

NEWS & STORIES OF MAINTALER GROUP



maintalker



EVERY NEED!
EVERY PLACE!
EVERY TIME!

SPECIAL EDITION

Maintaler Group

four strong brands under one roof

maintaler
EMERGENCY LOGISTICS

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THERMOSPRINT

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EVENT TRUCKING

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VEHICLE TRANSPORTS

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Dear Reader,

Logistics service providers are ten a penny. But when it comes to continuously aligning service, performance and consulting with changing customers' needs and requirements, often that is when the wheat is separated from the chaff. All the more we are proud of having celebrated our 25th corporate anniversary last year – with you.

For us, it was a quarter of a century full of unique moments, characterised by exciting orders, interesting changes and emotional events. A time and development which would have never been possible without our great customers. Therefore, we would like to say a heartfelt thank you for the trust and confidence placed in us and the first-class collaboration, in the name of the entire Maintaler team. Order by order, it is an honour to be on the road for you.

But that is not the only reason why 2016 was a very special year for us. For instance, we have been ushering in the next 25 Maintaler years by giving our separate operational divisions a new direction. From now on, under the roof of Maintaler Group we are acting with the brands Emergency Logistics, Thermo Sprint, Event Trucking and Vehicle Transports. Along with the new direction, we have been launching a new corporate design.

Learn everything about the 25th corporate anniversary and Maintaler Group in this special issue of the "Maintalker" from a conversation with Maintaler's director Markus Grenzer.

And now, happy reading!

Markus Grenzer
Markus Grenzer

Marc Trimhold
Marc Trimhold

First of its kind!



Everything Stays Even Better Maintaler Group Is Coming!

Over the past 25 years, on the logistics market the name Maintaler has become established as a synonym for speed, efficiency, flexibility, fairness and personal service. And this development did not simply happen: Although the company is perceived particularly as specialist for direct and special shipments, we have always been aiming at reacting to changing customers' needs and volatile market conditions. Against this backdrop, we have introduced a new product to the market every year from 2011 to 2016. Not least due to this strategical segment orientation, with its divisions the company possesses substantial growth drivers on the market. To

accommodate these positive developments, from now on each single segment is to focus even stronger on its core business, and additional synergies are to be created for our customers. With the goal of setting everything up ready for the future in terms of organisation as well as quality, the single divisions have been integrated under the roof of a newly created corporate group.

We spoke extensively with Maintaler's director Markus Grenzer about this step and about the advantages of this strategy for Maintaler customers.



Important points!

Mr Grenzer, Maintaler is a success story, especially considering that the company has always been a family-run business. Are you not afraid that the reorganisation into a corporation group could lessen this special charm, internally as well as externally, and Maintaler could be perceived rather as an impersonal large-scale corporation?

This was a central issue during our preliminary considerations. We do indeed have certain reservations that this could possibly be perceived that way, especially during the transition period. But we will convince our customers, our staff, contractors and business partners that nothing will change about the known quality, flexibility and above all about our special "spirit". We will continue to be a family business and value this greatly also in the future. Our team spirit distinguishes us and allows us to daily deliver top performance, just like the personal commitment of every single member of staff. It is part of our core values that we are always approachable and can react flexibly to any incident. This direct line of communication has been intensively cultivated already for the past 25 years. The resulting quick decision-making is essential for our business. For that reason, we are not going to weigh

ourselves down in the future with a top-heavy, cumbersome overhead. We know what characterises us, what we are good at, and we are not forgetting our roots.

How did the decision come about to expand the company to Maintaler Group? Weren't you already doing well with the single business segments?

At this point, I would like to look back briefly at the development during recent years. Until 2011, our focus was on direct and special shipments. Supplementary products such as On-Board Courier and Air Charter, although realised as initiated by customers' wishes, were not particularly pushed by our sales department.

