

FAST FORWARD

SAVE
MILES,
MONEY
AND MORE

A business update from **MARITIME** | Issue 8

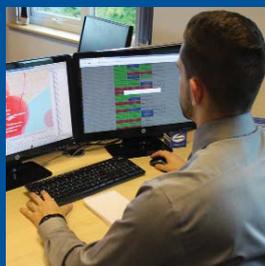


READ ON...

to find out more about the latest developments, investments and thinking at Maritime.

TELEMETRY DELIVERS MORE

Maritime moves to the next phase of a major investment programme in Telematics



BUMPER TRAILER ORDER

The largest trailer order in its history. Maritime gets 800 new skeletal trailers



SAVING MILES AND MONEY

Operating an efficient supply chain is about getting many things right at the same time and the starting point is often the most crucial part. One of the biggest hurdles is the selection of the right partner to deliver for your business and this can be an art in itself

Maritime has set it store out by offering cost effective solutions for the first and final miles of the international supply chain. The Company's approach is different to many other operators because it focuses on miles-saving solutions, to minimise empty running, which translates into lower overall logistics costs.

"We do this by using our assets in the most effective way," said Andrew McNab, Maritime's Marketing Director. "We start by understanding our customer's business needs and see how we can help to take cost out of our customer's supply chain."

No one size fits all. Every customer is different and the best solution is determined by the particular circumstances that shape the business. Location often plays a key part in being able to realise potential savings and this is where many providers can fall short.

However, an area where Maritime has made substantial investments has been in building a 16-strong and growing depot network throughout the UK.

"We have developed our network over many years so that we are able to provide a solution from every major gateway to almost all parts of the UK," explains Andrew. "Whether it's containers or distribution, the more we can utilise our trucks and reduce empty miles, the greater the benefit to the customer."

Having such a strong depot network sets Maritime apart from its competitors because it can be much more flexible in offering one way transport and less concerned about trucks being out of position. Furthermore, as a market leader, the Company has created an advantage through critical mass to load match different flows to provide the best outcome for the customer.

"All this adds up to lower miles and ultimately less overall cost," said John Williams, Group Managing Director. "We won't compromise on service but where we can add value through 'pay-as-you-go' services, the customer will always be better off."

ECOLOGICAL BOX SOLUTION FOR IKEA

Maritime has been awarded a substantial new distribution contract for the UK store delivery operations of Swedish retail giant IKEA

In the new deal Maritime has been awarded distribution lanes from IKEA's NDC and from supplier locations to retail outlets. Maritime is also providing trunking support within IKEA's home delivery network.

Maritime's innovative approach will translate into substantial carbon and cost savings for IKEA's supply chain. Modelled around the reuse of inbound deep sea containers to facilitate Distribution Centre to Store deliveries, supported by a core fleet of curtain-sided trailers, Maritime's container reload solution is expected to remove at least 500,000kg of CO₂ emissions and 3,500 truck journeys every year.

"We are delighted to develop our transport partnership with IKEA," said John Bailey, General Manager, Business

Development. "We have worked closely with IKEA to ensure we provide on going value and develop new ways to create further efficiencies."

The partnership between Maritime and IKEA began in 2009 and since then, Maritime has provided an effective road and rail solution for deep sea containers to IKEA's Doncaster Distribution Centre and UK stores.

The latest contract award means the Maritime can offer a total solution that not only provides IKEA with further cost savings, but also significantly reduces the carbon footprint of the company's UK operation by eliminating unnecessary truck miles and empty running. It's another first for the world's largest furniture retailer.

WELCOME

A warm welcome to you and to our Multimodal 2014 special event update. At Multimodal this year, we showcased our range of services, which are designed to save miles, money and a whole lot more. Based on a principle of 'pay-as-you-go', our aim is to develop practical and innovative, LOW CO₂ LOGISTICS solutions to support your business, whatever your needs. Read on and see how we can add value to your supply chain. We hope you enjoy what we have to say. We're here to help, so please talk to us at any time about your business needs and to find out how Maritime could be 'Your Logical Choice'.



JOHN WILLIAMS
Group Managing Director



TO FIND OUT MORE

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CARGO AND CONTAINERS

Best known as the UK's Number One container transport operator, there's loads more to Maritime

Over the last 13 years, the Company has fashioned a substantial business on the back of the container and is now the market leader in the UK. It's a business handling over 10,000 container moves every week. No mean feat. But you would be wrong to assume that the Company's capability starts and ends here. There is in fact a load more to the business than at first glance.

"In recent years we have been developing services for cargo owners, as well as carriers and offering solutions for cargo that go well beyond the import or export delivery," said John Williams, Group Managing Director. "As a container transport operator we recognised that we were performing an important but limited role in the supply chain. We estimate for every import container unloading in a warehouse, there are up to six secondary moves which we were not servicing."

In 2010, the Company took a bold decision to expand in the international supply chain and provide the cargo owner with a suite of services, from port to shelf. It was the Company's first step towards integrated logistics solutions and, unlike other operators, Maritime decided that it would do this as one company – a seamless approach to a continuous process.

"Port-centric warehousing, distribution and even our diversification into Railports, are all natural extensions of what we have been doing," said Dave Boomer, Managing Director, Maritime Transport – Distribution. "We're building on existing and established relationships by being able to offer the customer more."

Today, Maritime has over 150 vehicles dedicated to full load, final miles tautliner delivery and is working with some of the country's largest blue chip companies across a wide range of sectors. It also has over 100,000 ft² in shared user, port-centric warehousing, and a highly successful, multi-purpose rail terminal at the Port of Tilbury too.

Working with a number of different types of customer – ocean carriers, freight forwarders and cargo owners, has enabled Maritime to identify opportunities to add value and bring a fresh approach to cargo-related logistics, as well as containers and coming from a container transport background has served the Company well.

