



Horst Rauscher/Chairman STI Global Network

## We made it -

### Renaming STI Freight Management GmbH and and foundation of the new STI (Deutschland) GmbH

Finally the hive-down of STI Germany's business and the resulting formation of a holding company has been accomplished with effect as of September 10, 2009. In that context, the former S.T.I. (Deutschland) GmbH Internationale Spedition & Transport located in D-Duisburg was re-named to

**STI Freight Management GmbH** and a new entity has been established as **STI (Deutschland) GmbH**. The new STI (Deutschland) GmbH is responsible for all daily operational activities, i.e.

- ▣ Road Transport
- ▣ Ocean/Air activities
- ▣ Customs Management

while STI Freight Management GmbH acts as holding.



In addition our new STI logo has finally been implemented in all STI companies and replaces the various STI logos which have been used in the past.

The European STI entities now use the same logo to present "one face" to our customers and partners and create an European brand with recognition value.

### Our Strengths:

Tailor-made Transport Solutions

100 % Customer Focus

Competitiveness

Expertise

Customer Service

Reliability

Quality Management

Flexibility

24 hrs/7



STI Head Office Duisburg, Germany



## As official IATA Booking Agent STI (Deutschland) GmbH flies first Class!

Since 01 August 2009 STI (Deutschland) GmbH is one of the official booking agents of the International Air Transport Association (IATA). This is an important step for STI to further expand its export airfreight activities and to be more competitive on this "embattled" market.



So far the handling of airfreight export shipments has not been one of the core businesses of STI (Deutschland) GmbH. In the past mainly airfreight imports for international customers were carried out, which were organised via partner agents.

However, to act as an adequate airfreight forwarding agent the IATA licence is essential to be acknowledged as an official IATA booking agent. With this licence STI is in the position to organise airfreight shipments independently and book with IATA airlines direct without having to involve an agent.

The advantages of owning an IATA licence have been recognised by STI one year ago already. Since then intensive preparations took place as the IATA requirements are very demanding. An IATA booking agent has to prove its economic security and credit worthiness as well as need to have two experienced employees which are trained in the handling of dangerous goods. Stefan Goedde and Kruno Karacic have successfully completed this additional training with IATA. This was one more step that led to STI's success in receiving this

important licence at the beginning of August.

As IATA Booking agent STI is well prepared for the competition on the international market. With this licence the airfreight activities can be expanded. "We are competitive and now fully recognised by the worldwide network of the HTFN (HighTech ForwardingNetwork)" said Karl-Heinz Pfitzner, Managing Director STI. The HTFN is a global network of air- and seafreight forwarding companies and STI is a member for several years already. With this IATA licence STI will be able to generate additional orders from the HTFN partners.

STI Deutschland can now really "take off" in the export business - Of course first class as only well-known airlines are members of the IATA alliance

## Havi Global Logistics and STI Freight Management start Cooperation with Sadia, Brazil



(www.sadia.com) is the biggest poultry producer in Brazil and one of the leading manufacturers of fresh and frozen food products. They produce goods for the Food Service Industry (mainly export of pre-products) and retailers (primarily Brazil).

Sadia is a very strong brand and quality-conscious.

The company was founded in 1944 and meanwhile employs 60,000 employees in 19 factories, 12 DC's (Brazil) and 14 subsidiaries, which achieved a sales volume of more than 4.2 bn EUR in 2008.

Sadia expands constantly and produces about 2.5 million tons annually of best quality poultry, pig and beef, deep frozen products, ready meals and pasta, margarine as well as

desserts. About half the products are exported to 100 countries worldwide, i.e. Sadia was the sixth largest exporter in Brazil. In 2009 though Sadia merged with its biggest competitor Perdigao and is now the major exporter in Brasil.

Approx. 200,000 t of chicken are delivered to converters and retailers in the EU and Russia. Despite supplying retailers, i.e. from simple products to convenience products, Sadia is also part of the McDonald's Supply Chain as they are the main supplier of Esca Food Solutions.

The chicken products are shipped in reefer containers from Brazil to the cold stores in Rotterdam, s'Hertogenbosch as well as Bremerhaven and are distributed from there to all over Europe by truck (full load/part loads).

In April 2009 Sadia launched a tender and STI was invited to participate. Due to the fact that STI is very well organised European network of companies competitive transport rates were

quoted for several European countries. As the STI transport rates were very competitive and HAVI Global Logistics offers a very good service portfolio Sadia decided to start a cooperation with both companies on 15 June 2009.