Five years ago, we began to gradually think more intensively about possible market changes and scenarios. We had the idea to transfer our special know-how and start occupying niches with future potential early on, as specialist for time- and handling-sensitive transports. We started off with the division Pharma Transports and strongly invested into an appropriate fleet and the qualifying of our staff. We repeated this approach methodically with

the introduction of every new product accordingly. Since 2011, we have been able to bring a new segment to market maturity every year.

Reversely, this strategy for us also meant five separate corporate identities, a rather unclear product world and, last but not least, a sometimes colourfully mixed fleet with division-specific signage. It was becoming more difficult to convey what the company actually stands for and what areas of competence are behind it. To this day, sometimes customers ask us whether we cover transports outside Germany, or whether we have 40 t lorries. Even long-term customers don't always know which possibilities our divisions cover.

So, we were looking for a unifying element to represent our respective divisions in the most simple manner, enabling our customers to recognise synergistic potential and take advantage of it.

And that is how the group came into play?

Exactly! Bundling the single divisions under the roof of a group will make this clearly easier in terms of perception, but also organisationally. That way, our customers can access our entire service palette even easier. Already for existing business, this will mean many synergistic effects. Basically, we have been doing a big clear-out and re-sorting. Now there is more room again for creativity. This shows pragmatically as well as operatively in the ability to find solutions for certain customers' wishes.

Please give us an example.

For example the division-crossing use of our fleet! Often, one customer needs various solutions, which

INFOBOX

Introduction of new products and important certifications

2011

Pharma Transports

2012

Enclosed Vehicle Transports

2013

Licensed as Officialised Agent

2014

Introduction of High Value Transports according to TAPA guidelines

2015

Event Trucking with own special vehicles

2016

Certification according to GDP guidelines

we can cover completely, especially in the business area of enclosed vehicle transports or in events management. For instance, one shipment or other can be transported by just one special vehicle instead of two.

That way, we are often able to spare our customers an additional vehicle. Using this method, for example we can also carry two vehicles and 7.2 loading metres of material on one lorry. Or eight loading metres at -20° C (-4° F), and goods at +10° C (50° F) in the second partition of the same lorry.

In short: Our customers benefit immensely from this flexibility.



“More than anything, we focus on business areas where the customer requires no less than 100 percent. This is where we score.”

This versatility is a key issue for us already when we purchase vehicles for our fleet. For instance, many of our vehicles are able to carry a combination of up to four products, always adhering to quality standards; whether it is a direct or special shipment, pharma transport, event transport with case semi-trailer and tail-lift or a high value transport.

Ultimately, we are all about offering a one-stop-shop full service of high quality. Of course, part of this is that we offer a large number of options by sensibly combining products, and thereby are also able to offer attractive prices. That way, our customers always have the broadest range of decision.

The transformation to Maintaler Group goes hand in hand with relaunching the company's visual appearance and a new claim for the group. What is the claim supposed to state?

Our external presentation as well as the new claim in particular are supposed to communicate above all that we can do more than just drive from A to B. Our new claim “Every Need, Every Place and Every Time” puts our daily requirements in a nutshell – of course entirely without ambitions at world domination.

This claim is definitely a strong announcement. How do you intend to deliver?

Our service is not determined by the requirements a customer puts in front of us. Also, it is completely irrelevant from where to where and at what time we are supposed to realise a transport. Due to our own large special vehicles we can cover most of it with our own fleet, and we have reliable partners

at hand for everything else. Thus, there are actually no limits for us where requirements are concerned.

Furthermore, for our customers we also develop specific solutions in the segments maritime shipping, OBC and air freight, if the task requires it. Because especially when it comes to sensibly combining various transport possibilities, our customers benefit from our decades of know-how. We always think out of the box and do not think in product categories, but in solutions. Because the whole is always more than the sum of its parts. Our customer always gets the best – not just any – solution!

