

nightstar express



Night Star Express

Customer magazin
1/2015



FUTURE OR PRESENT?

INDUSTRY 4.0

BRING ON 2015



Around three months ago, I sent you all my very best wishes for 2015. It seems like just last week that we were toasting the new year with a glass of champagne, but the first quarter of 2015 is already almost over. This is the time when companies traditionally publish their financial figures – and that’s also what we’ve done at Night Star Express.

In 2014, Night Star Express registered a solid single-figure percentage increase in the volume of consignments. We’re very happy with this result, even if we just missed our goal of exceeding five million consignments. However, I’m sure that we will be able to make up for that this year. To do this, we’re once again focussing on our strengths – “first-class” quality in combination with tailored overnight express solutions for our customers.

The successful start to 2015 shows that this strategy pays off, with increasing numbers of consignments in the first few months of the year. This means we’re ready to take on 2015. Having said this, we have our work cut out. On the one hand, with the development of various IT projects to help us manage the increasing number of consignments in line with our “first-class” quality philosophy. And in addition, we are also going to be represented as an exhibitor for the ninth time now at the transport logistic trade fair – from 5 to 8 May 2015 – in Munich.

So 2015 is looking pretty exciting! Read on for plenty of interesting news, which our editorial department has summarised for you in the first 2015 issue of nightstar express.

Best wishes,

Matthias Hohmann

KEEPING THINGS MOVING WEEKEND SERVICE

Since early March 2015, things have been kept moving at Night Star Express at the weekend as well. The start of the horse-breeding season means our weekend service has also started up once more so that our customers across Germany can also take advantage of our overnight express service at the weekends as well. Consignments are picked up on Saturday and delivered on Sunday by 8 a.m. Consignments to be sent to neighbouring countries can only be delivered with prior notification.



NEW APPOINTMENT BUSINESS DEVELOPMENT



Jens Schoneboom has been responsible for Business Development at the Night Star Express central coordination office since 1 February 2015. The 37-year-old graduated in computer science and was most recently employed by the Fraunhofer Institute for Material Flow in Dortmund. He will continue to expand the Business Development segment and work together with the management on concepts for the development of Night Star Express.

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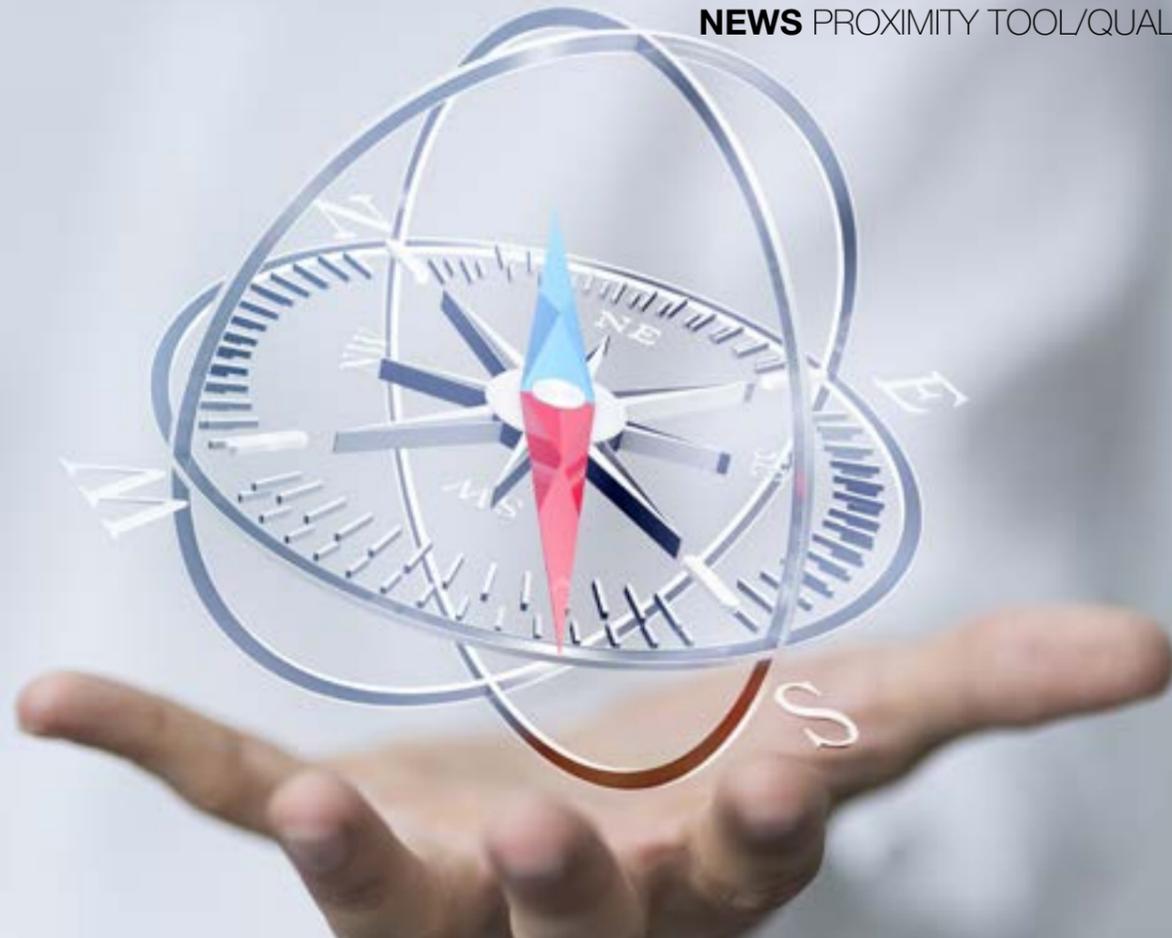
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HOW DO WE GET WHERE WE WANT TO BE?

