

# goodnews.

JUNE 2012  
We move every cargo.



**Celebration - 40 years of Swissterminal** 4-7

**Swissterminal and SBB Cargo set the course** 8-11

**What should be mentioned** 12-14

**Crosstalk - a voice from the past** 15

Combine.  
Move.

**swissterminal.**

# fortyyears.

EDITORIAL

Roman Mayer  
President and delegate  
of the Board  
T +41 (0)61 906 45 00  
roman.mayer@  
swissterminal.com



For our 40th anniversary we have laid down many new tracks. One of them is our new appearance, which perfectly represents the dynamics of Swissterminal inwards as well as outwards. The magazine you are holding in your hands right now is a further product of our re-design. 2 to 3 times a year our customer magazine "goodnews" will provide you with news about the latest developments of our business - and there is always a lot to be told. For instance: At the moment we are not only celebrating our anniversary but we are also launching a few new projects that will further improve and extend internal processes and systems. Furthermore, we currently have a change of leadership and several interesting news from all around the world. I am sure you will enjoy this magazine. If you have suggestions or comments about "goodnews" you can contact us via e-mail - we are looking forward to receiving reactions.

Roman Mayer



**4** ■ BACKGROUND  
**40 years of Swissterminal**  
How everything started in 1972 and was far from over in 1992.

■ INTERVIEW  
**8** **Swissterminal and SBB Cargo**  
Rails, road and SBB - an interview with Nicolas Perrin.

■ THINGS TO KNOW  
**12** **Short news**  
**SQM at Swissterminal**

■ NEWS  
**14** **Offspring**  
The year of the baby boom.

■ RETROSPECT  
**15** **Crosstalk**  
A goodbye after 39 years.

CONTENTS

**Concept and design** Werbeagentur Fünfstern, Basel  
**Editorial** Swissterminal AG  
**Pictures** Swissterminal AG & Werbeagentur Fünfstern, Basel  
**Issue 01/12** "goodnews" magazine  
**Circulation** 3500 copies  
**Contact** www.swissterminal.com

Please contact us if you would like to see your advertisement on a page of "goodnews".

# fortyyears.

■ BACKGROUND

## 40 years of Swissterminal

40 years ago, when "Container-Depot AG" was founded as the cornerstone of today's company called Swissterminal, the overseas container was only known as an exotic and bulky iron box for inland transportation. In international shipping, though, it has already been used exceedingly and the shipping companies in the hinterland were increasingly suffering from container shortage.

1. One of the Container-Depot corporation's first tractors around 1973.



2. The location at Frenkendorf around 1979.



3. The location at Frenkendorf 33 years later (2011).



Alex Mayer, a visionary, was in the right place at the right time. After having worked in shipping companies for eighteen years he and his wife Jeannette founded the "Container Depot AG" in Basel on the 1st of February 1972. The development from a start-up business to today's market leader has not always been easy or smooth but it was basically predestined. Their winning point for working with the shipping companies was the central location of their company. Since it was lying in the midst of

Europe at the border triangle it could not only attend to Switzerland but also Germany, France, Italy and Austria. They managed to reach the aim of hiring a new container leasing company every month. Right from the beginning Alex Mayer placed reliance on co-workers with great potential like for instance Martin Amherd who built a repair department - the workshop was of course placed in a container. In the second year Ulrich Winkler joined the company as rail-dispatcher. Later on he was



In the background: Alex Mayer (back row, 7th person from the right) looks upon his co-workers.

also responsible for the company's truck fleet, which later was sold due to ideas of neutrality and reasons of space.

**Alex Mayer confied in the idea that the container would become one of the most important standardised repositories of transportation in the world.**

Early on he recognised that the logical consequence of this standardisation would be the combination of road, rail and water. Being convinced of this idea he only had to deal with the realisation. Like for many other visionaries too, this turned out to be the hardest part of the path. While it was relatively easy to purchase trucks for their own transportation department it was much harder to purchase all

the material for the infrastructure (properties, tracks, cranes) since it was very expensive for such a young company. This would of course not be a problem for every established company but for a young start-up company with its main focus on storing containers this was far from easy. Nevertheless, the storage of containers prevailed and hence "Swissterminal" was created, a company with five different locations in Switzerland. Today, Swissterminal is the market leading container handling company on the road, rail and water ... Furthermore, Roman Mayer has developed many interesting ideas for the future of the company. Thus, the future remains exciting. **AM**

**1972**



On the 1<sup>st</sup> of February Alex Mayer and his wife Jeannette founded the Container Depot AG in Basel-Kleinhüningen.