Since more than 25 years, we are at home in the world of high emergency logistics. We have the appropriate vehicle – or even aircraft, if necessary – at the ready for every type of payload. Whether the shipment goes from Frankfurt to Stuttgart, from London to Dublin or from Istanbul to Madrid does not really make a difference to us. Already, just under 40 % of all orders currently start from somewhere outside of the Rhine Main region, and almost 7 % from outside Germany. Our office is staffed around the clock and our wheels never stand still. We are always exactly where we are needed!

What changes does the new group organisation mean for your customers?

The procedure itself will not change. Possibly one customer or another will have to get used to our new corporate design – especially as the new vehicles do not show an “M” on the front anymore. It was not possible to do this otherwise, as in parts we cover more than one product line with the same fleet. However, our “fire alarm” persists, perfect-

ly representing our gist: We have been positioning ourselves for quite a while as the logistics fire department for our customers – independently of the product requested from within our portfolio. That is the essence of our capability. That is what we stand for on the market.

This leads us to the interesting question: How do you assess the general market conditions, what direction will Maintaler Group move in?

The conditions for German forwarders in standard business are becoming more and more difficult, especially when German vehicles, driven by Germany-based drivers, are used. We consciously rely on domestic equipment and staff in order to keep quality constantly at a very high level. We do not want to flag out our fleet to Eastern Europe. Also, we want to keep our head office in Germany. Due to the sometimes ruinous prices, in standard business we have had to cut off business, as we do not want to go along with just any price. Here, sometimes we rather lose turnover and invest our capacities in our existing business or open up new niches. We want to keep delivering the service our customers demand, at a fair price. Quality comes at a cost, and in our opinion it will assert itself on the long run. We do not want to deviate from our high standard, and hope to be allowed to continue attending to our satisfied customers' needs.

Using what tactics and strategy do you want to achieve this?

We already exhaust all points for optimisation to operate our vehicles at full capacity. Due to them being flexibly outfitted, our vehicles are deployable at great versatility. That way, we can transport all different kinds of payloads and therefore minimise empty mileage. More than anything, we focus on

business areas where the customer requires no less than 100 %. This is where we score – with our equipment, our flexibility and especially our honesty and reliability. Therefore, we rather look at niches as actual growth drivers.

Because of our mixed portfolio, we are largely independent of industries or customers. When things are not quite as bright in the automotive industry, business is going better elsewhere. Usually, one area makes up for another time and again.

Furthermore, our IT and fleet are state-of-the-art, and we have enough manpower to handle further growth. There is very little fluctuation of staff and customers. We take care of this foundation with dedication, so that we can build on it sustainably.

Currently, we work at creating new structures in order to take the next step. At the moment, just un-





der 350 m² of new offices and staff rooms are being built, so that we can create new jobs for the future.

What other changes and innovations are to be expected?

Our sister company Schnellfracht Express Solutions GmbH is to move closer to us in the near future, so that we can act with unified equipment and products at all four locations (Greater Frankfurt area, Erfurt, Ratisbon and Munich). Products and equipment were developed at our head office and are now going to be rolled out expansively. We are open towards opening further locations or acquisitions, as we have done in Schmalkalden. We already have ideas for possible new locations and now have to see how we are going to realise them.

Since September, our fleet has been enlarged by a first flat-bed trailer which can be used for materials transports as well as for enclosed transports of up to five vehicles. Transport with an excess width of up to 3 metres can now be realised single-handedly. Already now, at all four locations combined we can dispose of close to 200 own vehicles which can be monitored in real-time via our GPS platform. Thanks to our excellent long-standing network, we have furthermore access to an additional 2,500 vehicles of all kinds and sizes. On top of that, the development of our division Express Air Freight is on our agenda.

What expenditure do you foresee?