GPS DATA HELPS IMPROVE QUALITY

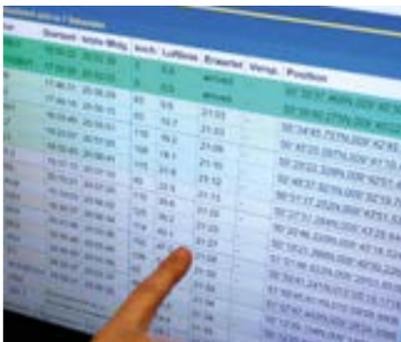
This question can be answered very simply: via GPS. Now, you’re probably thinking that GPS navigation is hardly new – and you’d be quite right. The Night Star Express vehicles are also no exception.

Since the start of the year, we have been using the GPS data from scheduled vehicles on their daily calls at the central hub in Hünfeld for another purpose as well. A proximity tool has been developed exclusively for Night Star Express that updates the data minute by minute, collates it and sends it to the central hub in Hünfeld. The employees there are thus kept informed of the expected arrival time of the vehicle almost to the second, thanks to a recently installed terminal.

In view of the increasing volume of consignments that have to be processed within a very short time period, this accurate information is enormously helpful in the precise planning of the loading and unloading of vehicles. If there are deviations from the

planned arrival time, the warehouse manager can react more flexibly and prioritise waiting vehicles if necessary, enabling the further optimisation of all processes related to overnight handling.

Ulfert Horlitz, Head of Quality: “The overnight express service is very time-sensitive and that’s why the punctual departure of all scheduled vehicles back to the delivering companies is the highest priority at our central hub. Fast handling and punctual departure times are essential if we need to have made all our deliveries punctually by 8 a.m., or even 7 a.m. in some cases. After all, punctual delivery is one of our most important quality criteria.”



The expected arrival times of vehicles are updated on a minute-by-minute basis

THE ESSENCE OF LOGISTICS

TRANSPORT LOGISTIC TRADE FAIR FROM
5 TO 8 MAY IN MUNICH, HALL A5.205

From 5 to 8 May 2015, it's once again time for transport logistic – the leading international trade fair for logistics, mobility IT and supply chain management – to open its doors and present the entire value chain from the transport and logistics sector. This will be Night Star Express's ninth year in a row as an exhibitor there. The trade fair team advises customers and interested persons about tailored overnight express solutions and ongoing improvements in international availability.

TRANSPORT LOGISTIC: A DATE FOR YOUR DIARY

We would like to take this opportunity to invite you to join us there and would be delighted to see you in Munich. Take a seat and allow us to take care of you in the Night Star Express lounge in Hall A5.205. In addition to a fantastic range of promotions that varies every day, you will also be able to find out more about value-creating products and services from Night Star Express. The trade fair team is looking forward to seeing you there!