**1974**



Ernst Neuenschwander is hired as chauffeur. At the end there were 17 tractors and 50 container chassis.

**1977**



After a long period of negotiations the location at Frenkendorf is finally taken over on the 1st of March. The location is opened for work in April 1978.

**1983**



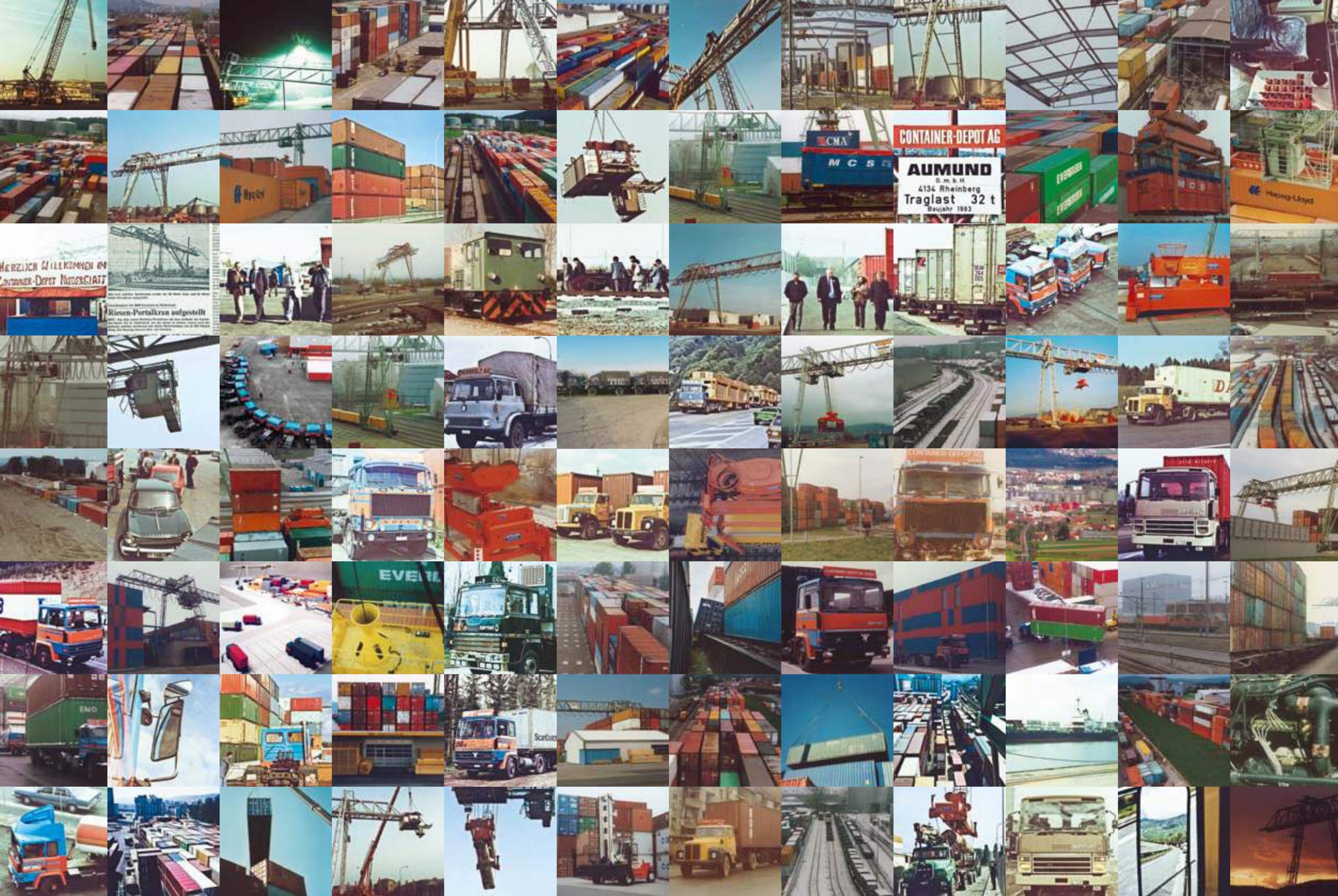
The location at Niederglatt is opened due to shortage of space. Today this location is one of the fundamental pillars.

