



# SOUTHAMPTON FREIGHT SERVICES LTD

IMPORT – EXPORT – AIR FREIGHT – SEA FREIGHT – ROAD FREIGHT – INTL COURIER

# SFS NEWS

Summer 2012

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## Welcome to our second edition of SFS News...

For the eagle eyed readers you'll notice we have missed a season, jumping straight from Winter to Summer. Here in the UK the springtime has typically been somewhat of a washout, so we felt it best to concentrate our thoughts on the exciting summer season ahead!

In this edition we focus on partnerships and teamwork. Working together for the common good is the essence of business, or indeed any team based operation. We strive for success whilst retaining our core edge of honesty and integrity.

A partnership with SFS is one of shared responsibility, whether you are a client, an agent or a supplier, you'll feel part of our team, and part of something special.

*Long lengths and airfreight do not always go hand in hand as most passenger aircraft take only palletised cargo, where freight is loaded into specially designed airline pallets for ease or practicality of loading. This severely restricts the maximum allowed dimensions accepted on majority of flights and leaves few options for out-sized cargo, therefore 'all cargo' freighter aircraft are operated across the world to carry the larger or more challenging cargo movements.*

## Forty feet in length

In November 2011 we were contacted by our client, Premier Composite Technology (PCT) in Dubai, requesting assistance with a huge building project in the Middle East.

Our challenge was to move carbon fibre rods, packed into crates almost forty feet in length from various points across Europe and fly into Dubai. In addition to the carbon rods we also

had multiple shipments of carbon fibre rolls, epoxy resins and curing agents.

Tim Bastow, Purchasing Manager at PCT explains; "We had a very aggressive timescale for a project that meant we had to fly tonnes of raw materials for our composite manufacturing process rather than shipping by sea as normal. Shipments were handled quickly with weekly





*Our cargo loads through the nose of this Boeing 747 freighter aircraft*

# and moving by air!

collections from around the UK and Europe and a booking schedule developed to facilitate just in time deliveries to keep PCT production going"

From November 2011 until April 2012 we moved in excess of 265,000 kilos (265 tonne) by air from Europe to Dubai, some shipments in excess of 20,000 kilos at a time and more than 40 pieces were measured between 10 and 12.3

metres in length ! As you can imagine the logistics of such an operation provided our air export team, together with the load planners of our partner carriers Cargolux Airlines and Cathay Pacific Airways with quite a challenge!

It is difficult to envisage the size of the cargo but, as an indication, the metal aircraft pallet these crates are wrapped onto is itself actually 20 ft in length (6 metres)!

**“ From November 2011 until April 2012 we moved in excess of 265,000 kilos (265 tonne) by air from Europe to Dubai ”**

## Did you know...

The Boeing 747-400 freighter is capable of carrying up to 117 tonnes! Additionally, the Boeing 747-400 freighter main-deck side cargo door, with a height of around three metres, allows the uplift of outsized shipments that cannot be accommodated in the belly-holds of passenger aircraft. The nose cargo door allows carriage of long pieces, such as the forty foot long pieces we recently carried to the UAE.

Air freight traffic constitutes less than 2 percent of all tonnage transported. However, it represents over one-third of the aggregate value of all international trade as mostly high value items are moved in this way.



# Seatrade:



*Our Managing Director Ross Negus, together with our Network members from Spain, Denmark, Italy, Germany and the USA*

The event was a huge success for our network and for Southampton Freight Services Ltd where our Managing Director, Ross Negus, met with clients, partners and representatives from various product suppliers, technical suppliers, shipyards and port operators and agents from around the world. We also had the pleasure of

**“The event was a huge success for our network....”**

welcoming our newest members into the network, Andrew Cooper of J.R Williams in Montevideo, Uruguay and Ivan Mifsud of MBL Shipping Agency Ltd in Malta.

J.R Williams, trading since 1868, are a leading



*With Amadeu and Angel, our partners from Barcelona*

# Cruise

*For the fourth consecutive as part of our Cruise & Ma*

shipping agency in Uruguay offering support to some of the worlds largest vessel operators and marine suppliers. In addition to their port agency and husbandry operations, they also handle freight forwarding logistics and customs clearance of ocean freight containers and air freight consignments delivered for marine vessels calling into Montevideo.

