

express



Customer magazine 01_2019



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Our star ist on the
ascendant

Our new, updated corporate
design

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FRESH, NEW BRAND IDENTITY FOR 2019

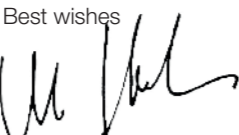
NEW YEAR, NEW CORPORATE DESIGN

Noticed anything different? Night Star Express has started 2019 with a new brand identity. You are now holding the first issue of our customer magazine in the new corporate design!

Night Star Express is 25! In the past year, that was reason enough for us to take a closer look at our brand, which has continued to develop in the face of permanent change. Does our visual style still reflect our strategy in the age of digitisation and increasingly complex services? Our response was a re-design that not only reflects the versatility of Night Star Express, but its core essence as well. The new look needed to make a clear statement in terms of visual identity but also maintain our brand recognition as well.

The result is a comprehensive, cross-media corporate design, which we will present in more detail on pages 6 to 8 of this magazine. In the coming weeks and months, we will adapt our new look for all Night Star Express communication media and formats in order to reflect the changes that digitisation has brought about in corporate communication.

For 2019, the focus will continue to be on the consistent gearing of our services to our “first-class” overnight express philosophy. Additional investments in quality, IT and sorting technology, as well as the expansion of our European services, are all on the agenda. After all, it is only with exceptional quality and flexible services that we will be able to maintain the trust of our customers and expand our client base. Our new IT is also undergoing continuous improvements so that we can implement process optimisations even more flexibly. Our new online returns system is one such example at the moment. Find out more on page 10.

Best wishes

Matthias Hohmann



BREEDING SEASON HAS STARTED

WEEKEND SERVICE LAUNCHED



When the horse breeding season starts in early March, business operations at Night Star Express once again go into overdrive, including at the weekend. After all, the valuable horse sperm has to arrive with the mare within 24 hours.

Horse sperm is a very sensitive substance and time is very precious when it comes to horse breeding. If the temperature is too high or it spends too long in transit, the product will suffer. Every year during the breeding season, which lasts from March to August, we offer horse breeders who don't want to take this risk a specially tailored weekend service. This service sees consignments of fresh sperm picked up on Saturday and delivered on Sunday by 8 a.m. at the latest, often much earlier. Consignments to be sent to neighbouring countries can also be delivered with prior notification.

NIGHT STAR EXPRESS HELLMANN & HONOLD TAKEOVER OF EILTRANS

In early 2019, the joint venture Night Star Express Hellmann & Honold GmbH & Co. KG established back in 2006 took over the overnight express business of Eiltrans Nachtverteilerservice GmbH in Malsch (Karlsruhe) and Frankfurt. Eiltrans owner Norbert Rödel is going into retirement.

As part of the takeover by the joint venture, the new franchisee took on all staff from both locations, with operational business continuing unaffected and business relationships with all customers and system partners continuing as usual.

“With the seamless takeover of the overnight express business of Eiltrans Nachtverteilerservice GmbH by the joint venture,” explains Managing Director Matthias Hohmann, “we have found the perfect solution to be able to continue to offer our customers a nationwide ‘first-class’ overnight express service within a high-performance network.”



From left to right: Thomas Bauer and Heiner Matthias Honold, Norbert Rödel and Wilfried Hesselmann

PRICE ADJUSTMENTS IN 2019

COST DRIVERS INCREASE PRICES

As is the case throughout the entire transport and logistics industry, Night Star Express is also subject to decisive cost drivers that push up production expenses. The main reasons for these higher production costs are the significant increase in staffing costs, the tightening driver market, which results in decreasing transport capacities while demand

increases, higher fuel prices, worse traffic in conurbations and more and more traffic jams and roadworks on motorways. The Night Star Express system partners counter these challenges by investing in HR, IT, technology and infrastructure, thus securing their high quality standards, flexibility and the availability of the “first-class” overnight express ser-

vices. This is why Night Star Express will have to increase its prices in Germany by an average of 5.9% in 2019. As a result of variations in regional cost structures, the degree of the price adjustment will vary. The increase only corresponds to an adjustment that is offset by the increase in transport costs.