OUR PROGRAMME IN SUMMARY

Tuesday 5 May 2015



From 12 p.m. to 4 p.m., we invite you to enjoy a traditional Bavarian snack at our stand. We have also invited a first-class sketcher/caricaturist to join us. Watch with fascination as they conjure up an incredible caricature in minutes!

Wednesday 6 May 2015



On Wednesday, we will be serving classic English afternoon tea from 1 p.m. til 5 p.m., including the finest tea and cakes. Our paper-cut artist will also be there to create an impressive portrait of you in just over a minute.

Thursday 7 May 2015



We'll be offering sweet treats at the stand between 1 p.m. and 5 p.m. Take part in our chocolate tasting, which promises the finest pralines for your delight. At the same time, a professional cigar roller all the way from Cuba will create handmade, high-quality cigars just for you.





INDUSTRY 4.0

THE INTERNET OF GOODS AND SERVICES

VISION OR REALITY?

It sounds like something out of science fiction when manufacturers nowadays announce that their devices can communicate with one another and also with people. Fridges that can go online and order milk, machines that request service technicians before they start running hot and ERP systems that signal when minimum inventory levels have been passed, then automatically place repeat orders of spare parts. These innovative processes are described by the term industry 4.0 – the Internet of goods and services. All areas of life are or will be affected by this and this creates new forms of added value.

The heart of this technical progress is the smart factory – an intelligent, networked factory where processes are initiated and managed automatically. Customer orders are entered directly and locally into the production process and machines communicate with conveyor technology. Production components send signals if they have been installed incorrectly, while missing components are automatically ordered from the supplier. According to experts, this link between the real, physical world and the virtual world will reveal almost unimaginable potential, significantly improve international competitiveness and open up new markets. Autonomous and organising systems are

therefore one of the hottest topics for the future – including in logistics.

The nightstar express editorial team addressed this and interviewed three IT and logistics specialists from Night Star Express on the subject.

Is industry 4.0, i.e. the fourth industrial revolution, simply a buzzword right now or is it really a development that will revolutionise our world?

All the interviewees agreed on this. "Yes, it is definitely a major development and we can certainly already speak of a fourth industrial revolution." The first was the introduction of steam-powered engines and

machines, then came the assembly line, and then information technology. This is now all being followed by the interconnectivity of the devices involved. "The technology is mature and communication between all relevant units has become much easier thanks to the integration of a sensor," emphasises Sami Awad-Hartmann. "Even today, there are already more interconnected devices on the Internet than people who are active online. By 2020, there will be 15 billion devices able to communicate with one another worldwide via the Internet. The US is a pioneer in this field and Germany wants to, and will indeed have to, keep up." ▶





The evolution towards industry 4.0 could completely transform existing work structures for logistics companies. What's new about that? Companies already have computers and networks, don't they?

"Yes," says Marcel Tüscher, "but until now, they have been isolated solutions for various self-contained systems. What will be different in future is that industrial processes will be completely and intelligently blended with information and communications technology. In its study entitled 'Werkplatz 4.0' for Switzerland, the consultancy company Deloitte described this as 'interconnectivity resulting in an Internet of goods, services, information and people that will be able to shape the production processes of the future' – for example, smart robots, autonomous drones, sensors and 3-D printing. In the context of industry 4.0, the focus is on achieving the greatest possible degree of automatised individuality/flexibility with minimum consumption of resources (energy/raw material shortages)."

How close are we to industry 4.0 from your point of view? Are we almost there, or is it still pie in the sky?

"Of course, there's still a lot of work to be done," Awad-Hartmann, Tüscher and Mulder agree. "Particularly when it comes to the dovetailing of manufacturing and IT." Industry 4.0 needs a standardised and open software architecture that can be accessed and edited by all – as is the case today for smartphone apps. Smart factory projects are now springing up at facilities all over Germany in all sectors of industry, too. Not because they're modern or the latest thing, but because they offer the opportunity to significantly improve manufacturing processes in the future, increase competitiveness and create new markets for Germany as a business location. "We've been following the initial results of industry 4.0 projects at Hellmann Worldwide Logistics with great interest for some time now – projects such as smart factory, car, city and home, and we're also partnering with the worlds of research and science in order to be able to develop our

own projects to process incoming mass data. We are expecting major findings for the logistics business here in the next few years," Awad-Hartmann goes on to say. "After all, logistics is dependent on IT and is increasingly also becoming a driver of IT itself. This means that we, too, also have to develop new, secure information technologies. That's what we are working on, and that's what the logistics industry is working on as it moves from being purely a user to being a software producer in the new working world of industry 4.0."

