



Full speed ahead to the future

Interview with management on the expansion strategy



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specialisation**
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**Fit for e-commerce and
fashion logistics**
from page 30

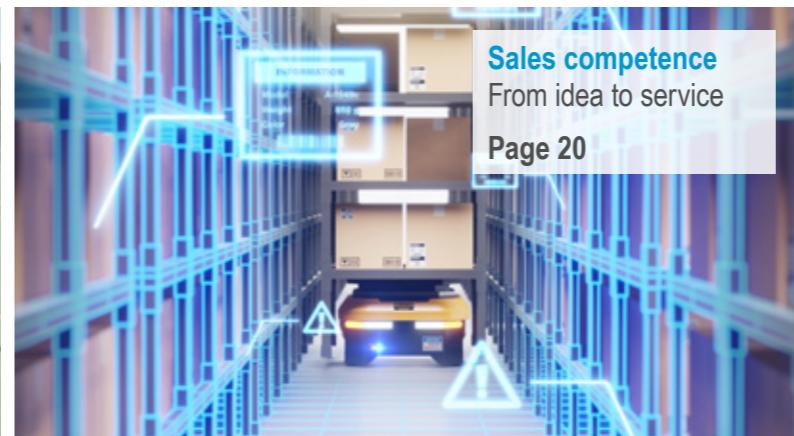
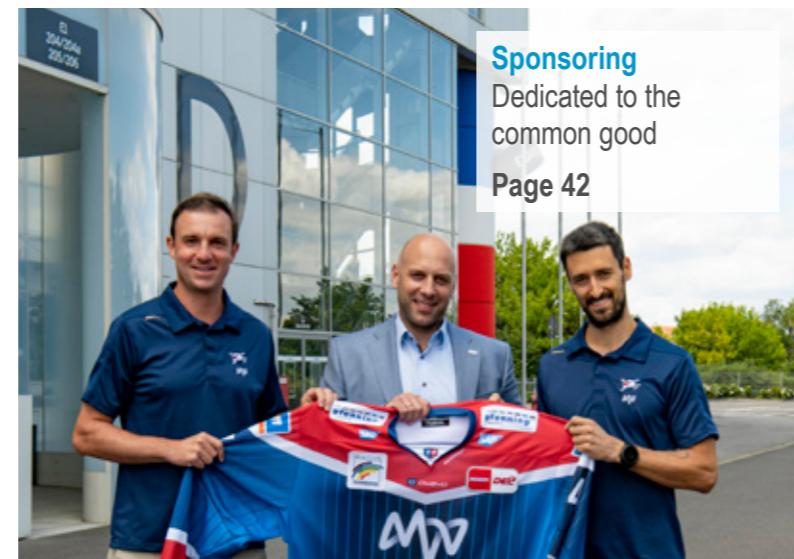
**40 years on the road
for pfenning logistics**
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pfenning
logistics



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Members of the pfenning group

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GILOG



be4work

be4work
facility & security

The ECHO

of 12 months in brief



Dear readers,

Once again it's time to update you on the progress of the pfenning logistics group in this eventful year with our magazine ECHO. You may have already noticed. We have given this format a makeover, true to the motto "a rolling stone gathers no moss", so you can enjoy a lively and entertaining read.

Lively – that's how the past 12 months have seemed to us at pfenning logistics. The whole company is growing. This growth is actively supported by all departments. For example by Sales, which is scoring points with a new strategy and a consulting concept individually tailored to the needs of the target customers. At the same time, we want to strengthen our employer brand through authentic employees and modern employer branding – you can read more about both in ECHO.

Fortunately, in 2021 we were again able to attend some important industry events. Whether digitally at the Cappuccino Talk of the "Wirtschaftsmacher" logistics industry initiative ("economic movers and shakers") at transport logistic or live at Expo Real at the Logix roundtable on ESG criteria (Environmental, Social, Governance): sustainability has become a definitive objective for the entire industry. We make our contribution not only through a modern and efficiently managed transport fleet, but also in particular through our energy-efficient multicubes.

In two interviews in this issue our management team "let you see their cards". Torsten Radzuweit, Head of Real Estate and Central Purchasing, gives an insight into the multicube projects currently in the pipeline. And our two Managing Directors Rana Matthias Nag and Manuel Pfenning take a look into the future and the next strategic steps for pfenning logistics.

I wish you an exciting read and all the best for the end of the year,
Yeliz Kavak-Küstner
 Chief Editor

Dear employees and business partners,

Shortly before the end of year dash, the usual hustle and bustle, but also relief, is making itself felt in the logistics industry.

After the uncertainties and turbulence of what is now Covid's second year, pfenning logistics has picked up speed well and remains on course for growth. We owe this to our broadly based service portfolio and sector mix, communication with our business partners on an equal footing and, above all, the dedicated employees at our now 100 locations at home and abroad.

Logistics and transport continue to wrestle with traditional challenges, but also with new, complex ones. There has been a lot of media coverage of the disruptions in global supply chains. Whether individual events like the blocking of the Suez Canal by a container ship or additional problems such as the worldwide shortage of chips and interruptions in production.

We are also feeling the effects of these global developments, but have been able to flexibly reschedule capacities thanks to the multi-user approach, and the competent advice of the sales and supply chain team has also been able to avoid outages. Meanwhile, we are successfully pushing ahead with our next property



The management, from left to right Rana Matthias Nag, Annika Pfenning, Marie-Elizabeth Benois, Karl-Martin Pfenning, Janina Pfenning, Manuel Pfenning

developments, thereby strengthening our nationwide network in the logically very attractive centre of Germany. The multicube osthessen in Mecklar and the freshcube osthessen in Bad Hersfeld will be the next beacons of the pfenning real estate family. And we are already looking at other spots on the German and Central European map.

One development in recent months has made us particularly pleased: people in the industry are meeting again – live and in colour! Whether at the real estate trade fair expo real in Munich, where Torsten Radzuweit was a guest at the Logix Awards ceremony and in a Logix panel discussion. Or at the German Logistics Congress in Berlin, where an intensive exchange with experts and face-to-face discussions were able to take place. Even though we have learned that coordination meetings and conferences work online and home office solutions are part of the working model of the future, we look forward to seeing you again "in real life" soon too. Perhaps in connection with our 90th company anniversary on one or the other occasion next year?

We use the end of the year as an opportunity to prepare for the next year. At this point we would like to express our sincere thanks to our team. All of our employees have worked tirelessly this year to make every undertaking a success. In all business areas, in all departments, in addition to the rapidly changing pandemic measures, everyday challenges emerged that were surmounted with flying colours. It was certainly not an easy year. At times even more challenging than 2020.

At the same time, we welcome our approximately 400 new colleagues from the subsidiaries SONIMA, GILOG and HTH: welcome to the pfenning logistics group! You are all now part of the pfenning group and we would like to extend our sincere thanks to you too for the work you have done this year.

We wish you a peaceful Advent season, a Merry Christmas with your loved ones and a successful New Year!

The pfenning group management

pfenning.TWEET



– what was "twittered"
about pfenning logistics
this year

2021 was also an exciting year for the
pfenning logistics group – as the summary
of the most important topics shows.

#NewCustomerMidea

Since January, pfenning logistics has been operating the European central warehouse of global technology group Midea at the Philippsburg site. The logistics and logistics-related services include warehousing, spare parts stocking, order picking, dispatch to various B2B and B2C customers as well as handling returns. With over 150,000 employees in more than 200 countries, the Midea Group is active in attractive business areas.

150 359 1.526 ↑

#AdlerMannheim

From July onwards, pfenning logistics stepped up its sponsoring activities with the German Ice Hockey League team Adler Mannheim. In future, the company logo will also be emblazoned on the players' jerseys and the team bus. Indeed, sponsoring in popular and competitive sports has become a matter of course at pfenning logistics. In addition to the Adler (eagles), regional football and handball clubs, athletics, tennis and golf clubs as well as the non-profit organisation "Anpfiff ins Leben" ("Kick-off into life") also benefit from this.



233 89 1.250 ↑

#OnTheRoad

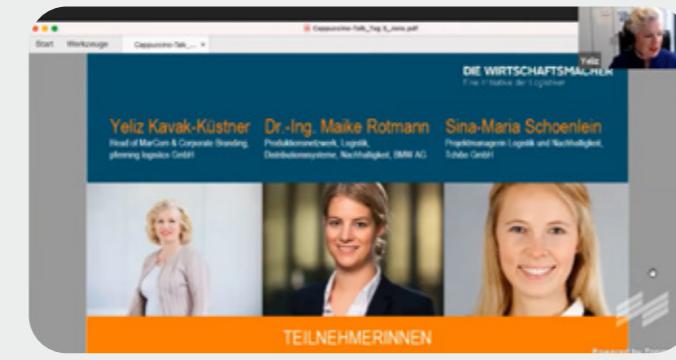
In June, pfenning logistics honoured professional driver Erwin Hess for 40 years of service with the company. There is hardly a load he has not driven during this time. He still remembers his first tours very clearly: transporting milk in the region – in keeping with the company tradition that began in the 1930s with precisely this type of load.



89 562 781 ↑

#transportlogistic2021

Can logistics do climate? What does pfenning logistics' sustainability strategy look like? These questions were answered by our MarCom Manager Yeliz Kavak-Küstner together with a number of industry experts during the digital transport logistic 2021 in May. Whether alternative drives, photovoltaic systems or the latest lighting technology – pfenning logistics has a lot to offer in terms of sustainability. The participants saw it that way too! 😊



465 542 3.258 ↑

#APlaceForAnimals

Since May, the multicube logistics facilities have not only provided space for complex logistics services, but also a home for wild and honey bees as well as kestrels. The beehives were made in the Berlin workshops for people with disabilities. Like the nesting boxes for the kestrels, their wood comes from sustainable forestry.



45 103 1.677 ↑

#GreenLogistics

Ecological construction, resource-saving storage, environmental-friendly transport – pfenning logistics is consistently pursuing its energy and sustainability strategy. In addition to the introduction of alternative drive systems in the truck and car fleet, in February the multicube logistics centre in Monsheim was equipped with a rooftop solar power plant. The administration building in Heddeshem was also equipped with solar power. With the help of a battery storage unit as well as twelve wallboxes with charging points, the administration will be energy self-sufficient in the future.