**1992**



After 20 years of company history and having hired 38 co-workers, Alex Mayer prepares to hand the company over to his sons Roman and Mark.

1993-2012 in the next issue.



At the time when Swissterminal was founded the SBB had to rise to new challenges, too. Combined transportation and especially the transportation of containers created a paradigm shift for SBB, which led to new structures for national railways and the foundation of private railways in Europe. A look back and an outlook with Nicolas Perrin the CEO of SBB Cargo.

INTERVIEW

# full speed ahead.

Nicolas Perrin,  
CEO SBB Cargo.

**Roman Mayer** *Mister Perrin, what was the most important development for SBB in the last 40 years?*

**Nicolas Perrin** After the expansion of road traffic in the period between the world wars the passenger traffic of the SBB lived a great revival in the 70s. It was exactly during this period of upswing when I joined SBB and could work on projects such as Bahn 2000 and the S-Bahn in Zurich. It was a good experience to observe how people started to believe in the railway again on a political, infrastructural and entrepreneurial level and how the railway recovered the status of transportation traffic of the future. The second milestone, which was set in the first years of the 90s, was the privatisation of the rail transportation. This kind of market liberalisation changed the railway drastically since it meant a boost towards market orientation and this development is still not completed today.



**Roman Mayer** *SBB Cargo just went through the demerger of national and international. Did this decision stand the test?*

**Nicolas Perrin** It is a very good option. Due to the separate orientations, the international department, together with its partner Hupac, is able to concentrate on the foreign business where we have managed to become well established among the so-called "newcomer" railways. In order to match up to the competitive situation the orientation has to be leaner, more entrepreneurial and more flexible. National business is all about network traffic, whose demands towards infrastructure and organisation are significantly more complex. It is two different challenges that have to be approached in different ways.

**Roman Mayer** *In Switzerland passenger traffic is still more important than freight traffic. How do you deal with that? Could it make sense to have separate railway networks for passenger and freight traffic?*

**Nicolas Perrin** As to the first point, it is a battle of distribution, which can also be found on the road. In the railway system, however, it is a structured matter... Nevertheless, road and rail share the problem of not having enough capacities during peak hours. Our systematic advantage, though, are train paths. Whenever there are free train paths at our disposal we can use them without fail. It's obvious that due to terminal connections and the passengers' daily routines passenger traffic comes first. Still, freight traffic on tracks has its rights, and thus, there must be enough capacity for that area, too. Today, our share in the inland traffic market is 23% - compared to passenger traffic, which has 17% of market share. Since Switzerland does not have the space nor the money for separate traffic networks the challenge that SBB has to face is to use the shared rail network of passenger and freight traffic in the most efficient way.

**Roman Mayer** *Is there anything that could be improved in the management of wagons. In general, passenger traffic is faster than freight traffic. Would it be possible to increase the speed of freight trains so that it could keep up with passenger traffic?*

**Nicolas Perrin** Freight trains are not the slowest trains. We are in fact in the range of express trains. The problem is the starting and braking behaviour, which needs more time due to the high weight of the cargo.

**Roman Mayer** *Another abiding topic is about the single wagon cargo traffic (EWLV), which brings a lot of effort but little benefit for SBB Cargo. What can be expected from this area in the future?*

**Nicolas Perrin** Today EWL is our backbone. SBB Cargo's biggest turnover is made with EWL. We have a lot of important costumers who have invested in this system on a long-term basis. Therefore, I do not believe that a substitution of the EWL would be possible in the next 5 to 10 years. Furthermore, there are huge logistical advantages to the EWL since it is highly efficient for certain types of transportation like for instance bulk and liquid goods.