Mifsud Brothers Ltd (MBL) in Malta too have a wonderful longevity of trading history. They were originally set up in 1860 under the name C&G Fratelli Mifsud by the great great grandfather of Ivan Mifsud, today's managing director, its main function being that of attending vessels entering the Grand Harbour. After changing it's name to Mifsud Brothers Ltd 1933, the company provides port agent operations, freight forwarding services and even shore excursions for passengers throughout Malta.



*with Alfredo of Smart Logistics, Argentina*



*Ross with Jeremy of Freeport Ship Services, Bahamas*



# Shipping Miami 2012

*year, Southampton Freight Services Ltd attended the Cruise Shipping Miami Exhibition  
rine Logistic Network.*

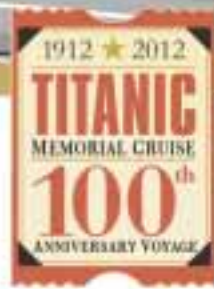
Our network continues to offer detailed logistical assistance across the globe to cruise lines, ship builders and suppliers to the marine industry. From strategically placed global consolidation warehouses and ocean freight loading, re-supplying cruise ships during their cruises, to last minute airfreight consignments of urgent technical spares or medical supplies and chartered aircraft for project movements, our global team specialises in all aspects of international supply chain logistics for the

marine industry and together we are creating a network of incomparable expertise.

“ **Our network continues  
to offer detailed  
logistical assistance  
across the globe...** ”

## Did you know...

We have noted recent notification by BIFA of research by shipping intelligence consultants Alphaliner which has marked a significant maritime milestone: the world's active container ship fleet has reached 15 million teu (Twenty foot equivalent units) capacity, a significant milestone driven by the arrival of new ships and the return to service of previously mothballed shipping after some eight months of declining provision of ship capacity.



# Delivering on time for the Titanic Memorial Cruise...

The products supplied for the cruise by C&H International AS in Norway were gifts/give-aways for the guests. E.g. Travel journals (note books –pictured below) and hotel slippers.



Carl Jorgen Helberg, General Manager of C&H explains; "C&H International AS is supplying hotel amenities and gifts to cruise ships worldwide.

These products are specially made for the Titanic memorial cruise with their logo. The products are produced in China, and shipped by ocean to Southampton.

Due to the logo, the merchandise can not be sold to other customers, therefore it was extremely important to reach the deadline of April 8th. The Titanic memorial cruise is a one-time cruise.

C&H International AS is a Norwegian company, without any UK office. It was therefore very important to us to be served by both BWS and Southampton Freight Services because the communication and updating from both companies has been very good. We are very thankful to all involved in both companies. The schedule was very tight, and you reached it! "

**“ We are very thankful to all involved...The schedule was very tight, and you reached it! ”**

The deadline was indeed a tight one. Whilst part of the shipment arrived into London in relative good time to customs clear and transfer to our warehouse, the remainder of the goods arrived into Southampton on Monday 2nd April as LCL cargo (consolidated), which meant it had to be devanned (broken down from the container) and customs cleared before delivery could be executed. The Memorial Cruise was leaving port on Easter Sunday, 8th April, and



*Our Cruise & Marine Logistic Network partner, Blue Water Shipping (BWS) in Fort Lauderdale, requested urgent assistance for a very important shipment arriving into Southampton for a special one off Titanic Memorial Cruise.*

therefore the UK was shutting down for the long weekend on Thursday 5th April!

We had just four days to work with so our import department used their expertise, charm and powers of persuasion to have the container discharged from the vessel and transferred as quickly as possible to the consolidator for unloading. They expressed the urgency to the consolidator, explaining that the shipment was desperately important, particularly in light of our city's historical connection with the world famous RMS Titanic, and their assistance unpacking the container quickly would be greatly appreciated.

The hard work and pressure paid off and subsequently the items were delivered to the port agent on Wednesday 4th April !! We were delighted to be a small yet important part of this operation and we hope the passengers on-board the Titanic Memorial Cruise thoroughly enjoyed the event.

The cruise itself sailed from Southampton Port to New York, visiting en route Cobh in Ireland, sailing onto the coordinates of the sinking of

**“ The hard work and pressure paid off and subsequently the items were delivered ”**

Titanic and penultimately Halifax (Nova Scotia) before turning around in New York and returning to Southampton. The cruise vessel is the Balmoral, operated by Fred Olsen Cruise Lines.