73 1.318 4.591 ↑

#CovidVaccination

After vaccination prioritisation was ended in early June, pfenning logistics took the opportunity to offer first and second vaccinations against the coronavirus for the workforce at the Heddeshem headquarters as well as at the Bremen branch. At both locations, the campaign had been meticulously prepared by the company doctors.



248 715 3.892 ↑

#AcquisitionSONIMA

In July, pfenning logistics strengthened its supply chain expertise and acquired the SONIMA Group. This further expands the business with comprehensive value-added services in the mobility and automotive supply industry.



51 268 1.954 ↑

#Golf1

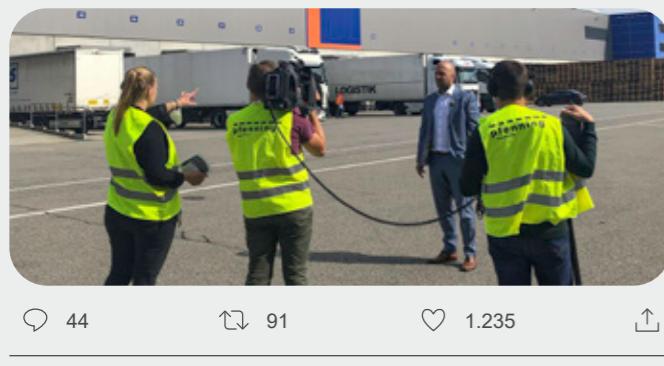
German golf professional Hurly Long from Golfclub Mannheim-Viernheim 1930 e.V. took part in the 2020 Olympic Games in Tokyo. Unfortunately there was no medal but he carried the name of his sponsor pfenning logistics out into the world.



364 75 2.534 ↑

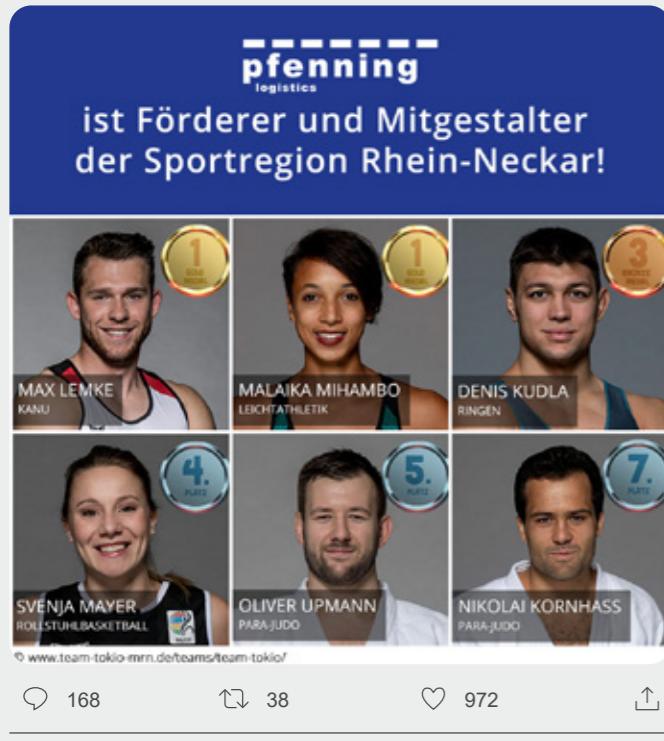
#HiddenChampion

In August, the logistics hidden champion pfenning logistics from the Rhine-Neckar region had a visit from a film team from regional television station RON TV, which was then broadcast in September. Various scenes were filmed in the logistics yard and at the head office. But that's not all: as sponsor of the "Hidden Champions of the Rhine-Neckar Region" series, there is a short film about us before each report. Take a look!



#TeamMRN

As a sponsor and active player in the Rhine-Neckar sports region, pfenning logistics is very closely connected to regional sports. We are therefore particularly proud of the impressive results achieved by Team Tokyo from the Rhine-Neckar metropolitan region at the Olympic Games in Japan. Crowned with two gold medals, the share of athletes from the region in the overall German Olympic success has never been greater. Congratulations once again to all the Olympic and Paralympic athletes of Team MRN!



#Golf2

With around 100 participants, in September the Zukunft Metropolregion Rhein-Neckar e.V. association's non-profit 10th Golf Company Cup with pfenning logistics as a long-standing cooperation partner raised a whopping €65,000 for good causes.



#AugmentedReality

Have you ever been to the multicube rhein-neckar site? No? No problem! With the help of new augmented reality glasses, the service provider can take external business partners into the halls, almost as if they were there in person. The new technology is ideal for conducting virtual customer appointments and guided tours in a safe and resource-saving way.



#Golf3

After a strong season, in early November pfenning logistics-sponsored professional golfer Hurly Long – see also #Golf2 – was promoted to the DP World Tour – the elite league of European professional golf.



#ChildDrivingSafetyTraining

The children of the Franziskus School in Halverde can now easily answer where the blind spot is and when the truck driver sees someone and even explain it with the help of our mini trucks. Our driver colleagues Ralf Otto and Thomas Hirschfeld visited the children at the primary school in mid-September and demonstrated to them how to behave safely around trucks. To do this, they drove one of our trucks to the school and let the children experience the view from the cab for themselves. The children were so impressed that they presented our colleagues with a homemade card, decorated with their fingerprints, and chocolate.



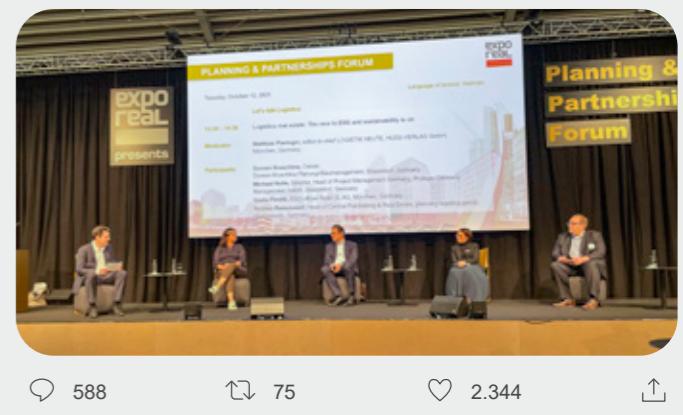
#SustainabilityStrategy

What does pfenning logistics' sustainability strategy actually look like in property development? Our sales manager Robert Riediger was a guest at a JLL event in Frankfurt am Main in September. His presentation focused on the question of what sustainable measures pfenning logistics can demonstrate with regard to its logistics properties. With multiple award-winning logistics centres and rooftop solar installations, sustainability is a top priority at pfenning logistics.



#LetsTalkLogistics

ESG criteria in the logistics property sector – never heard of them? The ESG criteria (Environmental, Social, Governance) define sustainability measures with regard to the environment, social aspects and corporate governance. An important and key issue at this year's Expo Real. Our head of Central Purchasing and Real Estate Torsten Radzuweit was also present at the Logix initiative's panel discussion. As Logix Award winner of the year 2013 with our multicube rhein-neckar, we were well prepared to take part.

#multicube^x

The starting signal has been given, preparations for our new buildings in the centre of Germany are underway. Two new, state-of-the-art logistics centres are being built on a total of almost 90,000 m². The freshcube osthessen in Bad Hersfeld can guarantee three different temperature zones and will be the future headquarters of our subsidiary HFL. At the same time, the multicube osthessen is being built in the neighbouring municipality of Mecklar. The characteristic DGNB, IFS and GDP certifications are of course already being planned for both locations.



#PhotovoltaicSystems

Our head office generates its own electricity! Since October this year, our administration building has been equipped with a rooftop solar system. It generates almost 90 kilowatts altogether, roughly equivalent to the annual consumption of 19 four-person households. We use the electricity produced ourselves and supply the 12 new wallboxes in the building's car park with it, installed with funding from the state of Baden-Württemberg. In future there will be space here for up to 24 vehicles from our hybrid and electric fleet at the same time.



652 84 2.685 ↑

#redSofaDVZ

Finally an event again – and even live and in colour! After a one-year break, this year's German Logistics Congress took place in Berlin again. Of course, pfenning logistics could not be missing from one of the largest and most important events on a logistics company's calendar. The highlight was the visit of our Managing Director Manuel Pfenning on trade journal DVZ's red sofa. Speaking to Editor-in-Chief Sebastian Reimann, the focus was on current issues and challenges in logistics and the company's expansion plans.



798 364 4.558 ↑

#MasksForKiev

In June, together with the DFB Foundation Egidius Braun and Heidelberg merchandising agency abcpremium, pfenning logistics donated 200,000 covid protection masks to children's homes, hospitals and care facilities in Kiev. The masks were distributed locally via Vitali Klitschko's organisation "Charitable Fund Future Kyiv". pfenning logistics organised the transport of the masks donated by abcpremium to Kiev, Ukraine.



599

54

1.235

#TransportEagles

€725,000 – a breathtaking sum that was raised at this year's GOLD TO GO EAGLES PRESIDENTS CUP in Sardinia. With the support of numerous celebrities, donations were collected for charities and people in need. pfenning logistics was also able to make a small contribution: a truck transport donated by us took the necessary equipment to Sardinia. For us as a company with a passion for sport, this was a matter close to our hearts.



356 66 1.728 ↑

#AcquisitionHTH

With retroactive effect from 1 July 2021, pfenning logistics expanded its service portfolio in the area of fashion & e-commerce. With the acquisition of HTH Logistic Solutions from Nettetal (NRW), the company is responding to the increasing demand for fulfilment services in the textile sector and e-commerce. Existing competencies will be bundled in future in order to be able to offer potential customers comprehensive services in the area of promotional logistics too.



468 113 3.154 ↑

#AcquisitionGILOG

Expansion of services in the area of e-commerce: pfenning logistics acquires GILOG from Frechen near Cologne. With the integration, pfenning logistics complements its service portfolio with the company's professional know-how in the field of online retail logistics. In future, synergies will be created together from the existing expertise in order to develop holistic logistics solutions and deliver targeted added value to potential customers.



816 75 2.968 ↑

Con-gratu-lations to our graduates!



A total of nine young colleagues, including two students and seven apprentices, successfully completed their training period with us this year. A whole seven (!) graduates are continuing their careers with us – something we are very proud of.

Congratulations to our graduates on successfully completing their apprenticeships and studies. We wish you all the best for the future!