INCREASE IN ROAD TOLLS

In addition to these ongoing increases in material and staffing costs, transport service providers are also confronted by increased road tolls. The Federal Government followed the recommendations of the report on infrastructure costs and decided to implement an additional increase in road tolls as of 1 January 2019. Tolls for trucks will increase by up to 0.07 Euro per kilometre, corresponding to an increase of 47%. An increase of up to 0.04 Euro per kilogramme to be carried is therefore necessary to cover the tolls.



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A NEW BUMPER IS ONLY ONE CLICK AWAY

WWW.LKW-TEILE24.DE

Order truck replacement parts quickly and easily online – this is the idea behind www.lkw-teile24.de, a professional online shop for commercial vehicle parts. Today, the company is one of the most successful of its kind in Germany. The key to its success: one-to-one advice.

Sometimes the parcels are small and contain just a tiny light bulb and sometimes they're enormous and contain an entire bumper. One thing they all have in common is that they are dispatched by road from the warehouse in Peitz near Cottbus to destinations around Europe. This town, about 20 kilometres from the Polish border and 100 kilometres from Berlin and known for its fishing lakes and fortifications, is where LKW-Teile24 GmbH has its headquarters. The company offers thousands of products of exceptional quality. A diverse and comprehensive network of suppliers ensures that a wide range of products are available – with new ones added every day.

The top-seller at the moment is the company's own vehicle manoeuvring assistant, the blind spot camera system known as blispo®.*



"Manoeuvring assistants are available technical solutions that can save lives on the road," says LKW-Teile24 Managing Director Sven Minetzke, talking to the nightstar express editorial team and customer advisor Benjamin Maße, Night Star Express Berlin, as well as Ronny Leipholz, Head of Sales, LKW-Teile24. "The political discussion as to the potential for a Europe-wide solution is what motivated us, along with other providers, to develop our own manoeuvring assistant. blispo® has been part of our product range since early 2018 and has been a huge hit. It's easy and cheap to install in a truck, fulfils all the necessary criteria and means that truck

drivers no longer overlook cyclists and pedestrians when turning a corner. It's a great help and truck drivers are very pleased with it. And we're delighted to be able to make a contribution towards reducing the number of accidents in inner-city areas caused by trucks turning."

PERSONAL SERVICE

Even if LKW-Teile24 GmbH is an online company, the team doesn't think much of service by anonymous clicks. So that the customer really gets the right part for their requirements, the staff personally look for what the customer needs. If the customer has any questions, a contact person is always available, with advice on hand from a variety of sources. Of course, e-mail requests are possible, but questions can also be asked directly via a web chat service. However, a one-to-one chat on the phone is more personal. Anyone calling lkw-teile24.de can speak directly to expert members of staff. Using the vehicle identification number, the staff then search through the often-impenetrable jungle of replacement parts in order to find the right one and offer the best shipping option.

GREAT PEOPLE, GREAT SERVICE AND "FIRST-CLASS" LOGISTICS

"Night Star Express plays a huge role in what is probably the most important customer benefit," emphasises Sven Minetzke. "That is to say, delivery to the customer of frequently enormous items ordered from us in Peitz (such as leaf springs, bumpers or side panels) and urgently needed truck replacement parts during the night by 8 a.m. the next day. And with complete reliability and punctuality. The whole package is just right," Sven Minetzke says. "It's pretty much unbeatable and is reflected in the continually rising demand from our customers. The partnership between us and Night Star Express started



From left to right: Managing Director Sven Minetzke, Night Star Express customer advisor Benjamin Maße and Head of Sales Ronny Leipholz

out in 2010 with a handful of consignments per month. Many times this now leave our warehouse every day. Another advantage of the partnership with Night Star Express is the personal and trusting relationship with Benjamin Maße," Minetzke emphasises. "We receive a proactive status update about the consignment every day and the delivery quality, handling of returns, information sharing, and communication are all excellent. The decision to make Night Star Express our overnight express partner has been a huge plus for us. We benefit from an excellent service that sets standards and leaves both us and our customers more than happy."

SO, WHAT'S NEXT?

"We've got quite a lot planned for the future," Sven Minetzke and Benjamin Maße say in unison. "We're continuing to grow, and customer requirements are continuing to develop. Additional services, the expansion of our partnership to neighbouring European countries and new products will all play a major role for us as a result. That's what we're working on," Sven Minetzke summarises. "There's nothing standing in the way of our continued collective growth."