Roman Mayer,  
President and delegate  
of the Board.

# four central questions.

INTERVIEW



Nicolas Perrin (1959, CH), certified construction engineer ETH.

**Roman Mayer** Road traffic is of course a competition for container traffic. Are there any projects to spur the EWL in the combined traffic area in central Switzerland and which could be the role of Swissterminal?

**Nicolas Perrin** We assume that the long-distance transportation of containers in Switzerland like for instance from east to west and from north to south is a growth market. There is a pilot project in this area that started at the beginning of this year: an SBB Cargo train running daily from Dietikon to Renens. Furthermore, we also drive container wagons in the EWL trains directly to our clients.

With the advancing globalisation we too experience a growth of container transportations. From a Swiss perspective the connections to seaports as well as container train traffic will have to be expanded. Unfortunately, the capacities for that are limited these days. Even though Swissterminal has performed great development work in this field we would need more extensive terminal structures - peripherally and with major clients.

**Roman Mayer** Currently Switzerland is suffering from a strong Swiss Frank. How does that affect you? Or are you spared from that problem since most of your clients are Swiss?

**Nicolas Perrin** It is a huge topic for us since we "export" about a third of our services. Those are transit or all-in transports for our foreign clients that we bill in Euros.

On the one hand the costs in that conversion are of course at our charge, which widens the gap between expense and yield. On the other hand we are convinced that we can redeem at least part of that dilemma. There are further competition advantages to the Swiss location. Our partner Hupac for instance has been able to succeed internationally and we too are a successfully operating railway company in Europe.

**Roman Mayer** Another problem is the emigration of industrial companies. More and more services are offered but fewer and fewer are produced in Switzerland. Our clientele - the export shippers - emigrates and logistics is slowly dying. Do you experience the same?

**Nicolas Perrin** We strongly experience this trend of de-industrialisation. Historical railway affine industrial companies have become scarce. On the other hand, supply and disposal will become more important in the future. For that reason logistics is more demanding and therefore more oriented towards quality than quantity. As a railway company we have to adapt to this development. Therefore, there will have to be a greater focus on individual lots or on the management of the transports. We believe that there will be considerably more hubs that will enable a shift of transport carriers. Thus, loads will be distributed centrally from there. That is exactly where our concepts of rail and terminal will come in. Combined solutions increase productivity - we see our future in that solution.

**Roman Mayer** We thank you for the interview and wish you every success in the future. RM

Nicolas Perrin has been working at SBB since 1987. Amongst other things he has worked as personal assistant of the president of the General Directorate and as deputy of the delegate for the project Bahn 2000.

# shortnews.

THINGS TO KNOW

## Successful relaunch

On the occasion of our 40th anniversary we would like to present ourselves to the world in a new guise. The new website does not only appear in a tidier design but it also offers functions which will continuously be updated. Thus, a new kind of navigation is introduced which directs the visitors to the desired destination within 3 clicks. These features will be extended over time. If you follow the news and the costumer magazine you will be the first to know the new options of our website. **FF**

[www.swissterminal.com](http://www.swissterminal.com)



Frank Fichtner  
Head of IT  
T +41 (0)61 906 45 54  
frank.fichtner@swissterminal.com

# qualitymanagement.

THINGS TO KNOW

## Quality always prevails

Being the national market leader in the business and management of container terminals we regularly and systematically scrutinize the quality of our services. This is the only way how we can keep up our standards and develop further. We work with our Swissterminal quality management system (SQM) so that our order of procedure can be ensured. This system helps us to record different measurands with which we can evaluate and improve our process orientation (the thinking in processes). We gather, analyse and develop those processes in all the areas of our team that are responsible for the realisation of services.