Sonima Group strengthens pfenning logistics supply chain competence



Bright idea

Company founder Niels Treiber's business idea is based on a very simple thought. He convinced overseas suppliers to ship their products to Germany in a disassembled state to enable much better utilisation of container capacity. The unfinished parts are provided by the overseas suppliers and finally assembled by SONIMA with purchased parts from Europe. Delivery is then made to the respective Tier 1 suppliers or directly to the OEMs. In order to be efficient and close to customers in this respect, since its founding, Sonima has established bases nearby. The range of services is extensive and in addition to assembly into subassemblies, parts cleaning, repackaging and quality control it also includes CNC machining.



Acquisition of Sonima GmbH (from left to right): Dr Philip-André Zinn, Martin Königstein, Niels Treiber, Rana Matthias Nag, Steffen Schulz, Prof. Dr Eberhardt Kalbfleisch

Since 1 July 2021, Sonima GmbH has been a 100 per cent member of the pfenning logistics group. Based in Göllheim in Rhineland-Palatinate, Sonima offers specialised logistics and supply chain solutions as well as value-added services for the entire mobility industry, thereby complementing our own service portfolio. Sonima, also an owner-operated company, complements the expertise in the automotive sector we have built up over almost 30 years. Together, we are in a position to even better meet the requirements of dynamically changing supply chains in the future, as we are already seeing in the mobility industry in particular.

Broadly and successfully positioned

The Sonima Group – which also has branches in Poland, Hungary and Sweden – employs around 300 people, about 100 of them in Germany. In 2020 it achieved revenue of about 30 million euros and has 25,000 square metres of production and logistics space across all locations. In Germany, Sonima GmbH is managed by Nadine Gerlach, who has been part of the Sonima team for 10 years and knows the company inside out – not only from her many years in a managerial position. She knows the company's strengths and is already leveraging them to develop new fields of business. In an interview together with her country manager colleagues from Poland, Hungary and Sweden she reveals to us what these are, what role the three European branches play and what mutual synergies arise for pfenning logistics and Sonima from working together.

Portrait of European country managers



Nadine Gerlach,
Managing Director
Sonima Germany



“

ECHO: In your opinion, what made Sonima so interesting for the pfenning logistics group?

Gerlach: It was certainly important that since 2005 we have continuously developed as a supply chain specialist for the – let's say the mobility industry – and not only offer pure logistics services, but have also always had our finger on the pulse of the market. And then exciting topics came up with the customers, in addition to logistics. So not only storage and transport, but also the repacking of parts from shipping containers into special load carriers, the industrial cleaning of engine blocks, for example, or the assembly of parts, CNC metalworking and welding applications.

I think it is the portfolio of services complementing logistics that made us interesting for pfenning logistics.

ECHO: Value-added services from Sonima, logistics from pfenning logistics: can the two companies offer more together than each can alone?

Gerlach: That is indeed the case. In the past, both pfenning logistics and we have had requests from customers that we, as individual companies, had to turn down with a heavy heart because, for example, we didn't have enough expertise or capacity for more complex value-added services. Services that complement logistics, such as sandblasting, degreasing and cleaning parts, metal cutting or complex assembly are no longer a criterion for exclusion. We have already launched a number of joint bids in response to invitations to tender, in which pfenning logistics takes on the logistics part and we provide the desired value-added services. Further synergies result from the use of warehouse space.

We have actually always needed more space than we had. pfenning logistics can now offer us that. This in turn creates space for new business areas for us, from which we both profit. So we can definitely speak of a symbiosis with meaningful synergies.



Sonima GmbH welding process

ECHO: Which business areas are these?

Gerlach: Currently there are two topics that we are pushing for the future: on the one hand, services related to mobility, especially everything that has to do with electric or hydrogen mobility, and on the other hand, disassembling engines and reconditioning the individual components so they can be sold under guarantee.

We are currently in initial talks with a manufacturer of e-bikes about welding bicycle frames, including assembly and the entire warehousing and logistics. We are also currently working on other projects related to the mobility industry. In addition, the business field of disassembly is also very exciting. From around the second half of 2022, on behalf of a large truck manufacturer we will disassemble up to 20 truck engines per day, inspect the parts, remove rust and clean them in a specially purchased industrial washing facility. We will then deliver them to the manufacturer's engine plant or to its spare parts warehouse. We are convinced that the topic of engine disassembly in connection with sustainability cycles is also interesting for other truck manufacturers – our branch in Sweden already has potential customers in its sights.

ECHO: How do you see yourself positioned for the future?

Gerlach: Hardly any other supply chain service provider offers the breadth of services that we do, from exhaust manifold welding to customs clearance, both nationally and internationally. For this reason we see ourselves continuing to be a strong partner for our customers and, in view of the opportunities now opening up with pfenning logistics, on course for growth in the future.

Together, we will continue to develop our know-how and use it for future requirements.

The acquisition will also make it easier for us to make one or the other larger investments. Mobility, regardless of the energy source, and sustainable value creation cycles will form the core of our activities in the future.

ECHO: All the best and thank you very much for the interview.

The three foreign subsidiaries in Poland, Sweden and Hungary are important pillars of the Sonima Group. Behind them are motivated teams and managing directors who have been with the company for a long time and understand their business.



Tomasz Staron
Managing Director Sonima Poland

For Tomasz Staron, what makes his work special are the company's internationality and the challenges it faces as part of an intercontinental supply chain between the EU and the Far East. The 42-year-old has been on board since April 2014 and experiences his most important customer sector, the automotive industry, as a very special economic sector.

"High demands, a high level of dynamics, many and rapid changes, especially at this time – that keeps us on our toes, you don't get rusty as a service provider," he reports.

That perfectly matches his attitude to life: "Get used to change". "Not easy," he says, "but who promised it would be easy?" During covid, his branch in Poland was able to benefit earlier than others from the restart of the Chinese economy in late 2020, when customers there started ordering again in greater numbers. He relaxes from his job with his Gibson electric guitar, heavy metal music and his Harley Davidson.



Laszlo Mozes
Managing Director Sonima Hungary

Laszlo Mozes, 50, has been with Sonima in Hungary since March 2008. His branch is located in the Hungarian automotive triangle of Budapest-Györ-Tatabanya – and has open space, production, mechanical engineering with CNC machining capabilities, a 1,000 t press and storage facilities.

"In the coming years, we will certainly benefit from the fact that our site will be connected to the Hungarian motorway network and that we can reach this important automotive location in Slovakia via a new railway line from Székesfehérvár to Bratislava."

During covid he was also able to acquire orders from a completely different industry: medical technology – it involved the production of brackets for ventilators. Laszlo Mozes takes to heart the life motto "Only those who have gone through hard times can appreciate and enjoy good times". Cycling, playing badminton, dancing and all kinds of water sports are his hobbies with which he recharges his batteries in his spare time.



Sebastian Lupomech
Managing Director Sonima Sweden

At 36, Sebastian Lupomech is the youngest of Sonima's quartet of European managing directors. He has been with the company since April 2012 and manages a team of 16 employees in Sweden. A co-operative, family-like working relationship is important to him, in which everyone supports each other.

"This special working atmosphere is one of the things I love about my job," he says, **"the others are the challenges of speed, responsiveness, flexibility and precision that you have to master as a service provider for the automotive industry. That means the job is always exciting."**

His philosophy of life, that even small advances can make a big difference in the long run, helps him to gain a sense of achievement from every day if possible. Bowling, time with his family and walks with his dog provide the necessary balance in his free time.



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***Kraftstoffverbrauch in l/100 km (150 PS*) innerorts, außerorts, kombiniert: 6,4 / 4,0-3,9 / 4,9-4,8 l/100 km > CO₂-Emission kombiniert: 112-110 g/km > Effizienzklasse: B¹**

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From idea to service

About added (value) services in pfenning sales: our sales and consulting team has used the past few months to redesign the consulting and implementation processes. Bundled know-how is being poured into a holistic approach throughout the group. Consulting – concept development – implementation.

The resulting added value has been well received: carefully considered solutions for different sectors have found takers.

The focus on the individual requirements of products and customers stems from our founding tradition 90 years ago. As a milk transport company, we knew early on about the handling of sensitive goods necessary to ensure quality. "Part of your Process" is not just a slogan but reflects our approach to problem solving: we integrate efficiently and solution-orientated into our customers' supply chains. Consulting and optimising processes, the continuous search for improvement potential and questioning the status quo are what our colleagues do every day. This way of thinking, developed over decades, is reflected in refined and optimised sales process workflows.

A powerful team with in-depth knowledge of the market

During the reorganisation, all departments involved were integrated right from the start. This includes sales, logistics management, the operatives at the destination location, IT, human resources, quality management and ramp-up management. This ensures a seamless transition of all process steps from customer

acquisition to quotation preparation and implementation. A team of experts from sales, logistics management and operational specialists processes the tender together with the customer.

Martin Königstein, as the management member responsible for strategic business development and sales, keeps the various players together and thus guarantees the one-face-to-the-customer principle. After graduating with a degree in business informatics and an M.Sc. in logistics, he worked in management consulting for several years. This was followed by 12 years of management responsibility as managing director of medium-sized logistics companies in the food and pharmaceutical sectors. He is responsible for the sales process and strategy in the company as well as the customer orientation and customer approach taken into account both logically and on the IT side.

He is supported in this by sales manager Robert Riediger, who, thanks to his pfenning training, can point to many years of expertise in sales work coupled with an understanding of logistics processes. Robert Riediger represents the pfenning group as the deputy regional group spokesperson for the German logistics association Bundesvereinigung Logistik e.V. (BVL) and as the first point of contact at trade fairs and events and thus has a

large network at his fingertips. Jochen Haag has been part of the team for over a year and, as Senior Sales Manager, brings his experience from over 25 years as a location and branch manager at large logistics companies in the Rhine-Neckar region to the Hedesheim sales team.

Essential to the tendering process after the initiation of business are detailed concept development and planning, including figures and data, for which Florian Gerber, Head of Logistics Management, is responsible. In addition to years of experience in tender management and the evaluation of large tenders, Florian Gerber also has operational expertise, both in warehouse project management and in ramp-up management. So he ensures the initial logistics consultation for the customer is subjected to extensive analysis and optimisation. Then the conceptual work can take place, on the basis of which customised implementation of the analysis results is defined.

A central focus on the individuality of the solutions

Ideally, the colleagues from sales as well as logistics management present an individual and needs-based concept for the customer. This includes various aspects such as construction, leasing and IT infrastructure and, in the positive case, results in the implementation of a logistics operation.