* blispo® stands for blind spot and is a registered trademark of LKW-Teile24 GmbH.



RELAUNCH OF THE CORPORATE DESIGNS

NEW BRAND IDENTITY UNDERLINES OUR STRATEGIC FOCUS

Today's world is defined by speed more than anything else. Changes and adjustments to new situations are part and parcel of a constantly shifting market. Night Star Express also responds to these challenges with a continually evolving "first-class" overnight express service. In order to give the Star of the Night even more appeal in terms of its appearance, the corporate design of Europe's second-largest overnight express service provider has also undergone a makeover.

The new brand identity, launched in 2019, underlines the strategic focus – the consistent development of the brand via a modern, dynamic and consistent appearance. In addition, the new corporate design aims to encapsulate our status as one of the key players and employers on the European overnight express market.

Curtain up for the new Night Star Express corporate design!





Despite the new look,
we're still distinctively us

The new elements of our corporate design
symbolise the core elements of our service
and will continue to distinguish us in the
future.

- The grey areas represent the processing of consignments, from collection to delivery. **A**
- The grid lines symbolise the delivery of our consignment to precisely the agreed location – no matter whether that's a car boot or a deposit box. **B**
- The central focus of any delivery, the pivotal point of the consignment, is our company and its “first-class” overnight express service. **C**
- Most of our work is done at night. We emphasise this by using a midnight blue filter on parts of our image material. **D**
- We underline the digitisation and development of the company and all of its divisions with an additional new typeface. **E**



NIGHT STAR EXPRESS SUPPORTS GERMANY-WIDE „LOGISTIK- HELDEN“ CAMPAIGN

WORKING TOGETHER TO BOOST OUR IMAGE

In order to advertise the services and many activities associated with the logistics industry, an overarching image campaign entitled “Logistikhelden” [Heroes of Logistics] is due for launch in mid-2019 by the German Logistics Association (BVL) to address the image of logistics as an industry. It will be directed first and foremost at young professionals and job seekers and aims to boost the public profile of logistics. The idea is to get as many logistics-related associations, groups, media and companies on board as possible as part of a concerted campaign that generates the most attention possible. In the new “Die Wirtschaftsmacher” [business decision-makers] initiative, which acts as the originator of the image campaign, interest groups, logistics service providers, industry and commerce join forces to achieve a higher profile and better coverage than each would be able to achieve alone.

As the first overnight express service provider, Night Star Express is also involved with this initiative and is now an active participant. Managing Director Matthias Hohmann explains why: “We support the industry-wide ‘Die Wirtschaftsmacher’ initiative because logistics has to be one of the most varied industries of all thanks to its wide range of roles, interesting careers and the many he-

roles of logistics who bring it all together. We want to join forces with strong partners to make a contribution towards bringing logistics to a wider audience as Germany’s third-largest industry. In particular, we want to advertise the varied jobs and secure opportunities in the logistics sector and champion the image and value that the industry deserves.”

At the heart of the campaign are its “Heroes of Logistics”, the friendly and credible ambassadors for the exceptional performance and professionalism in all areas of logistics. Which perfectly sums up the people at Night Star Express, who cheerfully carry out heroic deeds in logistics every day.



MORE INFORMATION
WWW.DIE-WIRTSCHAFTSMACHER.DE

NEW AND CONVENIENT ONLINE RETURNS-SYSTEM

FAST AND STRAIGHTFORWARD

So that the transportation and organisation of returns functions effortlessly and efficiently for all involved, Night Star Express has now provided its customers with a new online returns system. A return order is recorded quickly and straightforwardly and a suitable label generated for the return. It doesn't matter whether the original dispatcher organises the return of the goods, or whether recipients generate the order themselves.

In addition to this convenience, the new online returns system also provides greater data transparency for all users of the online tool. From the time that the return is logged, all information about the entire consignment can be accessed. In order to be able to make this possible, the developers made extra sure that the system was easy and quick to use. Information about the recipient of the return, already known to the system as the original dispatcher, is stored in the order. Another practical feature is the ability to save addresses in the new address book – particularly for repeat returns. The addresses of all participants in that specific return can be selected directly or the data can be transferred from the consignment.