Eight essential processes in the areas of management, acquisition, organisation and support have been introduced since we have started the project SQM at the beginning of this year. Even though the realisation is still at a developmental stage we are confident that these elaborated processes will be completed within the next months. The realisation of the remaining processes and the entire documentation of the project will be completed by the end of this year. **JW**



Jürg Wiggli  
COO/CSO  
T +41 (0)61 906 45 02  
juerg.wiggli@swissterminal.com

## Prices that will move you

The newly built transportation connection between Niederglatt and Strasbourg offers a great bargain. Your container will be transported from Niederglatt to Strasbourg for only CHF 213.- within only four days. Profit from this time-limited special offer!

## Niederglatt - Strasbourg CHF 213.- per 20' container

- From FCA Niederglatt to FAS Strasbourg
- Departures each Friday
  - Arrivals each Tuesday
  - Effective from 20 TEU

## A storage space marvel

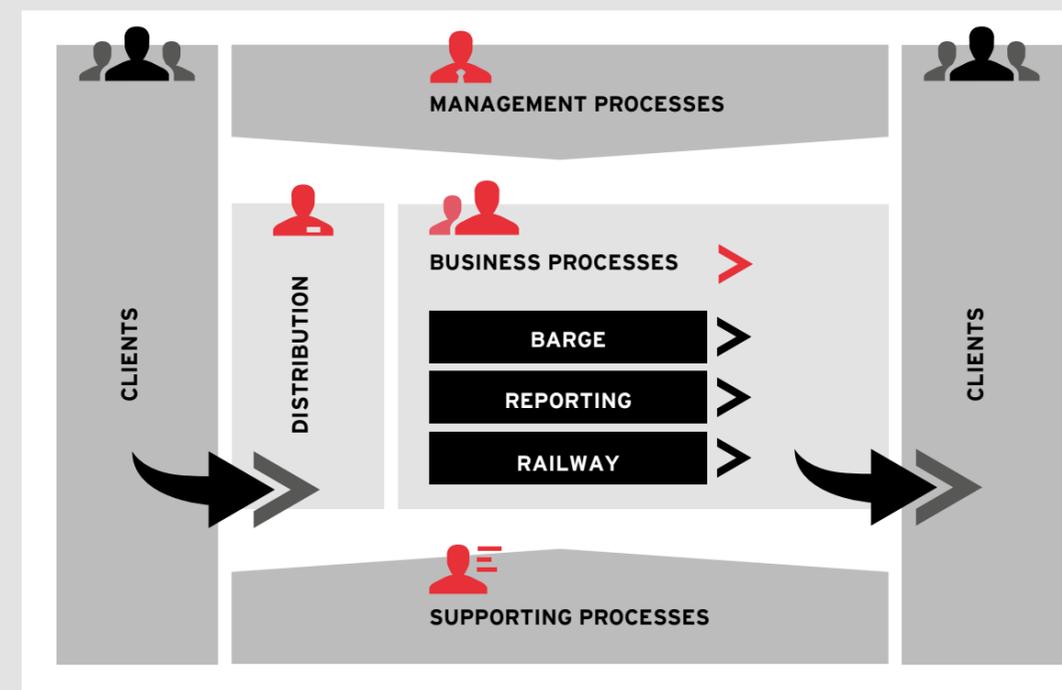
There is probably nothing more flexible, practical and sturdy than a container and it is the ideal solution for storage or transportation or even for living and working space. By the way, buying or renting at a saver's fare is much cheaper than one might think. You can choose between stowage for an amateur football tournament, an additional tire store for a garage, a workshop that can be used until your bicycle store is reconstructed, an addition to your flat because you need more space for your offspring - we are capable of meeting almost all the requirements. Let our sale's specialist consult you. We will find a solution to every problem - even last minute ones.