Currently STI organises transports (full loads) ex the Netherlands to several consignees in Ireland, UK, France, the Netherlands as well as Germany. For STI this is the first step towards a new strategic customer relationship, which can lead to a volume of 1,000 full loads/annually. However, this is only one part of the total sales volume of the Sadia business and there are many more manifold opportunities to expand the cooperation within the transport sector.

In the end not only STI, but also Havi Global Logistics and in particular Sadia will benefit from this partnership enormously. We look forward to the future with Sadia.

## The implementation of our new Transport Management System CarLo<sup>®</sup> was like an open-heart surgery! The support received by all parties involved was excellent!

STI (Deutschland) GmbH as one of the European leading transport companies within the temperature-controlled market and head office in Germany has finally implemented its new Transportation Management System (TMS) "CarLo<sup>®</sup>" beginning of November.

CarLo<sup>®</sup> is a software system designed to manage transportation operations and deliver STI modules like CRM, Order Management, Transport Planning, Pallet Management, Invoicing and Reporting.

In the past six different TMS systems were in place which no longer were sufficient to meet the comprehensive strategy and requirements of the STI Network as a data exchange within the network was not possible.

The next steps will be to implement CarLo<sup>®</sup> for the other STI branches in UK, France, Sweden, Italy, Poland, Hungary and Spain in 2010.

By implementing one common software solution (CarLo<sup>®</sup>) for the entire STI Network all processes will be aligned and the Network will have an optimized IT structure, aligned IT and business goals, fortified network security and managed compliance standards. In addition all hardware and the database environment will be ordered and maintained centrally. This also includes a central help desk.



**TRANSFOURMET**

## New important Customer for S.T.I. France SARL

On 01 July 2009, STI France was selected by the TransGourmet group as their dedicated Freight Manager for all interliner transports for its new big business, Le Duff.

Transgourmet, as tradebrand, was founded in July 2008 through the merger of three major food wholesalers: Aldis, Prodirest and Le Comptoir des Artisans. The company, equitably held by the German REWE and the Swiss COOP, generated a turnover of 1.2 mio. EUR in 2008

Its core business is the distribution to catering, snacking chains and bakeries. Because TransGourmet defines its core competences not in the long haulage but focusses on the food-products selection, the logistics and the fine end-distribution in a multi-temperature environment, interliners activity is outsourced in a contractual way to high quality and price competitive selected transport partners.

The Le Duff business, TransGourmet won, consists as a first step in operating from a central multi-temperature logistics platform in Gennevilliers (west-side of Paris) to distribute the multi-temperature goods to the 350 restaurants of their customers in France and Switzerland. As a second step, spring 2010, TransGourmet will also operate the central logistic platform on behalf of Le Duff.

In this perimeter, STI France is in charge of the trunking activity between Gennevilliers (and in 2010 from probably a new platform in Paris area) and the 12 distribution platforms of TransGourmet.

The average numbers of trucks (FTL and multi-drop) – all bi-temperature – operated by STI France reaches approx. 60 on a weekly basis.

## S.T.I. (UK) Ltd. Business Activities for the Emerald Isle

### Esca Supplier Conference

Keith Earl (MD) and Mark Walton (BD Manager) presented STI Freight Management to the ESCA Supplier Conference in April 2009.

Following on from the presentation, a number of Meat producers from both the UK and Ireland approached STI UK to see if they could bring any benefits to the way in which they currently operate their transport. Chitty Foods was one such producer. Although they have traditionally operated their own vehicles, STI was able to bring cost savings and efficiencies to parts of their operation. STI has been working with Chitty in the UK for 4 months now, moving on average 3-4 loads per week for them.

STI UK is now in advanced discussions with other meat producers and is currently undertaking in-depth analysis of their existing operations in order to identify areas where we can bring benefits to them also.

### Irish Meat Transports

STI UK is currently completing a trial for the movement of fresh and frozen meat from Ireland to the UK. This involves collecting raw meat from meat suppliers in Ireland, and delivering to processing plants in the UK. The meat is collected and delivered on special bins and pallets, once delivered, the empty bins and pallets are then collected and returned to the meat suppliers in Ireland, for refill of meat the next day.