Due to our very special fleet and the expansion strategy connected with it, our investments in this area are considerable. In 2015, we have invested a very large sum in our fleet. The 2016 investment even exceeded this. We want to continue training our dri-

vers, so that eventually, nearly all drivers will have an ADR license, 100 % of our drivers will be trained in aviation security, the majority of our own drivers will carry a license for the transport of explosives including qualification certificate, as well as a license for stackers. In the same way, of course we are planning training courses for our office staff. Also, we want to invest foremost in our IT, in order to make things even more convenient for our customers. Generally speaking, we see investments as fuel for our development. Therefore, it has always been one of our principles to reinvest profits entirely, so that they remain in the company.

Back then, you took over the business from your father. Is the next generation already waiting in the wings?

My two younger brothers have joined the company last summer and to start with, are gaining some experience in each department: warehouse, workshop, accountancy, service and scheduling. They will also take over journeys, that way getting to know transport procedures from accepting the order to delivery. They can't wait to understand the complete correlations in practice, something that will certainly be very useful to them in the future. Apart from that, as an apprenticeship provider, we count on our home-grown young talents.

You saw the company's development happen from early childhood. What is your very own identification with the name Maintaler?

I have been associated with the company for 25 years already. At first, I was on the road as a driver, did some scheduling and covered the emergency ser-



„Conditions for German forwarders in standard business are becoming more and more difficult.“

vice – parallel to my apprenticeship in the evenings, on weekends and full-time for the past nearly 20 years. Maintaler is an important part of my family, with which I have shared some lows as well as highs. I am proud of our great development and our brand Maintaler, which is known far beyond the Rhine Main region – nationally and internationally. Many of our staff have been in the company for years, so that there are close relationships and above all great team spirit. To know such a strong team backing me up gives me the courage to move forward with Maintaler, even though conditions are not getting any easier.

A strong team does not simply appear out of nowhere – what particular chemistry is at work there?

First, we do not just see a member of staff, but the person behind. We try to appoint each one according to their qualifications, encouraging their personal potential for development and maturity. Because of our size, staff can change their position, whether relating to departments or, for the drivers, the switch from 12 t short distance to 40 t long distance traffic, or training courses for instance for CE class driving license.

We are there for our staff anytime and respond to their problems. That way, our employees know they can count on us in case of problems just as we know that we can rely on them at all times. We provide our staff with the best possible equipment, be it office supplies, IT, workshop tools or vehicle outfitting.



The additional expenditure as opposed to standard is not inconsiderable, but in my opinion, the bottom line shows that it pays off, even though it can not be grasped in mere numbers. It is important to me that our staff enjoy their work and their hearts are in what they do. Our number of staff has grown sixfold over the last ten years, and more than doubled in the last five years. Currently we have just under 110 staff, which means keeping up a family-like work atmosphere is not so easy anymore. Nonetheless we know all our staff by their full names. Nobody here is just a number, and we want it to stay that way.

For the moment, various events such as the annual participation at the Truck Grand Prix, the company's summer fete, weekend outings with the office team etc. have had to take a backseat due to the fast growth. Here, we have already created structures in order to be more active again in this area in 2017.

That way, we create opportunities aside of the stressful daily grind for getting to know each other better and experiencing private events together.

2016 has been a very special year for your company anyway, what with Maintaler having celebrated its 25th anniversary. How do you rate the development of the past 25 years?

Time has passed so quickly that it is not easy to answer this question. Various blows have set us back time and time again during the past 25 years, but we always have come through strengthened. We have mostly to thank our great team for this. Especially after the 2009 crisis we went through a very rough patch, because we had grown to more than twice our size within 24 months. Without the tireless commitment of the entire team it would have been impossible to handle the madness of that time. I am incredibly proud of our team and above all grateful for how everyone has unremotely exerted themselves for the company, and continues to do so.

When in 2004 I took over the company from my late father, I was familiar only with the day-to-day business. I have had to learn the ropes of everything else bit by bit. Only after about two years the fog had

lifted and all signs were pointing towards growth and expansion. At the time I was not even remotely thinking of the positive development we have been experiencing mainly in the past ten years.