In addition to the complete logging of returns, Night Star Express also offers its customers a quick returns option. In this case, quick means that the process of logging the return is more streamlined in terms of the amount of data available and options to select thanks to customised defaults, which speeds things up.

One of the simplifications of the online returns system is the option of activating a pre-completed returns label by scanning the QR code on the label.

As soon as the rest of the necessary information, such as weight, etc., has been added to the order, it is confirmed and the return order is complete. The Night Star Express delivery drivers then pick up the consignment when they make their next rounds.

Particularly for technicians with maintenance assignments who have to work on several jobs every day, the new online returns system is the ideal supplement to their daily work for hassle-free returns via Night Star Express.



MAZDA – ONLY THE BESTE IS GOOD ENOUGH

POLE POSITION

For around two years now, Night Star Express Schweiz AG has been transporting replacement parts for Japanese car manufacturer Mazda from the European central warehouse in Belgium directly to recipients in Switzerland. At first, this doesn't seem too unusual. But more attention is warranted when you find out that it takes on average under 15 hours from collecting the goods in Belgium to delivering them in Switzerland – including customs clearance.

Currently, around 150 official Mazda partners are supplied by Night Star Express in Switzerland, with Mazda giving the highest priority to quality and punctuality. This was why the car manufacturer took the decision to switch to the Swiss quality market leader in the CEP industry, Night Star Express, two years ago. The complex, simultaneous transportation of everything from mudguards, trim

strips and exhaust systems to side panels and windscreens is a daily challenge for drivers and warehouse staff alike. The goods need to be unloaded, loaded and secured by experts because they have to arrive at their destination undamaged and on time.

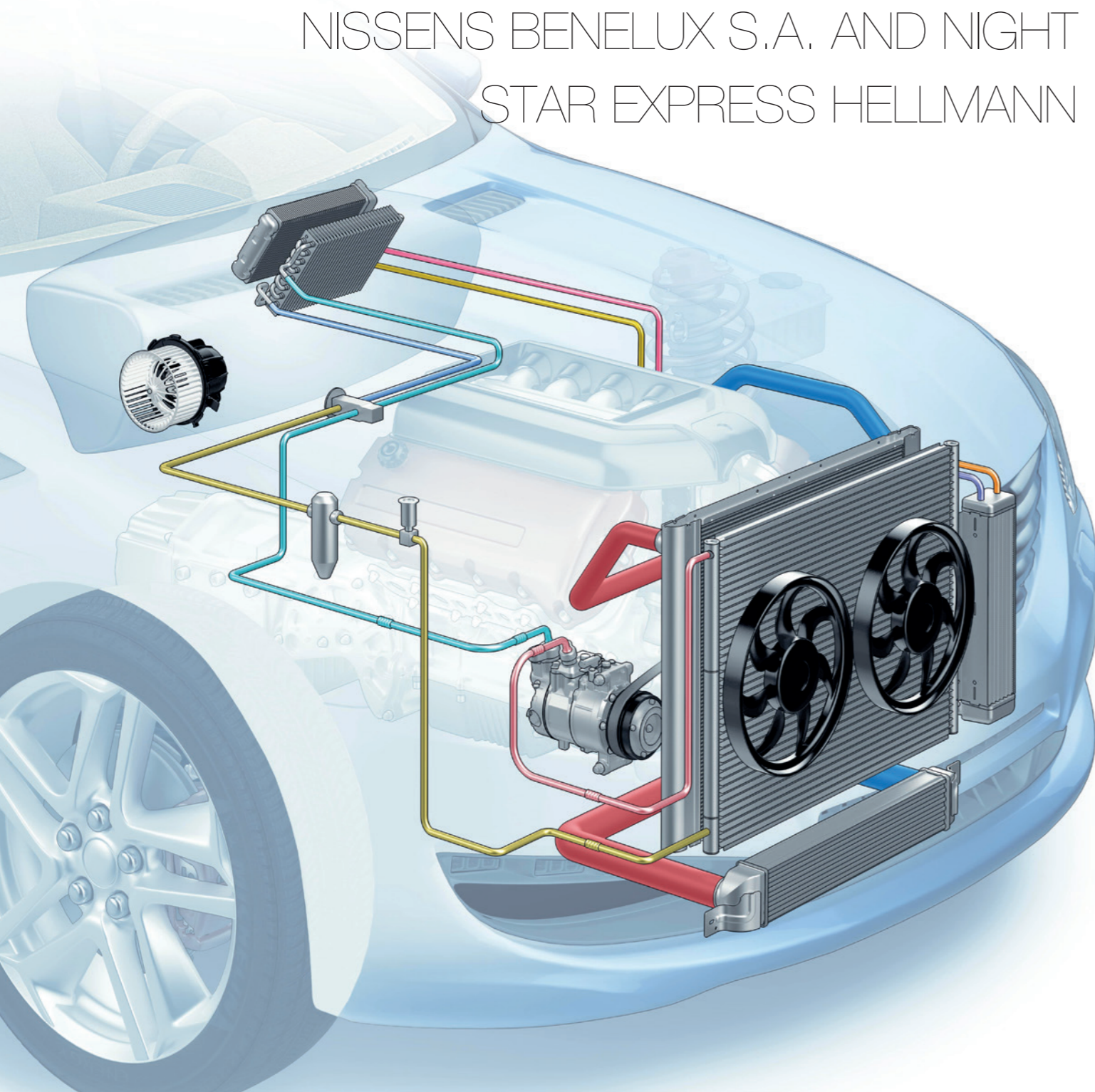
The entire order for the Swiss Mazda dealership network is collected from the European central warehouse in Willebroek at 2.30 p.m. by three or four trucks, depending on the volume. Once the trucks have departed, the goods undergo customs clearance directly en route to Switzerland. The scheduled vehicles reach the central hub in Wolfwil (near Härkingen) at about 9.30 p.m. By 7 a.m. the next morning at the latest, the whole of Switzerland will have received its deliveries. Returns awaiting collection are accepted daily during the next delivery to the Mazda partner and are processed at the Wolfwil hub

