trasporti Logistica Toscana will cover Livorno, an Italian port city on Tuscany's west coast. Founded in 2019 by a group of partners that specialize in the field of integrated transport and logistics, the company occupies a 2,000m<sup>2</sup> facility, which includes warehousing space, and has a 20-strong fleet of vehicles.

Massimiliano Peres, CEO at Palletways Italy, said: "These key member appointments are part of our ongoing commitment to recruit the best local transportation talent. 3C Trasporti di Crociani Trasporti e Logistica and TLT, Trasporti Logistica Toscana will help us respond even more efficiently to market conditions and help us improve our quality of service. They're welcome additions to the network and we're delighted they're on board."



Top: Trasporti Logistica Toscana. Bottom 3C Trasporti di Crociani Trasporti e Logistica

# Palletways Group celebrates 20 years since launch of Italian network

**The Palletways Group has marked 20 years since the launch of its Italian network.**

Palletways Italy was the Group's first network outside of the UK. It was founded in early 2002 from its base in Isola Rizza (VR) and moved 69 pallets during its first night of trading. Just two years later, the business relocated to Fano di Argelato (BO) before finally establishing its headquarters in Calderara di Reno (BO) in 2007. Today, the network operates out of three hubs in Bologna, Milan and Avellino, and its network of 130 members collectively handle an average of 11,000 pallets every night.

Massimiliano Peres, Chief Executive Officer of Palletways Italy, said: "Reaching two decades in business is a remarkable achievement. It gives us the opportunity to celebrate our achievements and above all, express our gratitude to our network members – from the longstanding ones that have been with us from the start and new companies that have recently joined.

"We've grown at a phenomenal rate - our 190+ members of staff and robust network of members serve an ever-increasing number of customers domestically and internationally via the Palletways Group's networks in the UK and across Europe.

"We have come a long way over the past 20 years. We want to go further by being at the forefront of an ever-changing market and we'll celebrate this anniversary with an important

announcement in the coming months. We're looking to the future with renewed optimism, focusing on quality of service, promptness and speed of information, development of our international services and technological innovation through an increasingly widespread European network."

Luis Zubialde, the Palletways Group's Chief Executive Officer, added: "The launch of Palletways Italy is where our pan-European network journey started. The network has faced - and overcome - numerous challenges over the past two decades, such as the digital transition and the boom in e-commerce, by going beyond its core business of B2B and extending its services to B2C and opening up market opportunities for the Group's UK and Europe operations."



## Intermodal transportation in Italy

Much has been said over recent years about intermodality in the logistics industry, which has become a reality in Italy through the first 'rolling highway', around 750 kilometers along the Adriatic coast.

Intermodal logistics involves the transportation of freight in an intermodal container or vehicle, using multiple modes of transportation, such as rail. Once shipments are offloaded, drivers and tractor-trailers await them, and shipments are transported the last few miles by road to reach their final destination.

An intermodal partnership has formed between Lotras and Primiceri, members of Palletways Italy, and VTG which specialises in railway equipment.

Nazario De Girolamo, Lotras' General Manager said intermodal transportation boasts numerous benefits: "Road traffic is considerably reduced, which brings with it environmental and safety benefits, while the efficiency and punctuality of the service increase."

Sonia Primiceri, Sole Administrator at Primiceri, added: "This method of shipping reduces travel time and costs, and drivers can enjoy improved working conditions."

Massimiliano Peres, Chief Executive Officer of Palletways Italy, concluded: "This partnership fosters the same values of quality, efficiency and sustainability that characterize our network. It's also a robust response to today's industry challenges in terms of driver shortages and environmental sustainability."



Nazario De Girolamo



Sonia Primiceri



## Benelux welcomes new colleague

Palletways Benelux has recently gained a new colleague – 25-year-old Allison Kieboom who has joined the Corporate Sales Support team.

Despite being in the formative years of her career, Allison, who lives in Oss some 30km from the Benelux office, brings with her a range of industry experience gleaned from roles at various carriers – in shipping and at numerous wholesale companies.

Commenting, Allison said: “I’ll be responsible for helping customers book-in their consignments and developing relationships with them to grow our network even further. I love the combination of sales and service and it’s satisfying to know I’m making a difference to our customers. There’s a lot of potential to grow here, both as a team and on a personal level. We have a manager who steers us on our strengths and a team who is there for each other when needed.