Other departments are called in as part of the conceptual work: HR creates project-specific personnel concepts and IT develops the potential system connection. The ramp-up management



Increased efficiency through digitalisation

For some months now, we have been using two computer programs that will support us in the medium and long term in the modelling of warehouse projects.

The focus here is on the combination of 3D and 2D representations. The latter is used for the pure warehouse layout representation, while the 3D program can be used to depict complete warehouse processes in a material flow video and change them in real time. In addition to the increased effectiveness of new warehouse designs in customer consulting, optimisations of internal utilisation and existing warehouse processes can be remodelled for existing projects.

During the lockdown phases, which most recently came to a head in late 2020, we used augmented reality glasses to give external business partners the opportunity to take them virtually onto the shop floor, almost as if they were there live. The special thing about the technology is that thanks to noise cancelling, annoying outside noises are not transmitted to the video call participants.

and an intensive partnership for pfenning logistics GmbH. These include high-profile customers from the food, pharmaceutical and chemical industries.

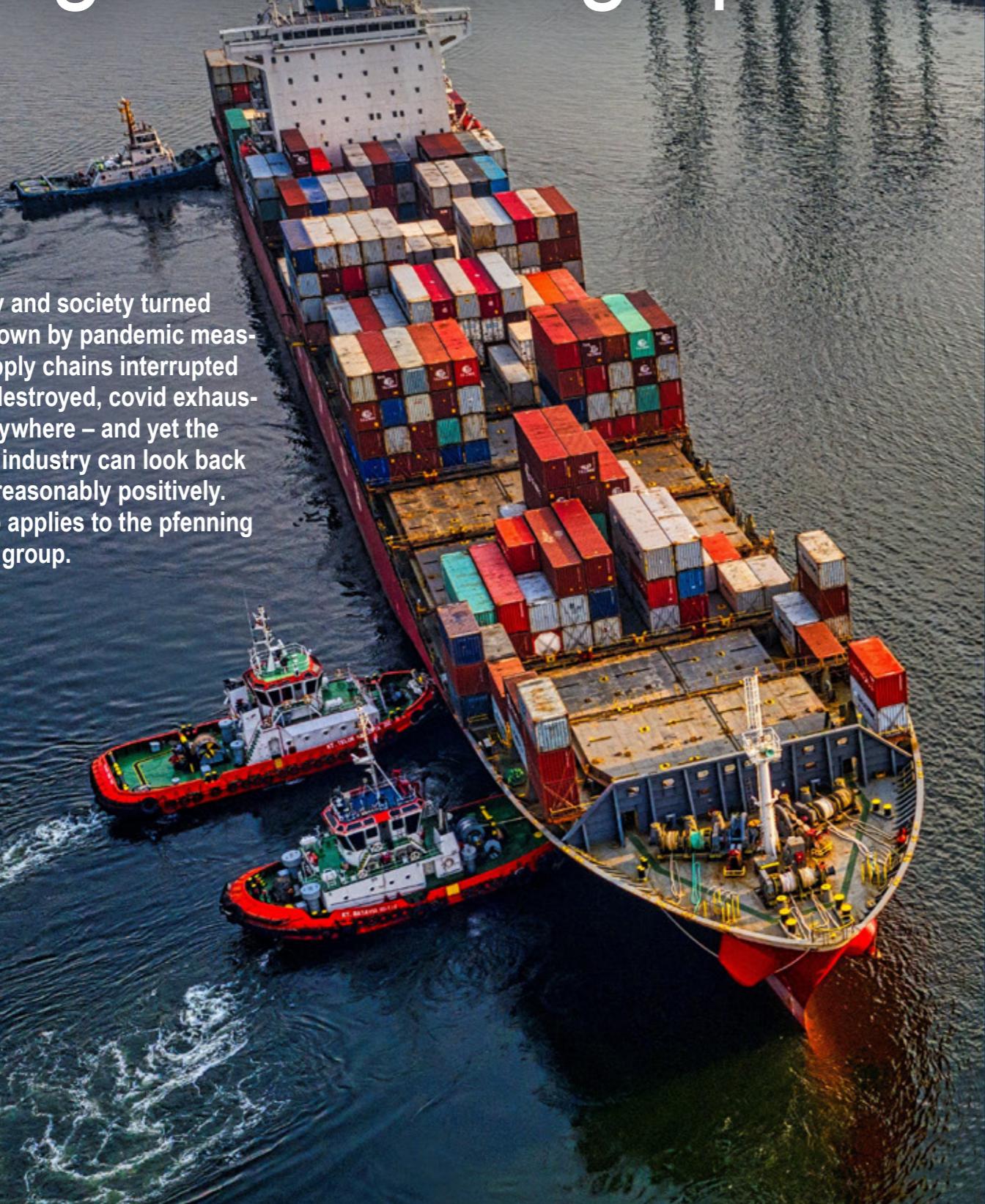
This approach has been used successfully for many years and has already proven itself in numerous business relationships. The long-term partnerships lead to fruitful new ideas whose positive aspects benefit both sides. Our teams are thus ideally prepared for the growth plans in contract logistics.

team, which consists of experienced in-house consultants, ultimately handles the operational implementation, accompanied by extensive staff qualification and an IT test phase. To make sure the go-live goes off without a hitch, the operational processes are tested and validated together with the respective departments at the customer. The jointly implemented solutions include specific approaches such as the automation of warehouse processes and the development of new locations on our own. pfenning logistics provides its wide range of services to customers regardless of warehouse size and warehouse turnover factors. The focus is on high offer quality and an individual concept (exposé) that includes developed storage and transport solutions as well as costings.

The team's know-how, coupled with the individuality of the concept, is the recipe for success for the customer. In 2020/2021, the team around Mr Königstein and Mr Gerber was very successful in winning over several customers with long-term contracts

2021 in logistics: things are looking up!

Economy and society turned upside down by pandemic measures, supply chains interrupted or even destroyed, covid exhaustion everywhere – and yet the logistics industry can look back on 2021 reasonably positively. This also applies to the pfenning logistics group.



As early as the 1st quarter, ifo Institute surveys attested an overall value for the logistics indicator around the "normal measure" of 100 – more than ten percentage points above the low in 2020 and despite repeated lockdown scenarios. The emerging optimism – almost exactly a year after the first lockdowns and contact restrictions, after border closures and the abrupt interruption of supply chains and production processes – was mainly fed by the success of covid tests and vaccination campaigns. And from the fact that increased security would soon bring a return to normality – albeit a new one. Many logistics companies, including pfenning logistics, have made use of the time – they have repositioned themselves digitally, they have accelerated projects and developed new business models, they have made their thinking and actions more flexible. The coronavirus pandemic has thus triggered developments and confronted logistics with challenges that would have become industry drivers sooner or later anyway.

No breakdown because of planned "Easter break"

In the midst of this stabilising development, the federal government planned an economic and social "Easter break" for the beginning of the second quarter of 2021. Fortunately, the plan did not materialise, so that the logistics sector and its customers from commerce, industry and services were able to get on with their business "resurrection" from Easter onwards – albeit still at a modest level. Industry sent increasingly positive signals – and commerce, one of the core sectors for pfenning logistics along with automotive, was finally able to catch up and spread new confidence. It was precisely these business expectations that brightened the business climate in the sector and catapulted the logistics indicator to a value of 102.5 by May. Although the horizon was not entirely free of clouds – semiconductors, plastics, special steels or wood were starting to become scarce – most logistics service providers had well-filled order books. They therefore also started increasing employee numbers accordingly – in the hope there would be no further lockdowns. There was much to suggest that the second half of 2021 would be a positive one in many places – with the exception of the automotive industry with its additional burden of structural change.

Dip in sentiment from summer

The good mood in the logistics industry at the beginning of summer was as good as in the corresponding pre-covid months of 2018 and 2019. In the middle of the 3rd quarter the assessment of the situation and with it expectations clouded over – both in industry and commerce as well as in logistics. This was not only due to the protective regulations still in place in the wake of the pandemic, which made economic operations more difficult. The reason was the increasing shortages of steel and timber, building and raw materials, of energy sources. Particularly scarce: electronic components, on which the automotive industry is absolutely dependent. Just how dependent can be guessed when you know around 5,000 chips are installed in a luxury sedan alone – without them absolutely nothing in the vehicle works. Production interruptions and days-long production stops as a result of the component shortage have not only led to a correction of sales forecasts by the German Association of the Automotive

Industry – they have also slowed down the work of suppliers and logistics service providers like pfenning logistics to some extent. Uncertainty has returned – accompanied by sometimes considerable fluctuations in volumes, margins and prices. But at least the vaccination campaigns are having an effect, and the level of immunisation in the population is rising. This makes familiar or slightly adjusted routines and personal meetings possible again – in social as well as economic life.

The fourth quarter of 2021 is ...

... in full swing at the time this issue of pfenning logistics' employee and customer magazine ECHO is published. Covid incidence rates have risen again in many countries. Instead of figures from the ifo Institute, all that remains is therefore a cautious look into the crystal ball. The shortage of components, building materials and raw materials will last through the end of the year – experts do not expect any improvement until mid-2022. This will prevent some industries and companies from producing what they actually could in terms of orders. Car buyers and house builders, but also industrial customers will have to put up with higher prices and longer delivery times. Supply chains have shifted due to numerous effects, which is now also affecting online and retail commerce. So in future it will be necessary to make production processes more resilient, to rethink sourcing strategies and to put purchasing on a broader footing so it can react quickly and flexibly in times of crisis. This may include the formation of buffer stocks or the establishment of alternative, shorter supply chains – the further development of the supply chains remains exciting.

Career start –

2021 INTEGRATION DAYS



On a three-day tour we got to know the company and our new colleagues. First of all, we were welcomed by managing director

Traditionally, in early September our apprentices and students start their new phase of life with the integration days. Nine new apprentices and four cooperative education students now complete our total of 38 junior staff, who work in very diverse areas. Starting with classic apprenticeships in the warehouse through to IT, human resources and marketing courses, there is a lot to choose from.

Rana Matthias Nag, then there were some games to get to know each other. At lunchtime over pizza and soft drinks, the "new" and "old" apprentices met for the first time in the sunny courtyard of the administration building. The subsequent tours of the logistics centres in the Rhine-Neckar region gave us a good overview of the company's economic core. We got an idea of the great diversity of services in logistics for different industries.