You can view the BBC News Titanic 100 mini site here with interesting features, analysis and coverage of the memorial cruise.

## Did you know...

The Titanic carried 900 tons of baggage and freight

A majority of the cruise ships in service by the major cruise lines are at least twice the size of the Titanic (46,000 gross tons)

Over 19 million people worldwide took a cruise in 2011 accounting for \$29.4 billion in U.S. dollars



## Supercar vs Supercar

*Continuing with our history of exporting exotic sports cars, we recently moved a couple of real beauties!*

First was a rather impressive burnt orange McLaren MP4-12C to the Far East. For you fellow petrol heads, here are the official stats;



The MP4-12C features a carbon fibre composite chassis, and is powered by a mid-mounted McLaren M838T 3.8-litre V8, twin-turbo engine developing approximately 592 bhp. Power is transmitted to the wheels through a 7-speed Seamless Shift dual-clutch gearbox. It is stated that the MP4-12C can accelerate from 0 to 200 km/h (124 mph) in 8.9 seconds.

The car has a top speed in excess of 322 km/h (200 mph) and can brake from 200 km/h (124 mph) to a complete stop in under 5 seconds. In short, the car is slightly faster than the average family saloon !!

Following the McLaren is not an easy task, although this beautiful Lamborghini Aventador will not only follow, it would race past!

The Aventador LP 700-4 uses Lamborghini's new 700 PS ( 690 hp) 6.5 litre V12 engine. Performance is estimated to be 0–100 km/h (62 mph) in 2.9 seconds with a top speed of around 349.2 km/h (217.0 mph).

### Did you know..

You can rent the McLaren Mp4-12c from Hertz UK. Rates start from almost £1200.00 per day... Only for a weekday!! But it's not all bad news... if you hire one for more than 28 consecutive days you only pay around £900.00 per day. Quite a bargain!

## Saints FC march back into the big time!

A special note to offer congratulations to our local football club, Southampton FC, for reaching the top flight Barclays Premier League after securing back to back promotions from League One and the Championship respectively. The team finished in second place, one point behind champions Reading, having won 26 out of 46 games and scoring no less than 85 goals and playing some wonderful passing football in the process!



*picture supplied by SFC*

We look forward to their first season back in the Barclays Premier League and we are especially excited about the prospect of seeing our name in flashing lights, with their new LED advertising boards! Southampton Freight Services Ltd have been proud sponsors for more than 8 years.



# Sandown & Lake Youth U12s have a great season in SFS colours

As reported on our news page last year, we have sponsored an under 12's football team on the Isle of Wight, managed by the son of our Export Manager for Sea and Road, Angus McInnes. The kits looked great and even sported our company colours, here they are at the beginning of the season;



Manager Jamie McInnes sums up a rather impressive campaign;

"We began the season by playing in some very exciting and valuable pre-season tournaments. These included beach soccer, the Basingstoke Tournament and the Hythe & Dibden Tournament; in which we finished runners-up, losing the final narrowly on penalties.

Our league campaign has been one of much success. Our stylish, attacking football and much improved resolute defending saw us finish in second place, a vast improvement on last season's sixth. Our record over the 18 games was 14 wins, 2 draws and 2 losses; scoring a massive 113 goals in the process whilst conceding only 20. We also did very well in the Isle of Wight Cup, going out narrowly at the quarter-final stage.

One achievement that really stands out this season was our progress in the Hampshire Cup. We played fantastically well throughout this competition, losing out to eventual finalists Salisbury City YFC at the last 16 stage. For a small IOW team, this is an incredible feat, considering the Under 12 section had well over 120 entrants from all over Hampshire, Dorset and the Isle of Wight.

We have achieved all of this whilst sticking to our ethos of hard work, dedication and most importantly enjoyment. The boys are developing into fantastic footballers as well as dignified and humble young men.

Having a wonderful new kit given to us by Southampton Freight Services played a big part in our season, no question. For the boys to go out onto the pitch looking the part, helps them in delivering their superb team performances. We eagerly anticipate next season when we hope to progress even further on all fronts!"

We look forward to the 2012/2013 season, and to the new style kits being on show as below! Wishing the lads the best of luck!





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*Local knowledge on a global scale*

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