“I’m proud to work for a company that offers such a wide range of services and I’m sure my experience will help me in my new role, however I can’t wait to learn and discover more.”



Allison Kieboom

## De Wit Transport strengthens Benelux network



Palletways Benelux has added a new member to the European network to collect and deliver shipments in North and South Holland.

Family business De Wit Transport (DWT) was founded in 1958 in Hillegom, a village near the capital Amsterdam. It started on a small scale with the transport of, among other things, dune sand. Now more than six decades later, DWT can rightly call itself an all-round logistics service provider. With no fewer than 400 employees and a fleet of 290 trucks, the company has an extensive range of services. It’s characterized by a high degree of flexibility and reliability and has extensive experience in European transport and pallet distribution. Add these elements together and you get the perfect profile of a Palletways member.

Commenting on why they joined the network, Eric de Wit, Commercial Director of DWT, said: “We were keen to expand our services. In recent years we’ve become an important player between the Netherlands and France and we were looking for a more effective way to distribute smaller shipments. The Palletways network lends itself perfectly to this.

“I also expect our collaboration will lead to an expansion of our customer base. Palletways’ IT system is industry-leading and the reliability of the network is also to be applauded.

“In addition, customers at Palletways aren’t just a number and that’s exactly how we treat ours which resonates perfectly.”

# Palletways UK becomes an Armed Forces Covenant Supporter

Supporting veterans and those currently serving in our military isn't new for Palletways UK but earlier this year Rob Gittins, Managing Director of Palletways UK, signed the Armed Forces Covenant which pledges that Palletways UK will continue to support those who are, or have served, our country in a number of ways.

Palletways UK is currently registered with Forces Family Jobs, where we promote job opportunities. It is the go-to place for training, employment, and volunteer roles for family members of currently serving UK military personnel and is only used by those employers that have signed the Armed Forces Covenant or are able to demonstrate their commitment to the Armed Forces. Palletways UK also regularly participate in service recruitment fairs, to encourage more veterans to join the business.

Our team also works closely with the CTP (Career Transition Partnership), where we offer a six-week training program for service leavers to adapt to a civilian lifestyle and the working

environment. They will spend a week with each department at Head Office to help find their feet, and the areas within a business they could enjoy working in. It's a pleasure to welcome veterans into our Palletways family, whether it's just the six-week training or a full-time role.

Commenting Rob said: "The pledge promises that we'll recognise the value serving personnel, reservists, veterans and military families bring to our business and to our country. By doing so, we'll promote the armed forces to all partnerships, customers, and employees, whilst supporting veterans and their spouses with employment and training."

Having been awarded the Bronze Recognition in January 2022, one colleague who spent time serving our country added his comments on Palletways' pledge. Toby Rhodes, Operations Manager at Palletways Cardiff, said: "I've had the privilege of serving in the Royal Navy for 20 years where I specialized in maritime force protection. I left the military in 2017 and I found the transition tough. It's hard

to understand where you can fit into a business when you have spent much of your working life firing and instructing every weapon system from 9mm pistols to Sea Viper missiles. It takes a great business and the fantastic people within it, like Palletways, to help you appreciate and learn where you can fit in.

"Palletways' pledge to the Armed Forces Covenant demonstrates its corporate commitment to people like me."



Toby Rhodes

## Powys firm invests to address driver shortage

Speed Welshpool in Powys has invested more than £10,000 into the launch of a training programme to help address the dwindling pool of professional HGV drivers in the logistics industry, believed to be the only one of its kind in mid-Wales.

Typically, trainees have spent a year or so in a warehousing or van role before they undergo training to help them on their path to become a fully-fledged HGV Class 1 or 2 driver. There is no charge for the training, with Speed Welshpool pledging to cover all costs. Training is open to potential candidates inside and outside of the business.

Working in partnership with Dulson HGV Training in Shrewsbury, Speed Welshpool is proud to have trained six drivers so far. However, with no upper limit on how many drivers can be trained at any one time, combined with the company's ongoing recruitment drive, Speed Welshpool's Managing Director, George Edwards, is urging potential HGV drivers to get in touch to find out more.