once a week for transportation to Willebroek or for disposal.

The consignments can be tracked using a bar code, which makes the process completely transparent for the customer and recipient alike. In a one-to-one conversation, Claude de Ladonchamps, Director of Customer Service at Mazda (Suisse) SA, said that the Swiss logistics solution from Night Star Express fully meets the expectations of Mazda and its Swiss dealerships. He has never regretted the switch to Night Star Express and is delighted with the exceptional performance, which is currently rated at over 99.9%, including damages and late deliveries. "We made the right move with the right partner. Both us and our official dealerships are very happy that the quality of the logistics now meets our requirements and does justice to Mazda as a product."

THREE-YEAR CONTRACT SIGNED

NISSENS BENELUX S.A. AND NIGHT
STAR EXPRESS HELLMANN



Nissens Benelux S.A. and Night Star Express Hellmann signed a three-year contract in early February. This means that Night Star Express Hellmann will continue to be responsible for the overnight deliveries to Nissens Benelux S.A. in the next few years, too. The new contract underlines the strong sense of trust between the two companies. The nightstar express editorial team spoke to Corné Schoonen, Area Sales Manager Benelux, Nissens Benelux S.A., and Robert Overgoor, Commercial Manager, Night Star Express Hellmann.

NISSENS? A GLOBAL PLAYER!

Over the years, Nissens has invested considerable resources in the research and development of components for engine cooling and air-conditioning systems for the automotive industry. With around 95 years of expertise and manufacturing experience, as well as a wide range of high-quality replacement parts, Nissens is able to fulfil the industry's requirements. The organisation's headquarters are located in Horsens, Denmark. The company currently employs more than 1,400 people in 18 countries around the world. The extensive product portfolio covers up to 97% of all components.

As the market leader in the manufacture of major thermal system components, Nissens offers its customers a product portfolio of over 10,000 different parts for the automotive industry. Whether its customers are looking for standard parts with fast turnaround times or rare replacement parts for European, Asian or American car brands, Nissens is the ideal choice in terms of quality, reach and expertise.



Nissens Benelux S.A. supplies the Netherlands, Belgium and Luxembourg from Herstal in Belgium. Every day, a whole host of consignments are dispatched after having been delivered by 8 a.m. with the Night Star Express Hellmann overnight express service. With the signing of this contract, the "first-class" supply of Nissens Benelux S.A.'s customers has been secured until 2021.