[www.swissterminal.com/en/offers/sellrental/](http://www.swissterminal.com/en/offers/sellrental/)



## The railway with connection to the sea: 10 years of NCS

Another of Swissterminal's pioneering achievements is our container shuttle NCS (Niederglatt-Conteba-Seehafen). Under our own direction we operate rail connections with the aim of connecting the greater Zurich area and Eastern Switzerland to the seaports in Antwerp and Rotterdam. Originally the NCS was merely a cheap alternative to road traffic but it has quickly become a bestseller. The doubling of the occurrence since 2005 has resulted in an increased need for this kind of combined traffic. The regular and punctual NCS shuttle traffic does not only offer cheap and predictable connections but also considerable ecological advantages. Let us make you an offer - the figures speak for themselves! **NS**



"Quality is irreplaceable, especially when it comes to thinking"  
Jürg Wiggli,  
COO/CSO

## Our process management

We adhere to the principle that "the customer is king" and thus build our processes and improve our customer loyalty.

# offspring.



13 February 2012  
Daniela Alejandra Mayer



17 February 2012  
Mia Klara Ardel



12 March 2012  
Leon Fichtner

## The year of the baby boom

The logistics sector is well provided with offspring in 2012: on 13 February Daniela Alejandra, Mark Mayer's daughter (Accounting, Swissterminal), came into this world.

Only four days later on 17 February Mia Klara, Dorota Ardel's daughter (logistics manager, Swissterminal), was born.

On March 12 Frank Fichtner's family (Head of IT, Swissterminal) could finally welcome their son Leon into the world.

We wish our co-workers and their families all the best, good health and a wonderful time with their new offspring. **SW**

NEWS

Sonja Wagner  
CHRO  
T +41 (0)61 906 45 01  
sonja.wagner@swissterminal.com

# all around.

## Order of succession at the Swissterminal Holding AG

On the occasion of the extraordinary general meeting on 26 November 2011 Alex Mayer - the founder of the company and sole shareholder up to now - gave 40% of the Swissterminal Holding AG's equity share to each of his sons Mark and Roman. For the time being, Alex Mayer will hold on to the remaining 20 %. This orderly handover shall facilitate the transmission of the management continuity and the strategic orientation of Swissterminal to the next generation. That is how we ensure that Swissterminal will keep on taking successful paths in the future.

Roman Mayer was elected Chairman of the Board at the ordinary general meeting on 15 May 2012. **RM**

# crosstalk.

Due to his retirement Ulrich Winkler - a man from the pioneering days and one of Alex Mayer's first co-workers - is leaving Swissterminal after 39 years. Reason enough for an investigative farewell.

**goodnews** *Ueli, which impressions do you take with you when looking back on over 40 years of Swissterminal?*

**Ulrich Winkler** I would never have thought that I would work at the same company for such a long time. Roughly every ten years, though, a new project started like for instance a new terminal, which of course made the whole thing very exciting. I just couldn't leave.

**goodnews** *Have you never been tempted to go and work somewhere else?*

**Ulrich Winkler** Yes, of course! There were offers, too but after a certain time I started to see the Container Depot AG and later Swissterminal as a sort of life purpose. We were a family and it would have made me sad to leave all of that behind. Furthermore, there were so many things that we could help stir, create and decide. That was of course very fascinating.

**goodnews** *How should we imagine your first day of work with Alex Mayer?*

**Ulrich Winkler** I had already known Alex from his earlier job and thus our relationship was very cooperative and loyal - the same was true for the relationship with his wife Jeannette who used to work at the company too back then. Ernst Neuenschwander - the company's first truck diver - started working at the company around the same time as I. By the way, he retired two years ago. Carnival was only shortly after his retirement and thus we took my car and went to the carnival in Heidersheim together.

**If you are interested in how it continues check out the following link...**  
**www.swissterminal.com/en/top-menu/news/**



1. Ulrich Winkler 2012  
2. Ulrich Winkler 1983



# "The shift works is great as it gives me a huge amount of free time."



Kylie (crane operator from Brisbane, Australia) daily transports containers on land and water and watches from the top over the skyline and the sea.

**Scan your QR code (for instance with the app from neoreader.com) and find out more ...**





**SBB CFF FFS Cargo**

## Achieving goals together.

We take everything personally, especially our customers' satisfaction and the quality of our services. Our railfreight expertise allows us to understand the requirements of our clients, and this is how we are able to guarantee future-oriented services. Achieving goals together: [www.sbbcargo.com](http://www.sbbcargo.com)