Commenting, George said: "It's well-known there's a shortage in the industry and that's why we need to do all we can to help recruit and retain drivers. We are a uniquely positioned operator in mid-Wales, working 3.5T vans and warehousing in addition to our HGV fleet, allowing us to offer a development pathway to bigger trucks. Our scheme provides free on-the-job training for experienced candidates which otherwise could be regarded as cost prohibitive.

"There are many positives to being a HGV driver, and we want to do all we can to help logisticians to progress into what is a rewarding and long-term career. I very much welcome interested members of the public to apply."

Speed Welshpool has grown significantly in recent years. Today, it employs nearly 80 people, operates 32 HGVs, 34 trailers, and eight vans, a huge leap from five years ago when the business operated a fleet of just ten HGVs.



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*Activities like this inspire and empower the next generation of engineers, both boys and girls*

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Palletways Bristol has sponsored a local school's Go-Karting racing and design project

# Palletways Bristol sponsors schools' Go-Karting engineers of the future

Palletways hopes to inspire the creativity and future engineering dreams of local primary school pupils through a charitable donation. Palletways Bristol in Avonmouth has partnered with Horfield Church of England Primary School's engineering club in Westbury-on-Trym to sponsor its Go-Karting racing and design project, donating £500 to cover the club's operating costs for this academic year.

It's particularly exciting as it's the first time Year 6 participants will be able to compete against other schools since the pandemic.

The Go-Karting activity is a national initiative run by Greenpower Education Trust which challenges students to design, build and race an electric car. Greenpower works with 700 teams and more than 10,000 students, hosting 35 racing heats throughout the year, culminating in a grand final in the summer.

Schools purchase the kit and framework from Greenpower Education Trust but it's then up to students to assemble the kits and design the body of the car themselves, using a variety of materials and designing the bodywork to be aerodynamic and stylish. The build also introduces children to basic mechanics and electrics.

This year, Horfield Church of England Primary School's 'The Tools Rule Club' team is embarking on the challenge. Steve Grant, a volunteer at the school, is overseeing the project. With an engineering background, Steve empowers the team of 12 Year 6 students, six boys and six girls, who meet once a week after school. He said: "We've been involved with Greenpower for three years but this is the first time we'll compete in official races and events which is really exciting. The first year we'd just bought the kit when we went into national lockdown and the

second year children worked in their bubbles to build the Go-Kart, but there were no organised races.

"Now the official races are on, we're getting the Go-Kart ready for our races on 7 May and 21 May. The sponsorship from Palletways Bristol is overwhelming as it allows us to finish the Go-Kart, to test drive it ahead of the races, and most importantly take our team racing!"

Matt Carter, Sales Manager of Palletways Bristol, said: "The initiative is designed for students interested in science, technology, engineering and maths (STEM), to learn technical skills, be creative and have fun. It encourages them to get hands-on whilst learning about sustainability and harnessing the excitement of motorsport. Activities like this inspire and empower the next generation of engineers, both boys and girls, by showing them how much fun it can be to work together and learn new skills."



# PALLETWAYS EYE VIEW

## JULIAN OING AND JORGE BLANCH



Each edition of The Hub interviews key personnel whose work influences the Palletways business. In this edition we talk to Central Sales Managers Julian Oing at Palletways Germany and Jorge Blanch at Palletways Iberia.



Jorge Blanch

Julian Oing

**Q: You both work in sales - what are your main areas of responsibility?**

**JO:** There are two key fields of sales activities - corporate sales business and member sales support. Corporate sales volumes are important for the network to maintain good linehaul utilization for all members, but also to fill up linehauls from areas Palletways covers, for instance, remote locations with delivery partners that don't input their own volumes. In these cases, corporate sales create revenue for fixed cost linehauls which means important direct contributions to the Palletways P&L and keeps intermember rates for remote areas at a reasonable level.

Member sales can be more than 50% of the total sales activities of the team. We're keen to support our new members when they join. We start with an introduction to the network, covering topics such as intermember rates and members' own sales and tariff calculation skills. We also talk about how our mailings, telesales and social media can support their business. Sales support can also be available for new opportunities raised by existing members or those that

have critically low linehaul utilization or need assistance in general. We are always happy to strengthen our members by supporting their sales activities.