How will this affect employees? How will their day-to-day work change?

The interviewees also agreed that requirements of employees will also change, and that this revolution will also bring with it winners and losers. "What counts most is how the process is implemented. If a central, hierarchical management system disappears, this can create more flexibility for employees. If this potential is tapped correctly, work improves, becomes more interesting and accountable, and will develop more along the lines of problem-solving. The basis for this is a work structure that supports learning. This means that everyone will have the opportunity to access training, meaning someone who has previously only trained as a machinist could become an expert system operator or a process controller if they have the right skills."

What do you think will be the biggest challenges for your company in terms of being prepared for the new working world of industry 4.0 of the future?

Marcel Tüscher says: "The biggest problem is the link between industry and IT. Manufacturing is generally still very traditional and cautious, whereas IT is innovative and challenging. This is because availability and safety are still key areas of focus for manufacturing. Another hurdle is (legacy) investment protection. Machines used in the manufacturing process today can only be interfaced with cutting-edge systems to a limited degree, and even then at great cost. Integration into the cloud or Web also results in data security issues because the separation between office and factory no longer exists. According to its information bulletin of November 2014, even IBM Germany recommends a dual, evolutionary approach where existing machines and components are only retrofitted with networked intelligence." Sami Awad-Hartmann goes on to say: "In order to master these challenges in particular, we need experts who not only have in-depth knowledge of transportation and logistics, but also IT skills. These experts must be integrated into future plans from the company's own ranks and trained so that they are well prepared for the new working world of industry 4.0. We are already doing this and have garnered positive experience so far."

"One last thing needs to be said," the three experts add. "The digital revolution didn't just start yesterday. As innovative ventures, we always approached the latest technological advances early on, creating the necessary framework where required. This is our mission and we will continue to live up to it in future. In this context, it is primarily important for us to observe the direction in which our customers are moving and to remain in an ongoing dialogue with them so that we can recognise their requirements early on in the future and adapt our products in an innovative way. And that also goes for the innovative spirit behind future technologies such as industry 4.0, big data, 3-D printing and cloud computing."



CUSTOMER VISITS IN NIGHT STAR EXPRESS-STYLE EARLY BIRD SANDRA KRELL MAKES AN IMPRESSION

It's 10.30 a.m. in Hamburg, it's raining and a chilly wind is howling across the train platform. Despite this, Sandra Krell approaches me at Hamburg's main train station with a broad grin. She greets me with the traditional



north German greeting "Moin moin" and already I'm starting to feel at home in the rainy city of Hamburg.

Employed as a sales advisor by Night Star Express since 2008, Sandra already has her first customer visits of the day behind her. "My three-year-old boy has turned me into an early bird – and it usually suits most customers best if I drop by before the day's business really gets under way."

Local lass Sandra also has a visit to Dello penned in for today. The world's biggest Opel retailer operates a major logistics hub in Reinbek near Hamburg and has worked together with Night Star Express for a few years now. "What's so special about this customer?" I ask. "The partnership, for sure. It's not like a classic customer relationship. Whether it's new routes, departure times or management via another hub, we always work together to improve our overnight express service – that's pretty unique," Sandra says.

You can see this partnership in action as soon as she arrives at Dello. Hugs are ex-

changed, she and her customer laugh and exchange some good-natured north German ribbing before getting on with things. The biggest challenges for Sandra and the Night Star Express team are once again to do with the IT connection. Requirements are becoming even more complex and individual as a result of the fast pace of technological development. Sandra doesn't have a complete solution to offer today. "The focus is on quality, but it has to be affordable," she says, noting down the comments of Peter Schamke and Mario Wietzke from Dello. After the appointment, the two men give us a tour of the logistics centre, which was built in 2011. With more than 40,000 individual components over an area of 22,000 m², it's enough to get any hobby mechanic's heart racing. With a warm hug and a notebook full of things to do, Sandra says goodbye. I understand the wide grin from earlier a little better and even the rain seems to have eased slightly.