Finally, we were given all the necessary documents for our apprenticeships and courses as well as the company's traditional iBook. On the SV Unter-Flockenbach sports field we were then able to practise goal wall shooting and end our first days at pfenning logistics with a barbecue.

Author: Karla Reissler, DHBW Marketing Management student

OUR APPRENTICES



EXPANSION STRATEGY GROWTH

best place. more space.

multicube
osthessen



**PART
OF
YOUR
PROCESS**

Interview with man- agement

The pfenning logistics group has big plans for the years ahead: expansion of the warehouse and logistics capacities with new locations by up to 300,000 m², along with this an increase in the size of the team and the acquisition of customers from new target sectors. In this interview, Managing Directors Matthias Nag and Manuel Pfenning give an insight into the thinking behind the strategy for the future.

ECHO: Mr Nag, Mr Pfenning, pfenning logistics has set ambitious goals for the near future. Why is now the right time for this?

Nag: There are different reasons for this. On the one hand, we have seen that diversification in the sector mix and flexible availability of logistics space were important factors allowing us to come through the coronavirus pandemic stably so far and now to even pick up speed again. We want to expand this further and position ourselves broadly. We owe it not only to our partners but also and especially to our employees to remain agile and effective.

Pfenning: Our expansion plans are designed to secure and strengthen our position economically. Specifically, this also includes closing gaps in our transport network in order to be able

to offer our customers stable connections throughout Europe with convenient hubs for transhipment and storage. The coronavirus crisis has dramatically shown us the susceptibility of global supply chains to disruptions.

ECHO: What is planned in concrete terms?

Nag: We are making high investments in the hundreds of millions to open up strategically favourable regions for ourselves. These include the multicube osthessen in Mecklar and the fresh-cube osthessen in Bad Hersfeld for the temperature-controlled storage of fresh produce and pharmaceuticals, among other things. With this we will create about 300 new jobs in the region. Additionally, we are orientating ourselves geographically towards northern Germany as well as towards the French border region of Alsace.



Rana Matthias Nag



Manuel Pfenning

Pfenning: But our plans for growth are not only about enlarging the available space. The demands in the various sectors are increasing, from fresh produce and foodstuffs requiring seamless temperature control to returns management for our customers in the retail sector. As one of the top three retail logistics providers in Germany, we want to proactively offer our customers increasingly better solutions here.

ECHO: What does this mean for the employees at pfenning logistics?

Pfenning: We want to inform our team early about each of our strategic steps and take them with us on this path. The existing jobs will be retained and we want to offer our colleagues high quality qualification measures. In our opinion, investments in our human resources contribute directly to the company's success, because a well-trained workforce is what makes professional and reliable services for our customers possible in the first place.

Nag: In addition, the issue of recruitment naturally plays a major role on our path to growth and we believe we can score points here with our actively practised corporate culture as a family-run medium-sized company. Our HR department goes to great lengths to find flexible solutions for the compatibility of family and work in addition to further training opportunities.

ECHO: What will be the focus of business activities in the future?

Pfenning: Our strengths in the areas of retail logistics, logistics and additional services for automotive customers, but also pharmaceuticals and chemicals are among our core competencies. We want to expand these services further and support them through strategic acquisitions. With the wide range of customers it is nevertheless important to adequately deal with each individual problem and put together a customised service package – in line with our motto "Part of your process". Our teams in sales, but also in property development and human resources, are well positioned and committed to supporting our customers.

Nag: Apart from that, we want to continue our commitment to cross-company awareness-raising within the business sector. In order to create a dialogue with stakeholders, there needs to be interaction on equal terms and also an awareness of what logistics does as a supplier to production, commerce and society. That's why we gladly support the work of initiatives such as "Die Wirtschaftsmacher" ("economic movers and shakers"), the logistics property organisation Logistikimmobilien (Logix), the Club of Logistics and Brownfield24.

Building new competencies with HTH Logistic Solutions

Since July 2021, Lower Rhine logistics service provider HTH Logistic Solutions has been part of our group of companies. The Nettetal-based business specialises in logistics fulfilment for textiles and e-commerce and is thus an excellent addition to our range of services. The task now is to bundle the energies and combine the respective competencies as effectively as possible.

Developing and learning new things is a competitive advantage for companies too. A breath of fresh air ensures you are better prepared and can react to new trends and developments on the market. What you can't immediately handle with organic growth in the team and the available space can be covered well by inorganic growth.

With the acquisition of HTH Logistic Solutions, we have succeeded in forming a partnership with a logistics service provider that enhances our profile in several respects. The company from Nettetal has been active in textile logistics for 20 years and takes care of store supply and preparation of textiles for its customers. In addition, there is a comprehensive service package tailored to online commerce. HTH Logistic Solutions provides all the logistical services that online shop operators need to fulfil their orders: interface management, warehouse logistics, picking and packing, returns management, labelling, quality control and reworking, online shop management as well as transport and distribution.

Commonalities in culture and mutual enhancements in know-how

For the latter area in particular, Marc Ternieden, Managing Director at HTH Logistic Solutions, hopes for additional synergies from pfenning logistics' strong nationwide transport network. "Our strengths and respective focus markets complement each other very well. For example, we can serve smaller requirements and individual enquiries well. At the same time, we benefit from the fact that we can offer our customers in retail better distribution services thanks to pfenning logistics," explains Ternieden. But that is not the only reason the two companies are such a good match, adds Martin Königstein, member of the pfenning management team and Managing Director of HTH Logistic Solutions: "Flat hierarchies, fast decision-making processes, owners who still run the business – these are all characteristics that distinguish both pfenning and HTH. We are pleased that they chose us in their search for a partner for the future, we place the same emphasis on acting as equals and fair communication."

Next steps: enhance services, improve capacity utilisation, share know-how

Since the initial tie-up in July 2021, first the HTH team in Nettetal was informed about the future collaboration. The feedback among the approximately 60 employees was very positive, they are looking forward to a reliable and stable partner for the future development of the company.

HTH's existing customers were also informed and see great potential, for example through additional impetus for innovation, ecology and digitalisation. We are happy to provide that impetus and are working on a fruitful knowledge transfer with which, on the other hand, we can gear ourselves up for the target industry of e-commerce and textiles.

Because here we still see great potential for growth in the market, the continuing boom in e-commerce in particular represents a great opportunity for logistics service providers, but also a challenge that needs to be tackled proactively. And with the competent team that Marc Ternieden has built and now provides us with, we can tackle these challenges full of drive.



GILOG ▶

Fit for e-commerce and fulfilment in NRW thanks to innovative partner



Meeting the challenges of online retail logistics together – that is the aim of the tie-up with Frechen-based logistics service provider GILOG Gesellschaft für Innovative Logistik. In the economically strong region around Cologne in particular, pfenning logistics wants to consolidate its presence and broaden its range of services. Thanks to the expertise of the GILOG team, we can now increasingly offer individual services in fulfilment.



Acquisition of GILOG GmbH (from left to right): Prof. Dr Eberhardt Kalbfleisch, Frank Oelschläger, Martin Königstein, Rana Matthias Nag

Since January 2021, GILOG has been part of the pfenning Group and has brought three strategically important locations west of Cologne into the warehouse and transport network. The company has been active in the market for almost 20 years and offers customised solutions with a focus on warehouse logistics, value-added services, e-commerce fulfilment, freight management, logistics checks and analysis.

The year 2020 has shown how important online retail has become alongside stationary sales channels. As Germany's third-largest retail logistics provider, we see these developments as an opportunity to further expand our strengths. The coronavirus pandemic has also shown us as a company how important it is in dynamic times to have a broad range of services.

"Some of our customer industries were severely affected, while others were in fact able to realise significant productivity gains. For us, in these volatile conditions it has paid off to be able to offer maximum flexibility in terms of space and services. At the same time, it is very important to us not only to react in such situations, but also to consider how we can develop our business model further. Then we are prepared when our customers need the corresponding services and want us to provide them," explains Martin Königstein, member of the management board at pfenning logistics responsible for strategic business development and sales.

The chemistry is right, the vision for the future is clear

The integration of GILOG into the pfenning group is going smoothly, also because the two companies have strong similarities despite their differences in size. Frank Oelschläger, Managing Director of GILOG Gesellschaft für innovative Logistik, emphasises: "We feel very comfortable with pfenning logistics as a partner. Our goals and aspirations are compatible, we too are strongly orientated towards the needs of the customers, which we want to fulfil while maintaining the highest quality standards," says Frank Oelschläger.

In particular, the experience of the 85-strong GILOG team with a focus on consumer goods, electronics and medical technology will pay off for pfenning logistics' service portfolio. The e-commerce component will be added to pfenning's decades of expertise. The managing directors of both companies expect further growth and diversification in the target sectors of healthcare and consumer goods.

Bundling of new resources and targeted deployment

Thanks to the tie-up, GILOG can now access the strong transport and storage capacities of pfenning logistics and offer its customers more flexible distribution solutions. As the most populous federal state, North Rhine-Westphalia is an important market for consumer goods logistics. With the new member in the pfenning family and its three locations in Frechen and Bergheim, the Heddesheim-based contract logistics provider can now serve this market in a targeted manner.



Artificial intelligence supports scheduling at Herbst Frischelogistik



Since late 2020, the pfenning logistics subsidiary Herbst Frischelogistik has been on course for digitalised freight forwarding. Once all interfaces have been completed, it will use artificial intelligence for automated scheduling and optimal data management.

Artificial intelligence – AI for short – refers to machines, IT systems and technologies that complement and strengthen human abilities in seeing, hearing, analysing, deciding and acting. Accordingly, Herbst Frischelogistik uses AI to automate scheduling based on a lot of data and information. The dispatcher is relieved of simple information and administration management tasks and in future will act as the responsible controller in the supply chain.

AI optimises loading and recommends appropriate vehicles

To this end, the scheduling system first checks which goods can be automatically grouped into tours based on the nature of the goods, the receiving locations and the vehicle specifications. In a subsequent step, this proposal from the scheduling system is analysed using AI-based algorithms. They check parameters

such as live location data of the truck in question, the current driving and rest times of the driver, the tour route, possible loading and delivery windows and the current vehicle condition and thus determine which vehicle is the best for the respective tour. Full deployment is targeted by the end of 2022.