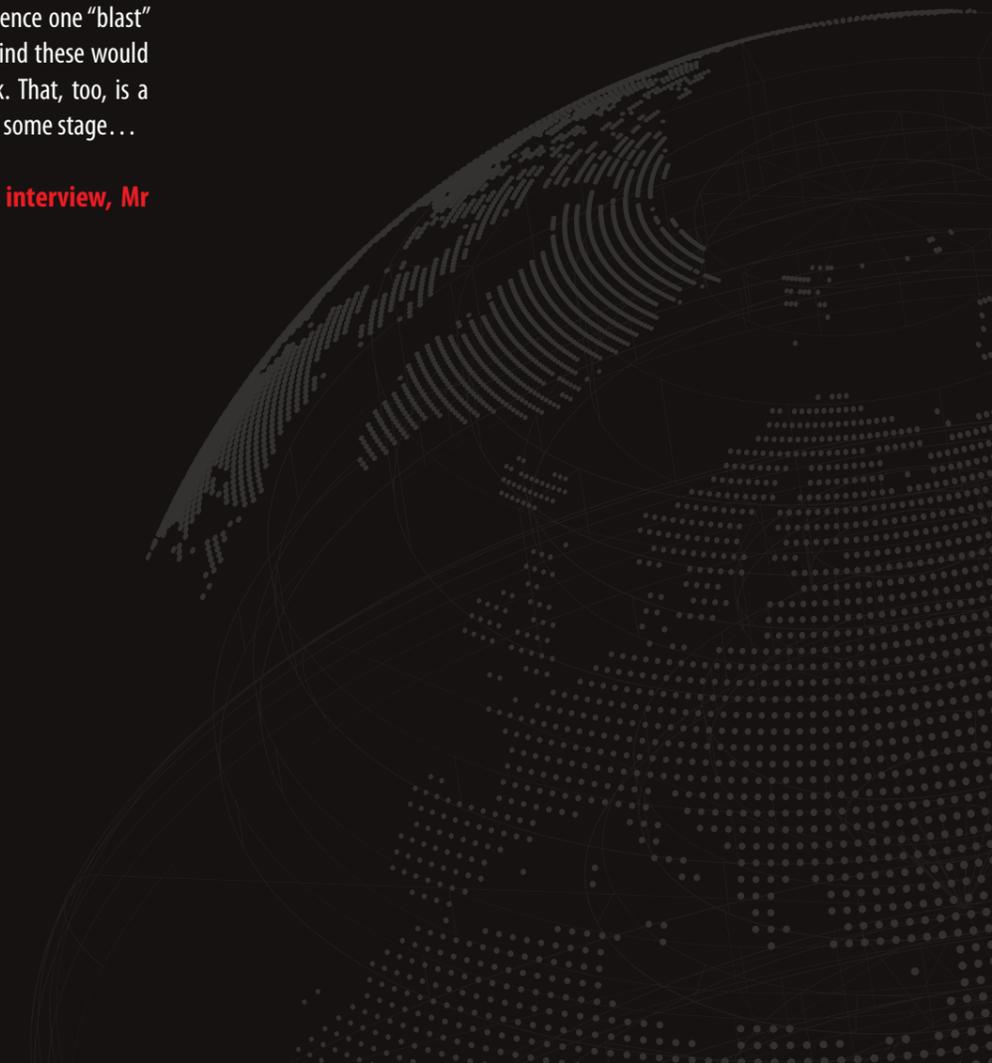
Of course our customers also have a very big part in this great development. Often, they have been entrusting us with their valuable goods already for many years.

And what is it you personally wish for your own future?

When the next generation will follow in my footsteps, I hope to have more time to think about the development of the past years. Hopefully, there will be more time for family and hobby, which was often sadly lacking in the past.

With around 150 orders that we handle daily in Bruchköbel alone, we often experience one "blast" or another, so that the stories behind these would certainly be enough to fill a book. That, too, is a possible project I could look into at some stage...

Thank you very much for this interview, Mr Grenzer.





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