Tobias Schwertmann
Hellmann Worldwide Logistics



Who else has their initials immortalised on a numberplate? For Manuel Osuna Luna in Osnabrück, it all works out with a high degree of identification included.

HIGHT DEGREE OF IDENTIFICATION FOR OVER 22 YEARS

THE DEFINITION OF PARTNERSHIP

An impish grin and a friendly face – Manuel Osuna Luna looks contented and relaxed. The 45-year-old has Spanish parents, and it is to them that he owes his delightfully musical name. He lives with his girlfriend in Belm, outside Osnabrück. The owner of the company Transporte Manuel Osuna Luna, which has a total of 13 employees, is a person who knows exactly what he wants out of life. He has acquired in-depth expertise in transport and logistics throughout a 22-year partnership with Night Star Express system partner Hellmann Worldwide Logistics in Osnabrück. And the overnight express business is still very special to him.

“Night Star Express consignments for Hellmann Worldwide Logistics are the mainstay of our business – driving at night is great,” says Manuel Osuna Luna, who is always happy to come to work on Monday mornings. “My team, which currently consists of ten drivers, two warehouse staff, my girlfriend, who works in the office and takes care of the accounting, and five transport vehicles, serves various delivery and collection routes in the Osnabrück area both overnight and during the day. In addition, there is regular traffic to and from the hub in Hünfeld. After 22 years, I find this a healthy and manageable company size. Although we could have easily expanded more as a result of the constant growth in consignment volume here in Osnabrück, and we were on occasion a larger company, I made a conscious decision to keep the company this size.

After all, you can only produce quality if the conditions and environ-

ment are right. That includes having a weekend off once in a while and taking time for family, friends and hobbies. This is very important to me and my team in order to be able to maintain our high standards in terms of routes and scheduling and to meet them 100%. This is the reason for our success in the relevant market. Over the many years of our partnership, the link with Hellmann Worldwide Logistics has become closer and the level of trust continues to grow.” “To such an extent,” says Marko Strohecke, Night Star Express Operations Manager for Hellmann Worldwide Logistics Osnabrück, “that we are always happy to take comments and criticisms from Manuel Osuna Luna under advisement during our regular driver training sessions and events in order to optimise workflows. His expertise as a haulier who helped to build up Night Star Express here in Osnabrück right from its beginnings is something that everyone can benefit from.”

In response to the question about his best experience at work, he replies: “There were two. It was a while ago now but during a night-time delivery, I witnessed a break-in at one of our customer’s facilities and called the police. Happily, the burglar was caught in the act. The second experience was when I was honoured as one of the early entrepreneurs at the Night Star Express 20th anniversary celebrations in 2013. It was a great feeling for the whole team to be honoured for their hard work over the last two decades in such a nice way. You don’t forget something like that.”

EARLIER DELIVERY TIMES IN SWITZERLAND

FROM NORTH GERMANY TO EMMENTAL IN 17 HOURS

As of 1 January 2015, Night Star Express Schweiz AG further expanded the regions for early delivery under the day express service for consignments from Germany, Benelux and Austria, also offering shorter transit times. As part of a drive to expand the services it offers, it also set up a Saturday delivery for large parts of central Switzerland, which is the country’s economic powerhouse.

With arrivals until 6.30 a.m. at the depots in Kloten (Zurich) and Wolfwil (Solothurn), the whole of central Switzerland can now receive consignments by 12 p.m., its surrounding areas by 2 p.m. and the rest of the country by 4 p.m. Previously, goods arrived in Switzerland by 10 p.m. via the night routes in order to be able to benefit from this service. For consignors in Germany, Austria or Benelux, this means that goods headed for Switzerland can be picked up by Night Star Express together with national consignments at the usual times.

Over the past few months, the Night Star Express daytime and overnight express network has been tailored more closely to consignor requirements in order to improve the service. All processes are monitored and adjusted in a time-sensitive manner via a smart IT system. “We completely revised the existing route scheduling system, rescheduling each route virtually several times over. Only when we were sure that all recipients could receive deliveries punctually did we implement the new system.”