Freight handling digitalised from start to finish

Before the use of AI, the so-called "digitalisation measure HFI 4.0" was implemented. Its goal: to make freight handling sustainably paperless, from receipt of the customer order to settlement. With success: currently, the new way of entering orders has reached a degree of automation of about 86 per cent.

No more communication problems: driving assignments and navigation in the native tongue

The digital freight handling system also makes it possible to provide drivers with driving assignments on their smartphones in their own language. The same applies to the truck navigation system, which guides drivers to their respective destination without language comprehension problems.

Herbst Frischelogistik has digitalised its processes and in the next step is aiming to automate its freight handling to a high degree – thus creating the data basis for the use of future-ready IT technologies such as AI and machine learning.

All lights are green for energy-efficient logistics

Climate change and global warming are making questions about climate protection and sustainability louder and louder. For years now, pfenning logistics has been providing answers for the three main areas of activity: property development, warehouse and logistics services as well as transport logistics.

Sustainability stands on solid foundation of the multicubes

Sustainable storage and logistics begin with the selection of a location that takes the environment into account and fits the business model. The use of existing transport links to the road and rail network helps to handle transport via existing infrastructures and avoid unnecessary land use.

In the construction of the multicubes, pollutant-free and sustainable materials are used as far as possible, offices, social rooms, halls, paths and the depot are lit with energy-saving and intelligently controlled LED technology, thermal loading docks protect the loading ramps against temperature losses in winter and more than 500 forklift trucks are purely electric – all these are important stages on the way to CO₂-reduced storage. In addition, the multi-user concept of our multicubes makes it possible to utilise storage and mezzanine areas as well as the forklift fleet almost completely, thus making efficient use of every square metre.

The multicubes rhein-neckar and rheinhessen not only offer space for individually optimised storage and logistics solutions, but have also housed two honey bee colonies, wild bees and kestrels in corresponding nesting and brood boxes on the property since May 2021. This enables us to make a positive contribution to wildlife conservation and biodiversity.

Transport-related CO₂ emissions can be avoided through modern and alternative drive technology, and pfenning logistics also relies on efficient route planning. The entire HGV fleet is equipped with telematics systems that connect them online to pfenning logistics' central merchandise management and scheduling IT system while on the road. Real-time data on the route, location, loading lists or available freight space help optimise tours, reduce mileage per truck and avoid empty runs – in short,

to make the best possible use of the vehicles. Special driver training courses that raise awareness of resource-saving and thus environmentally friendly driving have also proven successful and have been able to realise significant CO₂ savings.

Green power from our own photovoltaic system

With the solar systems on the hall roofs, the multicube rhein-neckar in Heddesheim and the multicube rheinhessen in Monsheim make an important contribution to the generation of climate-friendly energy. Together they generate more than 13 megawatts of electricity – enough for about 7,000 households – and save almost 8,400 tonnes of CO₂ in the process. The 90-kilowatt photovoltaic system installed on the Heddesheim administration building in summer 2021 also does a lot: its electricity is used directly on the property as well as for a total of 12 wallboxes for charging electric and hybrid cars in the vehicle pool. Any electricity left over is buffered in battery storage and drawn on in months when the sun is not shining.



Close-up of the PV system on the multicube rhein-neckar



Installation of the PV system on the multicube rheinhessen in February 2021.



Gateway view of the multicube rhein-neckar showing the rooftop solar system



eActros from Daimler in practical testing at pfenning logistics



eSmarts as an addition to the vehicle pool

Nesting box at the multicube rhein-neckar



Logistics are diverse and future-proof!

Effectively countering the shortage of skilled workers is a key issue for pfenning logistics. Together with the ambitious growth path the logistics service provider is on, finding and retaining employees has become a decisive factor for success. A comprehensive programme of improved IT tools, recruitment and onboarding processes and, most importantly, a relaunch of the employer brand, are designed to ensure that the workforce in all areas can grow with the expanded services and new locations.



Robert R., Head of Sales



Lisa F., Project Manager Logistics

"Do good and talk about it!"

The pfenning logistics group currently employs around 3,700 people at 100 locations in Germany, Poland, Hungary and Sweden. In the competition for workers for further growth, the motto is: "Do good and talk about it!" For pfenning, this means above all communicating the attractive and diverse jobs and perspectives to the target audience appropriately, forming an attractive employer brand and making it visible.

In order to be noticed as a company and in particular also as an attractive employer on the market, a consistent and appealing brand presence is required. The appearance on different channels must be uniform, whether for a potential applicant, an employee or a contact person at the customer.

Blue and white line

pfenning deliberately addresses specialists, executives and junior staff with two different motif constellations, the "blue line" for senior professionals and the "white line" for the next generation. In the case of the experienced professionals, "real" specialists and managers, warehouse workers or truck drivers are presented in their working environment and quoted with statements about their duties and the company.

Young professionals, on the other hand, are still at the beginning of their careers and are still developing. This is represented by the many small cubes that spring from the "Part of your Future" cube and thus shape the young personalities. In turn, the young people shape our company with their energy.



Redesign of the employer brand

2021 saw the redesign of the "employer branding" introduced in 2017. For this reason, Yeliz Kavak-Küstner, Head of Marketing & Communications, developed a modern campaign with a focus on authentic testimonials. Numerous employees thus support the new campaign. The central element from 2017, "Part of your Future", was rethought. Modern and futuristic motifs are designed to underline the power of logistics and emphasise the diversity of occupational profiles.

Thoughtful employer branding communication strengthens the pfenning logistics brand and helps reinforce the corporate identity. We can only stand out in the market environment if we specifically and continuously communicate to the outside world what we have to offer applicants as a large, yet family-run company.

Katharina Kumpf
Head of Human Resources

"Everyone should have the opportunity for professional and personal development!"

As a family-run company, we at pfenning logistics attach great importance to being approachable with our colleagues. Everyone should get the opportunities for professional and personal development they need. That includes familiarisation with the workplace, the ongoing opportunity of skills development in the context of areas of responsibility and personal ambitions, and last but not least, reconciling private and business "family life".

Uwe G., Chemicals Division Manager
Yvonne B., Human Resources Officer
Tobias E., Management Representative QM
(from left to right)



Uwe G., Chemicals Division Manager
Yvonne B., Human Resources Officer
Tobias E., Management Representative QM
(from left to right)



Yannick P., Specialist for Forwarding and Logistics Services



Nancy S.-A., warehouse clerk
Marcel W., warehouse shift supervisor
Hakan K., warehouse manager (from left to right)

In 2022 the redesign of the employer brand will also be carried over to the website: pictures, stories and voices of the employees of both lines will then also be incorporated into the newly designed career page.

One of the cornerstones of our daily work is the introduction of an HR management system that digitally maps the entire recruiting process as well as the subsequent integration into HR management. From the job portal to the submission of the application to the planning of interviews and hiring, we can map all the steps here. This makes cooperation between the departments easier, replacing work steps on paper with just a few clicks in the system. We hope this will bring more transparency, but also relieve the burden on our employees at all levels, who will be able to handle a large number of HR processes digitally in the future.

Light at the end of the tunnel

„AUTOBAHNEN DÜRFEN STOCKEN, DEINE KARRIERE NICHT!“



Bremen vaccination campaign



Bremen branch

With 500 own and external employees, 156 trucks and 228 trailers, pfenning operates in Bremen as a specialised contract logistics provider for the automotive plant there. The upheaval in the industry and additionally covid weigh not only on the car manufacturer, but also on the logistics service provider. Just ten per cent of the usual 380 shifts and 4,000 loadings and unloadings remain from the order and work volume of past normal times. In our interview, branch manager Ralf Kleinholtz thanks his employees – some of whom have been with the company since the site opened in 2006 and are now celebrating their 15th anniversary – for their commitment in these difficult times.



TORSTEN Q.
VERKEHRSLTEITER
RALF K.
STANDORTLEITER
(v.l.n.r.)

ECHO: 2020 brought a number of challenges for the Bremen team – the order engine is sputtering. What was your experience as branch manager during this time?

Ralf Kleinholtz: As a boss, you always think you know your people. But you only really get to know them in heavy seas, as they say here in the north. And it is rough at the moment, especially because of the ten short-time working phases already. But we have a great crew on board. The employees stick together, stand by their company, deal with the current uncertainties with optimism and, wherever possible, make a personal contribution to helping us as a company handle the situation. I would like to thank my people from the bottom of my heart for that, I'm proud of that.

ECHO: To what extent do you see light at the end of the tunnel?

Ralf Kleinholtz: Even the darkest hour has only 60 minutes, as a song lyric says. The difficult times will pass eventually – and that's not the only reason I see an ever brighter light ahead. Because our main customer's order books are well filled – at some point the vehicles have to be built. And then we'll need all the drivers behind the wheel again to supply the plant with parts. Except for tyres and seats, we drive everything, but for that to happen the parts shortage, especially of chips, has to end first. In the meantime we've acquired quite a bit of new business in the past few months. It's not easy, because the HGVs and other vehicles are designed for the special delivery conditions at the plant here. With this special equipment, simply switching to branch supply in retail is not possible. But we were able to develop a so-called local transport concept with the customer, in which, for example, we pick up parts that have been transferred from shipping units to load carriers at suppliers and transport them to the factory and pick up empty load carriers. In addition, we carry out in-plant transport to make certain bodyshells ready for shipment and shipping to international markets.

ECHO: That sounds like a glimmer of hope. Will all problems be solved when the chip crisis ends?

Ralf Kleinholtz: Probably not, unfortunately, because then the challenges from the pre-crisis period will catch up with us again, especially the driver shortage. When we get back to full capacity with 380 shifts a day, we'll need additional staff. Bottlenecks can be bridged in the short term with the help of pfenning's own personnel service provider be4work, but in the long term we need new, qualified drivers for our core team. And they are currently scarce throughout the industry and independent of covid.

ECHO: What could you use to convince qualified drivers to choose our company?



**„RUNTERFAHREN?
WIR NEHMEN FAHRT AUF!“**

Ralf Kleinholtz: I think pfenning is a very attractive employer in Bremen. We offer regular working hours and a secure job. We almost exclusively drive short tours of about seven to ten kilometres, which means we can guarantee our drivers can go home to their families after work. Drivers work with tablets and the latest telematics.

Together with the job centre, as part of the retraining programme for professional drivers we can finance the HGV driver's licence for newcomers to the profession. We leave no stone unturned in our efforts to attract qualified drivers who can master the varied demands of the job. Anyone interested can find a lot more information about working for us on the website www.lkw-logenplatz.de.