**JB:** My main areas of responsibility include the network's owned depots including Madrid and Zaragoza, plus Iberia's corporate accounts.

**Q: How do you sell the Palletways business and model to a lead?**

**JO:** Palletways' proposition differs to what's commonly known in the German groupage market, both in terms of operations and tariff models. We're proud of our uniqueness which we advertise upfront to new leads. Pitching our services to the right customer and highlighting the benefits of the network is what makes us successful. Customers understand that working with Palletways can bring real, tangible benefits to their business and we aren't just another network that sells cheap logistics solutions.

**JB:** We work hard to meet the demanding needs of our clients, many of whom seek guaranteed delivery times and expect real-time, online

information. We make sure we listen and fully understand our clients' brief – that way we can advise them on our services that we believe best supports them. Our key objective is ensuring we match the needs of the client with our appropriate service, whether that's domestic or international services, storage, groupage and pallet transport.

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*Palletways can bring real, tangible benefits to their business and we aren't just another network that sells cheap logistics solutions.*

**Q: What do you believe are Palletways' USPs?**

**JO:** I'd say sideways loading and the Portal. Sideways loading enables us to handle and deliver oversized and damage-sensitive pallets with care, almost damage free, that other networks call 'ugly'. The Portal is so much more than tracking for our customers – it includes intel on ETA's, transit times, service enquiries for shipments and invoicing functions. All these features build an unrivalled service offering for our customers.

**JB:** I agree. Our industry-leading Portal is the main differentiator which is the most unique IT function in the sector. Our fast transit times also set us apart from the competition, plus our coverage on a domestic and international level, with all networks working to the same code of practice, is unmatched in the industry.

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*Our fast transit times also set us apart from the competition, plus our coverage on a domestic and international level*

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

**JO:** In Germany, people think in shipment weight, not in pallets, when we talk about pricing. This makes it even more important to target the right companies with the right service requirements and demonstrate the benefits of our uniqueness, rather than explain why we can't match competitors' tariff structures or offer

low prices for shipments that don't fit into our network, such as very small, lightweight goods. The potential customer group for Palletways is only a small part of the whole market. Identifying the right ones and highlighting our USPs is key.

**JB:** The biggest challenge is to continue growing with a profile of solvent, strong and rapidly growing clients. We then need to consolidate our own depots as solid companies, with professional teams and sustained growth. Finally, it's important we continue to grow our proposition via the launch of new services and ongoing technological innovation and advancements.

**Q: What qualities or skills do you need to work in sales?**

**JO:** A positive outlook, the ability to communicate with a range of different characters and first-class selling skills to take potential and existing customers down a route they didn't know they needed to go down! You also need to have mathematical skills as our job is based on numbers, calculations and pricing. Selling a system that is different from the market standard also means dealing with shipment profiles, number crunching and a lot of tariff tweaking so we can develop competitive proposals.

**JB:** The art of listening shouldn't be underestimated. Of course having a knowledge about logistics and the ability to solve problems are important, but the best salesperson isn't the one who just sells – it's the one who knows how to listen so they know exactly what their customer wants.

**Q: How do you motivate your team?**

**JO:** I'm fortunate that I already work with a motivated team – everyone knows what they're responsible for and are aware of the network's aspirations. For me, motivation comes from the appreciation and support of others.

**JB:** Same here! Our team is really driven – we have regular weekly meetings where we share our

experiences of the week, new client wins and solutions to problems, for example. We're a close-knit group and we often socialise outside of work.

**Q: Do the Germany and Iberia networks work closely together?**

**JO:** Yes, we worked closely when a German network member requested a collection service in Iberia. We engaged with Jorge and the Operations team to make sure our member benefitted from our international capabilities.

**JB:** We have clients in both countries plus we export food, oil, construction materials, including tiles from the Castellon and Valencia area to Germany.

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*Our industry-leading Portal is the main differentiator which is the most unique IT function in the sector*

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

**JO:** After 15 years in the industry and three years in sales at Palletways Germany, road freight and in particular groupage remain my passions. My aspiration is to stay in the groupage market but to focus on strategic business issues and general management.

**JB:** Palletways is an excellent company to work for and I'd like to see myself here for the next five years and beyond, strengthening the Commercial team.