Currently 5-6 loads per week are transported out of Ireland, with a view to increasing the amount of loads after completion of the trial. The trial has had it's challenges, but it seems to be working well, the customer and suppliers are satisfied with STI UK's performance so far.

### **METROPLEX**

STI UK has recently secured the inbound movements for Metroplex IRE, who are the McDonald's dedicated distributor for Southern and Northern Ireland. Metroplex currently serve over 100 stores between the Northern and Southern Ireland markets, and currently 30 - 40 loads per week are moved into Ireland from McDonald's suppliers.

So far Metroplex and it's partners are very pleased with the service STI UK is providing, and the cost savings they have gained by the partnership with STI. We look forward to a long and fruitful partnership, with some very exciting initiatives in the future.



## STI (Deutschland) GmbH, Branch Neu Wulmstorf goes for the Triple....



From left to right: Holger Hufen (Branch Manager), Petra Andersen (Sales), Michael Robl (Int. Road Transport), Jörg Schoenrock (Int. Road Transport), Frank Odebrecht (Int. Road Transport)

...2<sup>nd</sup> anniversary...new employee...new logo...

Starting in October 2007 with two employees, the STI branch in Neu Wulmstorf (near Hamburg) has steadily developed its business and today we are proud to present some facts about our team.

Celebrating the second anniversary of our branch is only one aspect. We are even prouder of the fact, that during the past two years we have increased our business, so that today we are handling about 800 orders per month. Due to this growth, we needed a "new kid on the block" and found Mr. Joerg Schoenrock, who is supporting our team as employee number five since 01 September 2009.

As you can see in the picture, we have also received the new STI sign and logo which will from now on lead the way to our office in the premises of HAVI Logistics in Neu Wulmstorf.

STI Neu Wulmstorf is specialized in temperature controlled road transport FTL and LTL, but also offers project logistics and seafreight. We are currently operating a fleet of 30 reefer vehicles, most of them equipped with separation walls and twin-evaporator. Our main focus is to develop and support our customers in Northern Germany and to acquire new customers in this area. Our team member Petra Andersen, in charge of sales, is looking forward to receiving your requests.

## Business Development Team Road Transport STI Network

The road transport market changes constantly. To be prepared for the future the STI Network has created a so-called "Business Development Team (BDT)" to align the European Sales activities and intensify the collaboration within our network.

The team includes one Business Development Manager (BDM's) of each STI branch. The kick-off meeting with all BDM's took place in Germany at the beginning of September 2009. In future quarterly meetings and monthly telcon's will take place to ensure a successful alignment and expansion of our road transport activities.



**From left to right:** C. Vega/Spain, J. Norf/Germany, N. Riva/Italy, H. Rauscher/Chairman STI FM, J. Bernatwoicz/Poland, A. Kuester/Germany, J. Lubrez/France, H. Hufen/Germany, M. Walton/UK, J. Fogelin/Sweden, U. Steneberg/Germany



## GOFC Meeting 2009 Germany

The annual McDonald's Global Ocean Freight Council (GOFC) Meeting with McDonald's and all McDonald's Logistic Providers took place in Krefeld, Germany in September this year. Current members of the GOFC are: HAVI Global Solutions/US, IPL/LA, ATEC Systems/US, Mitsui/Japan, Mac/Australia, OSI/US, STI Middle East/UAE, STI Freight Management/Germany, HAVI Freight Management/APMEA.

The GOFC members get together on a regular basis to identify best ocean freight solutions for our customer McDonald's by leveraging the global ocean freight volume to one hand negotiate most competitive ocean rates and on the other hand generate cost savings for the system.

The picture was taken during the gathering at the archeological park in Xanten, Germany, where the members got the opportunity to live the ancient Roman lifestyle for one evening.



## A significant Step for STI LLC, Russia into the future – New General Manager

On 01 October 2009 Dmitry Popov took over the position as General Manager of STI LLC in Moscow, which was established in 2007.

Even though Dmitry is "only" 31 years old he already gained many experiences in management positions with his former employers and therefore has best qualifications and expertise to fill this important position and expand our business activities in Russia successfully. After the completion of his training period Dmitry will be promoted to the Managing Director of STI LLC. At the same time he will take over the responsibility for our activities in Ukraine and Belarussia.

Dmitry is married and has two sons aged of four and six and therefore already has created the basis for the next generation of forwarders.

We are convinced that Dmitry will lead STI LLC to a successful future. Please join us in wishing him all the best and success for the challenges which lay ahead.

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