ECHO: Then let's hope that looking for and finding drivers will soon be your biggest challenge again. Thank you for the interesting insights.

Dedicated to the common good

The wellbeing of society and the success of companies like pfenning logistics are closely intertwined. Because beyond customers, partners, employees and the actual business operations, entrepreneurial activities have a variety of effects on society.



Sponsoring BASF Tennis Club



pfenning logistics helps shape the Rhine-Neckar sporting region



European Tour participant Hurly Long, sponsored by pfenning logistics



Betting game boxes sponsored by pfenning logistics at Adler Mannheim in the SAP arena

Secure jobs, business relationships with other companies locally and in the region, tax revenue for municipalities, federal states and the federal government as well as sustainability-orientated action are visible contributions of successful entrepreneurial activity.

The pfenning logistics group regularly supports charitable campaigns and organisations with donations. One such organisation is Anpfiff ins Leben e. V. ("Kick-off into life"). It helps children and adolescents with physical disabilities in sporting and personal development – so they can successfully deal with the challenges of the central areas of life of school, work, sport and society as strong and self-confident characters. Thanks to the long-standing support of pfenning logistics at regular information events, the non-profit organisation is able to open up the best possible prospects for the future of its protégés, for example in vocational training.

"With our commitment to charitable initiatives as well as professional and popular sports, we want to give something back to society," explains company boss Karl-Martin Pfenning. "And we also listen to the needs of communities where we locate or already operate a site."



Sponsoring SG Leutershausen



pfenning logistics is the Adler Mannheim jersey sponsor!



The German Bundesliga football teams TSG 1899 Hoffenheim and FSV Mainz 05 are nationally known figureheads for our commitment.

The same applies to multiple German ice hockey champions Adler Mannheim, whom pfenning logistics has sponsored since the opening of the SAP Arena in 2005. From the coming season, the commitment will be expanded further: the pfenning logistics company logo will then also be seen on the players' jersey shoulders as well as on the team bus. pfenning logistics also has a brand new national league team under its wing: the 1st Men's Team of the BASF Tennis Club. With Golfclub Mannheim-Viernheim 1930 e.V., two-time German men's team champion, another national league team has enjoyed the support of pfenning logistics for many years. In addition to coach Ted Long's team, the women's team is also showing the fruits of successful sponsoring: coach Anja Engelhardt's team advanced to the German Golf League's 2nd Bundesliga this year. And with golf pro Hurly Long, one of the best German golf pros at the moment was also an Olympian at Tokyo 2020. With MTG Mannheim, pfenning logistics is also involved with one of the most traditional German athletics clubs.

At the municipal level and in popular sport, sponsoring is almost even more important. For the SG Hohensachsen women's team, pfenning logistics has been a jersey sponsor for many years. The entire youth section, starting with the F youth girls' team, up to the 1st women's team, has been equipped with uniform sportswear.

Whether very small or very big – regional support is very important. This also applies to handball: with the third league team SG Leutershausen and the Baden league team SG Heddesheim, pfenning logistics shows its colours in this sport too. As a box partner of the Bundesliga club Rhein-Neckar-Löwen (the Rhine-Neckar Lions), the company supports the team at every home game in its living room, the Mannheim SAP Arena.

Whether in recreational and popular sport or with the pros – pfenning logistics' regional support is far more than a moral obligation, it is a gladly practised "giving back" to society, the region and its people.

Sustainable real estate concept



For pfenning logistics, the development of logistics real estate is an important cornerstone of business success. With the innovative concept of multicubes and freshcubes, not only can optimal services be provided in the logistics property, but also a positive contribution to climate protection.

In this interview, Torsten Radzuweit, Head of Central Purchasing & Real Estate at pfenning logistics, explains the cornerstones of the real estate strategy.

ECHO: Torsten, everyone is talking about the development of ecological logistics properties. How important is the topic at pfenning logistics?

Torsten: Very, and not just recently. In 2013 our first multicube in Heddesheim already sent a strong signal to the industry. Because we manage the entire process from finding the property to completion ourselves and want to operate new logistics locations in the long term, we set the highest standards. This starts with the search for sites with the best possible connections in order to save unnecessary truck mileage. This requirement is firmly anchored in our entrepreneurial identity and increasingly matches the expectations of our customers as well as local communities and stakeholders. Finding a compromise here that is right for everyone is our top priority.

The fact that we are pursuing a successful strategy is reflected in awards such as the two DGNB platinum certificates (German Sustainable Building Council) for our multicubes in Heddesheim and Monsheim or the Logix Award 2013, the most important award for outstanding logistics properties in Germany, which we won for the multicube in Heddesheim.

ECHO: What is the significance of the two new locations in Bad Hersfeld and Mecklar for pfenning logistics' growth strategy?

Torsten: With the "multicube osthessen" and "freshcube osthessen" we are opening up a region that is very favourable for logistics, you could say the "heart of Germany".

These central locations allow us to manage national transports more intelligently and significantly reduce transport mileage.

For everyone involved in efforts to achieve sustainability, these savings are becoming increasingly important in decision-making.

Furthermore, our customers benefit from more flexible services and the municipalities from job creation and positive economic synergy effects.

We are also aiming for a high DGNB platinum certification for these two projects. In addition, we are proactively approaching e.g. nature conservation organisations to ensure the most sensible compensatory measures can be taken. In Mecklar, for example, we are incorporating an old stream into our green space concept. In this way, we show the local decision-makers that we are interested in good cooperation in the long term and want to create added value.



Our colleague Torsten (far right) during the Logix panel discussion at this year's expo real

ECHO: What are the advantages of in-house development – for pfenning and the users?

Torsten: We see it as a positive aspect of this make or buy decision that we pull all the strings and can incorporate our decades of know-how directly into the planning of the logistics areas.

We know the needs of the industries and can map them in the logistics property. From construction planning to facility management, we offer all logistics real estate services from a single source.

At the same time, the multi-user concept allows us to use the space efficiently so there is no unnecessary vacancy. Our customers benefit from this because we can easily provide additional space if the need arises. Overall, as a contract logistics service provider, we can also make a positive contribution to our customers' carbon footprint, for example by operating the logistics property with electricity from renewable energy sources. Our efforts in this area are generating a great deal of goodwill and growing interest among our partners.

ECHO: How do you approach cooperation with municipalities, what are the most important points of clarification in dialogue with local decision-makers?

Torsten: It varies from municipality to municipality and is highly complex. Understanding the socio-economic mix and determining how a logistics property can be embedded appropriately in the existing structure plays an essential role for us in the settlement process. We also notice that there is always a great need for information, so that a lot of communication and educational work has to be done in advance in order to reach a successful conclusion.

This is where it pays off that pfenning logistics is already very active in the business sector and is involved in initiatives such as "Die Wirtschaftsmacher" or the logistics real estate initiative Logix.

These activities are noticed beyond the boundaries of the industry and help to objectify discussions. Winning the Logix Award 2013 is a good example, this award is also perceived positively in the municipalities.

Dear anniversary celebrants,

Our sincere thanks go to you for your loyalty to the company. It makes us proud to know that a round anniversary with several decades is no longer a rarity. The 40th anniversary of our dear driver colleague Erwin Hess, however, was also something very special for us and an important occasion to come together in a personal celebration. His career at pfenning logistics began in 1981, naturally, in keeping with the company's tradition, with milk transport. In his many years of service, there has hardly been a load that Erwin Hess has not driven. You can get to know Erwin personally on the next page.

But this year we also want to congratulate our colleagues in Bremen. The automotive location was established in 2006 and is now celebrating its 15th anniversary. The same goes for our colleagues, who have been loyal to us since day 1 and have worked tirelessly for us in plant supply for 15 years now.

It makes us happy to have so many great employees in our ranks and we look forward to many more years with you!

Your management



Presentation of the certificate of honour to Erwin Hess by the management and HR Manager Katharina Kumpf



Erwin Hess with certificate of honour and truck

Erwin Hess: 40 years on the road for pfenning logistics

Erwin Hess started his working life as a professional driver at pfenning logistics in 1981. During this time, he has accompanied not only the firm on its journey from freight forwarder to full-service contract service provider, but also the many changes in the truck driver's job. In this interview he shares his memories and experiences with us.

ECHO: 40 years on the job – that also means a big sense of following your calling. Has being a truck driver always been your dream job?

Erwin: Yes, definitely. Even as a child, I was impressed by the power and size of the vehicles and I often imagined myself driving one of those trucks. So I got my HGV driver's licence in the German Armed Forces and then in 1981, at the age of 21, I applied for a job at pfenning logistics in response to an advertisement. And, as you can see, I got the job.

ECHO: When did you first go on tour alone, what was your first load?

Erwin: First of all, I sat in the passenger seat for a week to get to know the tours by heart. And, of course, to learn a thing or two and make contact with my future customers. When I got behind the wheel for the first time, my first load was milk, exactly what the company started with over 50 years ago. Over the years, I have driven pretty much everything that needed to be transported, even hazardous goods.

ECHO: From milk to hazardous goods – it's not enough just to sit behind the wheel, is it?

Erwin: The job is more varied than you think and requires a wide range of different expertise. In order to be aware of all the important regulations and specifications, I regularly attended training and further education seminars, including training as a hazardous goods driver, professional driver training, a load securing seminar and a practical seminar on the topic of digital tachographs.