In addition to the agricultural machinery manufacturer Claas and the car manufacturer Mitsubishi, the retailer of agricultural machinery parts Wilhelm Fricke GmbH (GRANIT PARTS) has also now decided to make use of the international Night Star Express network for dispatching spare parts to Switzerland.

In Heeslingen, northern Germany, where the European central warehouse of Wilhelm Fricke GmbH is based, the last consignments are picked up after 7 p.m. Around 90% of these reach their recipients in Switzerland by 12 p.m. the following day. All consignments are declared to customs under

the Swiss importer’s name as a batch in order to save costs, without the recipient having to be involved in the customs process at all.

“The partnership with Night Star Express Schweiz AG has been very professional, right from the word go. Thanks to the IT interfaces, the complete traceability of consignments via Track & Trace is assured at all times. The high performance in terms of dispatch quotas and the friendly partnership round off this

successful start. Overall, we are very happy,” says Martin Griesser, Managing Director of GRANIT PARTS Agritec Griesser GmbH.

Of course, all existing customers from the automotive, agricultural machinery and construction equipment can also benefit from the expansion of the regions served by early deliveries. Those people who have put their trust in the reliability and precision of Night Star Express can now enjoy deliveries until noon – without any increases in price.



A BREATH OF FRESH AIR IN MARKETING

TESSA SMEENK
PART OF THE TEAM
SINCE 01/12/2014

FANCY A PEEK BEHIND THE SCENES?

IMAGE FILM IN THE CAN



“The idea of creating an image film about Night Star Express Hellmann actually came about in early 2014,” says Head of Sales Robert Overgoor. “Lots of our (potential) customers have, or had, no clear idea of what actually happens in a company like ours. Of around 260 Night Star Express Hellmann customers, around 50 had actually experienced our evening and night-time operations for themselves. The remaining 210 customers had therefore had no such opportunity to ‘look behind the scenes’. So that this opportunity is now available to whoever wants to experience the Night Star Express image film, we will now be integrating it into our e-mail signature, showing it at trade fairs and during customer visits and presentations. This brings our logistics services to life and illustrates our services more vividly to the customer.”

A FILM IS BORN

“The first step was to write a screenplay in order to track the logistics process from beginning to end with the camera,” says Robert Overgoor. “From ordering a spare part to the point when the part is delivered to the customer during the night. We then filmed it in summer 2014 with me as director and Patrick Spoel from Spoel Media as the cameraman. When we were filming, our days were very long, starting at 8 a.m. and finishing at around 1.30 a.m. But the results are impressive.”

Editorial department: How did you hear about Night Star Express Hellmann?

Tessa Smeenk: I was offered a six-month dissertation placement with Night Star Express Hellmann B.V. by my college in 2014. I saw it as a great challenge but also a great opportunity, and that’s why I applied.

Editorial department: What did you study?

Tessa Smeenk: After getting my school-leaving qualifications, I studied business administration with marketing. The course lasted a total of four years.

Editorial department: What did you investigate during your placement with Night Star Express?

Tessa Smeenk: In the analysis of existing customers, I took stock of customer requirements. In addition, I looked at whether customers are aware of our services.

Editorial department: What were the results of your efforts?

Tessa Smeenk: The results were that our customers are not always fully aware of our services. For example, the daytime express service could do with a little extra attention in terms of marketing. Marketing and communication need to be brought more closely into line with one another and adapted to our (potential) customers. I also see further potential for improvement in terms of our Web presence, which has to be increased. The term “Nacht Distribution” (overnight delivery) still doesn’t return any results from search engines. That’s how we can tell that there is plenty of room for improvement online and in social media.

Editorial department: What are you going to do with the results?

Tessa Smeenk: I have effectively created my own job as a result of my investigations. Our existing customers now have our full attention. In addition, the implementation of my marketing plan will ensure that the level of

awareness of our products and of the company will increase quickly.

Editorial department: What do you want to achieve with your marketing strategy for Night Star Express Hellmann?

Tessa Smeenk: My aim is for our customers to be more than happy and to ensure they are better informed about the services we offer.

Editorial department: When did you start working for Night Star Express Hellmann in the Netherlands?