"We haven't developed our business from a traditional distribution route with the luxury of 'cost plus' deals," said John. "Working in a highly competitive hire and reward sector with no set work patterns, we have borne the risk of empty-running and unoccupied storage to a large extent and this makes us very different."

With so much pressure on costs and finding new ways of delivering great service, Maritime has seen the level of interest in the Company grow substantially over the last 12 months. Already a growing force in grocery and retailing sectors, Maritime is being invited to share its experiences, in other sectors and how its approach offers something others simply cannot provide.

Talk to us to find out how we can help with your container and cargo needs and work with you to enhance your supply chain.



MOVING TO A NEW HQ

Maritime is moving to new Head Office in Felixstowe this summer

The five-storey new build is set to be completed in August and will unite all of the Company's activities at the Port under one roof. As well as serving as the Head Office, the building will double up as its Felixstowe operations hub, bringing together over 120 staff when it opens. Construction of the 35,000 square foot building started in October 2012 and after almost 20 months is now in the final fit out stage, ready for occupation.

"This has been a significant investment for us at a time when the economy has been in recession," said John Williams, Group Managing Director. "We believe that there are big long term benefits by having our Felixstowe-based staff and drivers working together in the same building."

At the same time, Maritime is transferring its transport depot to Blofield Road immediately adjacent to the new Head Office building and connected to allow drivers access to all of the welfare facilities that have been incorporated for them on the ground floor.

Staff and drivers who have seen the building are impressed with the care in the design process to achieve a building that is practical and pleasing. The building is already causing a stir at the port, now a major landmark on the approach to the country's largest container gateway.

"We are delighted to have created such a great workspace for our employees," said John. "We have tried to design a building that is timeless and that will future-proof the Company."

The new Head Office will accommodate 250 people when fully occupied.





800 IN EIGHT MONTHS

Over the last eight months, Maritime has placed the largest trailer order in its history

A total of 800 new skeletal trailers have been placed with Irish manufacturer, Dennison Trailers, to replace up to 60% of the current fleet. Some of the new trailers are set to replace existing units, while others are augmenting the fleet.

Maritime's Group Finance Director, Alan McNicol explains the decision to buy in such numbers, "The order has come about from a combination of growth in our business and trailers nearing the end of their working lives. As we are now more comfortable with the acquisition and disposal of our assets, it makes sense for us to buy."

Dennison was chosen to develop two types of sliding bogie skeletal trailers. The first batch has a standard neck depth and the second phase a low-neck depth, which makes for a 100mm lower overall height. For maximum flexibility, both are designed to accommodate all possible container configurations. Alongside the sliding skeletal trailers, the Company has also ordered a number of fixed goosenecks to provide lower-centre-of-gravity trailers for specific customers.

"We have enjoyed a long association with Dennison over many years," said Alan. "The company understands our needs and their trailers have a proven track record for reliability and durability. The trailers have a high build quality and working closely with their management team means we are able to ensure we get the right specification to suit our business needs."

The trailer delivery programme is on going and all trailers are expected to be in service by the summer.

DESIGNED TO BE BETTER

James Andrews has been appointed General Manager in charge of business process improvement at Maritime

The position has been newly created to improve all areas of the business – processes, systems, structures and ultimately customer

experience and to ensure that Maritime is performing at the highest levels in all areas at all times.

"James has spent the last 17 years in wide ranging transport related roles and has a strong background in operations, administration and systems," said Tim Goddard, Director IT and Personnel. "He has a wealth of experience and the skills to



examine our business, working with our senior management team, to develop new ways for better performance."

A seasoned transport manager, James has worked in all areas of transport management. He joined Maritime in 2007 as a traffic operator and quickly graduated into contract management, then depot management in charge of Felixstowe, Maritime's largest operation and from there into IT, two years ago, to head up the Company's Telemetry project.

"I am delighted to have such a wide brief in my job, to look at the way we do things and to find smarter and more cost effective solutions by changing our processes and using IT to improve our performance," said James.

This is an important development for the Company and recognises a need to continually challenge, change and improve to stay at the forefront of the industry.

TELEMETRY DELIVERS MORE

A year ago, Maritime completed the first phase of a major investment programme in Telematics

The project, which started in 2012, involves the Company's entire fleet, operations teams and the full support of its 900-strong driving force. At the outset, Nottingham-based Telemetry specialist, Microlise, was appointed as preferred supplier and since then, both organisations have worked closely together to create a solution that meets the demanding requirements of Maritime's diverse operations.

Every vehicle on the fleet was fitted out with an in-cab management system as a starting point. Today, the dashboard-mounted technology provides the link between the driver and the traffic office and relaying the essential performance-related information from the engine. This data has been used to develop a comprehensive Bonus System, rewarding drivers for their overall driving techniques to improve fuel consumption, reduce vehicle wear and tear and to promote safer driving.

"Phase one was about the installation and implementation of Telematics to manage costs," said James Andrews, General Manager. "Communicating and training our drivers, as

well as our operations teams, to use and benefit from the system has been an essential part of our early success."

The next phase involves developing the links with the Company's transport operating systems to automate many of the processes, using live tracking data to update job status and manage schedule adherence.

"We want to operate the business on an 'exceptions' basis, said James. "We don't need to manage what is going right, but where there are deviations from the agreed plan. This way we can concentrate our efforts on getting jobs back on track and providing a better customer service. Telematics isn't a standalone system. It connects with all of the Company's back office functions, seamlessly."

By creating a data-rich, fully integrated solution, Maritime is starting to realise the benefits of its biggest IT investment and

today Telematics is helping the Company to plan more accurately, manage drivers and assets with greater control and efficiency and deliver a better overall customer experience.