Corné Schoonen emphasises: "Overnight express deliveries play a major role in our customer service. In our industry, replacement parts have to reach the customer as quickly as possible. With Night Star Express Hellmann as a logistics partner, we are in a position to be able to provide parts to customers quickly – whether it's products with fast turnarounds or more unusual parts in our industry. We are delighted to be able to continue our partnership. In this way, we can maintain high levels of customer satisfaction over the long term."

"We have already been working together most satisfactorily for several years now," says Robert Overgoor. "For this reason, we are very happy with the new contract, which will see the continuation of our partnership through into the coming years."



THE WINTER OF THE CENTURY

TIRELESSLY COMMITTED,
DESPITE THE SNOW

180 ROADS IN AUSTRIA CLOSED

BLACKHAWK HELICOPTER FREES TREES OF HEAVY
SNOWFALL

32 SCHOOLS IN SALZBURG CLOSED, FOUR IN
EMERGENCY MODE

ÖBB AUSTRIAN RAILWAYS SHUTS DOWN
ARLBERG LINE

NEARLY 900 SOLDIERS SHOVELLING SNOW

17,000 SALZBURG RESIDENTS SNOWED IN

The headlines spoke for themselves – unprecedented snowfall brought the Alpine region to a standstill. Two weeks of heavy snow with little respite made high demands on locals affected and the emergency services.

The first few days and weeks of January this year were dominated by the onset of an exceptionally hard winter in the northerly reaches of the Alps and the consequences of the weather it brought – with days of uninterrupted snowfall, walls of snow measuring metres in height blocked roads and railway lines. Avalanches claimed lives and caused injuries, while thousands of people were snowed in and trapped in their villages. Despite all this, those days and weeks once again showed that Austria can manage in a crisis. From the Austrian Army to mountain rescue and volunteer fire brigades, people from all walks of life joined forces to help.

Austrian motorway operator ASFINAG has over 1,200 staff available, around the clock, to serve around 2,200 kilometres of motorway and highway from 43 motorway service points in order to keep Austria's main arteries clear.

10,000 employees from the 2,200 municipalities in Austria are responsible for the other routes are also on the road, night and day, during such times. The biggest privately run snow-clearing company in Austria also has over 7,000 staff permanently on hand, along with its own vehicle fleet, in order to keep shopping centre parking spaces, company grounds, private access roads, etc., clear and to provide support wherever it is needed.

However, our greatest thanks must go to the members of the volunteer fire brigades,

who volunteer their help for the greater good, who can barely take a break to rest during events of this scale and who are ready for action, around the clock. Whether it's helping after a traffic collision, with trees toppled by the weight of the snow, or helping to shovel snow from roofs threatening to collapse – they were ready for anything.

We transport service providers also had to adapt our processes to the weather. "Help, it's snowing!" is no excuse – the flow of goods has to be maintained more or less as usual. Despite this, it goes without saying that for us and our drivers, our top priority was ensuring people's safety. It's much better to arrive a few minutes late but safe and well and with an undamaged consignment in tow.

In the overnight express business, the Night Star Express delivery drivers are generally very much on their own on the roads at night. So it was all the more important for us to instruct our drivers and system partners to ensure that the necessary safety equipment and snow chains were easily to hand. Top-quality winter tyres are compulsory in Austria in any case. Despite these aids and the exceptional work of the snow-clearing teams, it was still necessary to call it a day in some places when it was impossible to get through – with 180 roads closed, there were some customers who were cut off and inaccessible and some had to wait for days before they could be reached by road again.

A daily report called "Lagebericht Österreich" went out to all customers and partners every morning so that they were kept up to date – of course, there was also plenty of information about the road closures and traffic obstacles available from the media: The topic was the number-one news item in Austria at the time.

At the start of the second half of January, the snow situation calmed slightly and a return to "normal" winter operations ensued.

We would like to take this opportunity to thank all of the emergency services who gave their very best to try and keep the chaos on the roads under control and who enabled us, who are dependent on the roads being clear, to be able to do our job as well as possible. Of course, we would also like to show our appreciation for our drivers and system partners, who went about their work despite the difficulties and who ensured that consignments were still able to reach our customers intact. Finally, we would like to underline the great understanding shown by our customers and to thank them. The term "force majeure" clearly came into play here, but it was truly special to see how everyone responded to it.

Josef Schöllhuber (editorial staff member, nightstar express Austria)