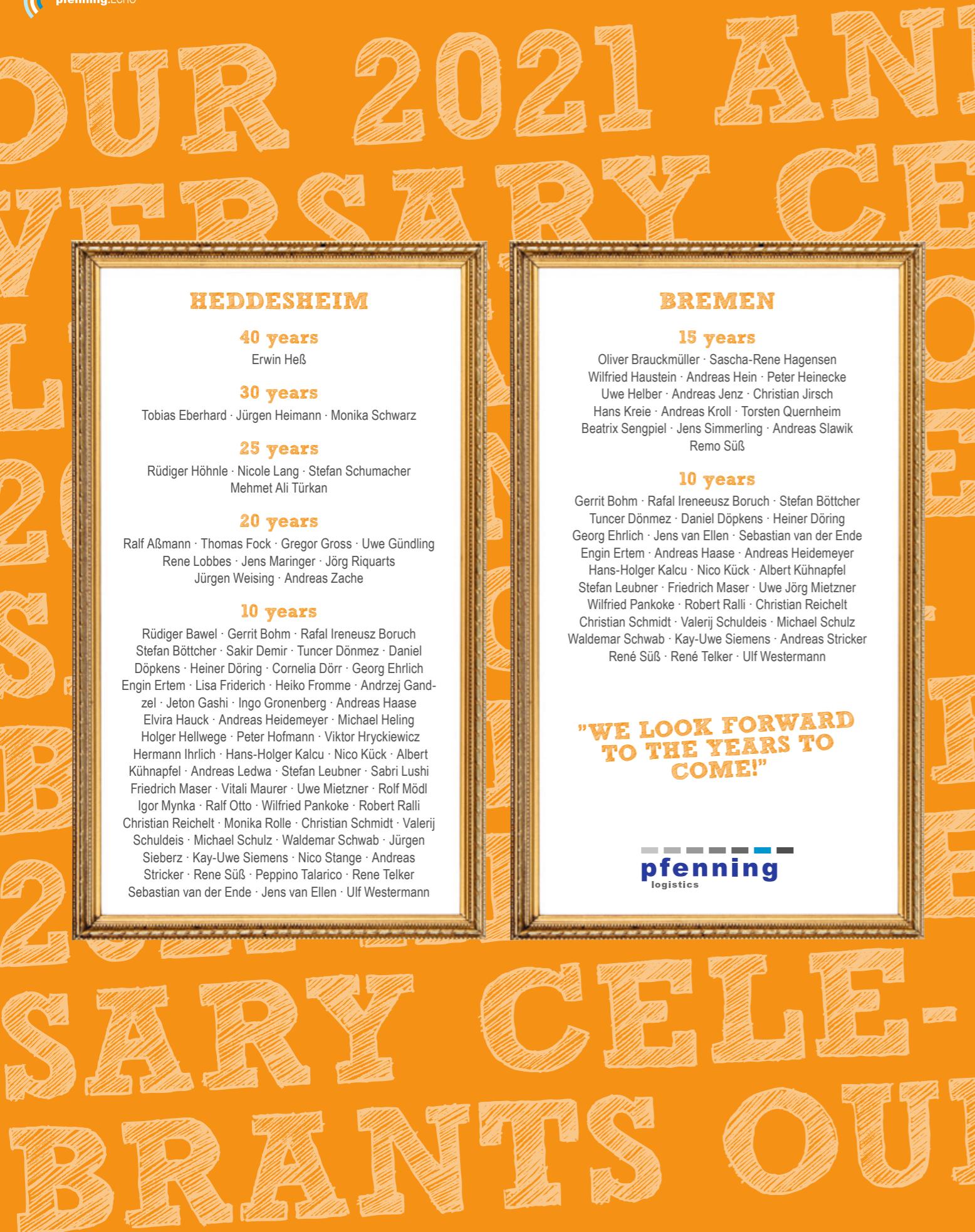
ECHO: How has your day-to-day job changed over the 40 years?

Erwin: As far as the actual job is concerned, it is certainly the wealth of topics that have to be mastered to do with the storage, handling and transport of a wide variety of goods. For me, the greatest technical progress are the advances in vehicle and communication technology. Liquefied petroleum gas and electric drives, and soon even hydrogen, mobile phones, navigation and telematics systems, comfortable seats and air conditioning in the driver's cab – that didn't exist at the beginning of my career. In this respect, everyday life as a professional driver has become more pleasant.

ECHO: 40 years have passed – when do you expect to lock your cab for the last time?

Erwin: I'd like to do my job for another three years. Then it will be the end of my career as a professional driver. I will still be on the road though – travelling with my camper van and in the region on my bike.

ECHO: For that we wish you fair winds on your travels. Thank you very much for talking to us.



Thank you boss for 28 years!



Manfred Emmrich has been with pfenning logistics since October 1994. Initially, he worked as a driver delivering to food retail stores in Berlin. Later he played a major role in developing all the Cologne locations and has been working there until now as branch manager. At the end of the year he will leave the company and take a well-earned retirement – time to look back.

ECHO: Mr Emmrich, do you remember your first day at pfenning?

Manfred E: As if it were yesterday! I went to Marzahner Strasse to apply for a job as a driver. At the time it was still Pfenning und Amberger Spedition und Logistik, which later became the LogSped group. First I was allowed to go on a test drive in the passenger seat and was then asked straight out if I could do it myself. I had a driving licence, so I got the key from my supervisor and got behind the wheel. And that's where I stayed for the time being; "temporarily" became 28 years.

ECHO: What did your first tours and duties involve?

Manfred E: In Berlin I was still working in the traditional branch delivery of fruit, vegetables and fresh produce. I learned loading and unloading from scratch, that's hard physical work. And driving a truck is also a demanding job, especially when you were still on the road without modern equipment such as air conditioning, navigation or a turning assistant. For me, the good team spirit was worth its weight in gold, I could always ask my colleagues for advice and pick up tricks on how to load something in such a way that there was no load breakage. Very important: mistakes can happen – but you have to learn from them.

ECHO: The tone on the ramps is often a little rougher ...

Manfred E: That's true, unfortunately. In the past, when Christmas business was even more dynamic due to the shorter opening hours in retail, you had to put up with one thing or the other as a driver. I have learned to stay cool and polite in such situations. Then the other person usually calms down on their own, the problem can be resolved – and later you are happy to meet again at the ramp! If you are good with people like I am, you will enjoy the exciting and individual characters you meet in this job.

ECHO: You were later able to pass this experience on to your colleagues as branch manager in Cologne-Langel. What values are important in the team?

Manfred E: I have been at the Cologne-Langel site since Easter 2006 and am responsible for a team of 60. What I have learned in that time: to listen to the concerns of my people. This also includes sitting together in a cosy atmosphere after work every now and then. Even if there are stressful phases in the job, talking to one another and appreciation for each other builds a bond. I praise my colleagues and always stand up for them personally because I value the hard work they do every day. I'd like to see this respect in broader parts of the industry and the public as well.

ECHO: Tell us what you plan to do in your well-deserved retirement?

Manfred E: I am looking forward to a quiet everyday life with my wife and the garden. I don't feel the pull to travel that far away. On the contrary, I can well imagine gradually discovering the beautiful corners of Germany.

ECHO: Is there a motto that has accompanied you over the years?

Manfred E: Whatever you do, you should always have fun and enjoy doing it. There's no point in holding on to negative things. Short and sweet: keep smiling!

ECHO: Mr Emmrich, thank you so much for your insights and the commitment you have shown here with us over the years!

Christmas and the festivals of the world religions

For many of us, Christmas – the great festival of the Christians – naturally coincides with the end of the year. Spending the days between the fourth Sunday of Advent and New Year relaxing with the family is quite normal for Christians worldwide. But what about the faithful of other religions around the world?



At Christmas, Christians celebrate the birth of Jesus. There are differences from country to country, however. For example, while in the German-speaking world the highlight is on Christmas Eve, everywhere else the Christ Child or Father Christmas do not come until Christmas Day on 25 December, our 1st Christmas holiday. But not only for Christians is Jesus a central figure and revered as the Son of God – both Judaism and Islam also know Jesus. However, he is not celebrated as we know it, because in both religions he is "only" regarded as a prophet. But these religions and all other faiths also have their feast days and holidays, which are at least as important for them as Christmas is for us.



In Islam...

... Muslims celebrate the birthday of their prophet Mohammed with the Maulid an-Nabi festival of lights. The biggest religious festival in Islam is Eid al-Adha, which goes back to the Prophet Abraham. Depending on the country, it lasts up to four days – to celebrate, an animal is slaughtered as a symbolic offering and then shared within the family and with those in need. The Muslim festivals are based on the Islamic lunar calendar and shift backwards in our calendar by a few days each year. For example, in 2022, the Feast of Sacrifice is in early July – and will probably take place at the beginning of our calendar year in about 18 to 20 years.



Judaism...

... does not have a holiday as a birthday celebration for a prophet – and thus also not the Christian Christmas. Nevertheless, Jews also celebrate around Christmas time: Hanukkah – also called the Festival of Lights – the exact date of which depends on the Jewish calendar. It lasts eight days and, like Christmas, is a community festival, dating back to the rededication of the Second Temple in Jerusalem in 164 BC. During the holiday, people gather with their loved ones and children receive gifts and sweets. The Jewish New Year, Rosh Hashanah, is not quite as close to Hanukkah as it is for Christians. It does not fall on 31 December, but on an autumn day in September or October.



Hinduism...

... has a festival that is celebrated in a similarly happy and family-focused way as the Christian Christmas. It is called Diwali and is a spiritual festival of lights lasting several days. Hindus all over the world, for example in Mauritius, Fiji, Trinidad and Tobago, Singapore and South Africa, celebrate it in late October/early November in our calendar – in 2022 on 24 October, a Monday. Because the faithful also celebrate, among other things, the victory of light over shadow and life over death, candles, fairy lights and fireworks are important elements of the festival. Incidentally, in northern India, Diwali is also New Year's Day.



For Buddhists...

... all over the world, Visakha Puja is the biggest holiday of the year. It is the birthday of Siddharta Gautama, the Buddha, and always falls in May or June. Buddhists all over the world use the festival for a conscious search for commonalities and the roots of the different Buddhist customs. In addition to the usual full moon fast and the solemn ceremonies, it is also the custom in many places to release animals – for example, birds that have previously been caught especially for this purpose. This is to express one's efforts to work for the good of all beings.

Whether Christmas, Hanukkah, Eid al-Adha, Diwali or Visakha Puja – the five largest world religions, but also all the several thousand other faith communities as well as ethnic and natural religions on earth have their festivals and rites that unite and strengthen people in their community life.

Fortunately, people can come together in the family again and give each other support. In this spirit, we wish you a Merry Christmas and a Happy New Year 2022.



MITMACHEN & GEWINNEN!

Entries close on 31/03/2022 – no correspondence will be entered into.



When was Sonima GmbH fully integrated into our group of companies this year?

- May
- June
- July



How many tonnes of CO₂ do the PV systems on our multicubes in Heddesheim and Monsheim save?

- 8,000 t
- 8,400 t
- 8,100 t



What are the names of the two new logistics centres being built in the centre of Germany?

- freshcube & multicube osthessen
- doublecube & singlecube nordhessen
- multicube & triplecube Bad Hersfeld

You can win:
a pfenning logistics mug and a
pfenning stick lighter.



Good luck!

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