Tessa Smeenk: I finished my studies last year and started working for Night Star Express Hellmann as of 1 December 2014. That’s almost three months ago now.

Editorial department: But you’re not just responsible for marketing. You also work in the HExS department. What exactly do you do there?

Tessa Smeenk: It’s important to get to know the business from another perspective. That’s why I also work “behind the scenes” as a planning assistant. HExS is the daytime express department at Night Star Express Hellmann. In this product division, consignments are delivered to customers in the Netherlands before 1 p.m. the following working day.

Editorial department: What do you enjoy most about your work?

Tessa Smeenk: The marketing department is still very new and really in its infancy. That means there’s plenty of scope for my ideas for marketing our products and company to be developed and implemented. In addition, there’s also the interaction between the planning department and marketing.

Editorial department: What do you hope for for the future of Night Star Express?

Tessa Smeenk: I would be happy if we

could achieve our common marketing aims, i.e. to significantly boost awareness of the company in the Netherlands and increase the number of existing and potential customers.

Editorial department: Thank you for your time.

STECKBRIEF

Name:	Tessa Smeenk
Age:	22
Status:	Has been living with her boyfriend for a year
Hobbies:	Cinema, cooking, baking and travelling
Job:	Marketing and planning assistant
Lives in:	’s-Heerenberg, Niederlande

ORIGINAL INSIDE, MADE BY PÖTTINGER

EUROPEAN SPARE PARTS
LOGISTICS FOR AGRICULTURAL
MACHINERY



The family-run company founded by Franz Pöttinger in 1871 in Grieskirchen (Austria) offers forward-looking, innovative and high-quality products in the agricultural technology sector. The portfolio covers everything from attachments and modular equipment to trailers for cultivating, sowing and harvesting and the services related to these.

Pöttinger currently conducts manufacturing at three facilities: in Grieskirchen (Austria), Bernburg (Germany) and Vodňany (Czech Republic). Globally, the company sells its products in over 50 countries, operates 13 sales offices and offers just under 1,600 people an exceptional place to work.

Pöttinger's success rests on several pillars: the quality of the products; high availability of all spare parts, even years after the series has been discontinued; and reliable spare parts logistics.

Around 85% of spare parts are exported to customers around the world. Pöttinger logistics partners are also on hand with the relevant expertise. The company has been using the Night Star Express service for the fast dispatch of spare parts from the central warehouse in Grieskirchen, as well as the German locations in Landsberg am Lech and Recke in north Germany, for over ten years now.

"Depending on the season and the destination country, the Austrian Night Star Express partner G. Englmayer collects the spare parts required for overnight express delivery in the late afternoon. This means we can offer our customers long order acceptance times and the goods will still reach them by 8 a.m. the following day," explains Hannes Hinterberger, Team Manager of Back Office at Pöttinger in Grieskirchen.

"Germany, the Czech Republic, Benelux and parts of France are served by the Grieskirchen facility's overnight express service by 8 a.m. For Slovenia, Hungary and the Slovak Republic, the next-day service is used," Josef Schöllhuber of G. Englmayer adds. "Thanks to this service, Pöttinger can offer the majority of its European customers the fastest spare parts delivery system there is. After all, the distance between Grieskirchen and Antwerp in Belgium, for example, is still over 800 km. With this kind of logistics concept, Pöttinger's customers can reduce their machines' downtime to a minimum."

"Over the course of this partnership, we have developed a very close bond," says Sascha



the parts, Night Star Express combines the consignments and delivers them to the recipient the same night."

The same goes for the Pöttinger branch in Recke. Thanks to the long-term personal assistance provided on a local basis, a trusting partnership has also arisen between Head of Spare Parts Rolf Stapel and Night Star Express customer advisor Dominik Möller. If Pöttinger has any new requests, they are resolved directly there and then.

Ullrich of Night Star Express Honold, who manages the German branch of Pöttinger in Landsberg am Lech. "Together with local manager Wolfgang Voithenleitner, we have been able to develop our partnership on a long-term basis. Many recipients here in Germany really appreciate that. After all, no matter which of the three warehouses dispatch

Pöttinger dispatch agent Angelika E. is happy to be able to supply the last spare parts order of the day to Night Star Express collection driver Sandor E. for delivery by 8 a.m. the following morning.





www.night-star-express.de



Night Star Express