



SOUTHAMPTON FREIGHT SERVICES LTD

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

SFS NEWS

Autumn/Winter 2012

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We have a little gift for you...

the Autumnal SFS News!

As the year of 2012 draws towards a close, and the temperatures begin to plummet, we look forward to the festive season ahead by giving you an insight to the more personal side of our family business.

As a company we pride ourselves on our friendly approach; we don't just 'do' cargo, we love it. Our passion and drive to please and succeed goes beyond just moving your shipments, we also embrace the value of face to face communication.

We have mingled with our overseas partners at an annual conference in Turkey, have been entertained by one of our key suppliers at the Formula 1 in Italy and given something back to some truly inspirational and brave servicemen and a women of this country. For our company it's about more than just kilos – it about people, relationships and going that extra mile.

We hope you enjoy the read please remember, we are here to support you during the festive period with any last minute shipments or panic movements you may have – so please just ask.

Wishing you a very Merry Christmas, The SFS Team

A very exciting new partnership officially began in August when Rare Tea Company decided to appoint Southampton Freight Services as their global forwarder and third party logistics provider (3PL), arranging importation of tea and associated articles from the India, China and Africa and providing a line item storage and distribution service within the UK and Europe.

The Tea Lady

Rare Tea Company boast a rather impressive client list; some of the finest restaurants including The Fat Duck, Chez Bruce, The Ledbury and more recently the "Worlds Best Restaurant": Noma in Copenhagen. Add to this hotels including the Mayfair Hotel, St Pancras Hotel and The Firmdale Group it would appear that the world is taking note. Rare Tea Co also create bespoke brands for private clients including the Royal Air Force, Heston Blumenthal and Mark Hix and they recently served over 4000 cups of tea to the veterans of Bomber Command at the Royal unveiling of the memorial in Green Park.

“ A very exciting new partnership.... ”

Founder and owner, the emphatic and charming Henrietta Lovell explains; "I have been personally sourcing all our teas since 2004. I travel to small mountain tea gardens across China, India and Africa and Japan with



Tea Plucker and Tea-Lady on Satemwa Estate, Malawi

centuries of tradition and fierce pride in their teas. "Our teas are not mass-produced in large industrial agri-businesses but skillfully crafted by artisans and tea masters. "Tea may come from the same regions and have the same name but not all tea is equal. It's rather like fine wine or champagne: in a terroir there may be many producers growing many grapes but they don't, of course, all produce the same wine.

"At Rare Tea Company we sample the finest and just select the best." There has been a great resurgence of interest in tea and people are once again looking for provenance and



Did you know..

The tradition of 'warming the pot' actually dates back to the mid-19th century in England when servants were not trusted to handle the expensive tea leaves. Instead they would bring a kettle of boiling water for the lady of the house who would then warm the porcelain pot and serve to her guests.

“ We are extremely proud to be associated with such an exciting company... ”

quality. Over the past seven years Rare Tea Company has built up a large and loyal following of discerning customers. The finest loose leaf teas understandably cost more than modern, industrially processed teas but it is infinitely more delicious. Our customers love it. We used to drink the finest tea in the world but during WW2 it was so vital to national moral that the government took over supply- along with food and fuel. It was rationed right through the 50's. So we got used to drinking a lesser brew."

We are extremely proud to be associated with such an exciting company and look forward to contributing to the cultivation and success of this wonderfully exciting and fast growing business.

You can purchase tea and associated products directly from Rare Tea Company or their stockists. Please follow this link to find out more: [Rare Tea Co contact](#)

Rare Tea Co Aims & Ambitions

- We can reverse the trend and bring the good stuff back. It's our national duty.
- Where there was industrial process we bring artisan craftsmanship.
- Where there was soulless branding we bring provenance and the story of single estates producing beautiful teas.
- Where there was bland uniformity we bring unique flavours.
- Where there were chemicals, colours and flavourings we bring pure leaves and herbal infusions.
- Where tea was ordinary we can bring the extraordinary.

SFS: the 5th Emergency Service?

We have always joked about our 02380 860 999 telephone number being a link to the "5th Emergency Service"; considering our expertise in handling rush shipments such as AOG (aircraft on ground) aircraft parts, ship spares or stores in transit or indeed fresh fruit, vegetables and flowers. Time sensitive cargo is our speciality.

We also handle all different types of commodities - some that are urgent, others that require specialist attention or knowledge, or of course some that are simply, in their own right, special. Our WLA partners Maple Shipping of Muscat, Oman requested assistance to arrange an important 'emergency' shipment in July. Three fire trucks, purpose made to specifications for delivery in Abu Dhabi for use by the local ports authority.

The three trucks were loaded onto a roll on/roll off (ro/ro) vessel, specifically designed to carry anything from self propelled motor vehicles to caravans, boats on trailers or heavy machinery.

The huge vessels can also carry mining & construction equipment, railway carriages, cranes or oil and gas equipment. The decks of many of the modern fleet of vessels offer up to 5 meters of free deck height and can handle cargo up to 150 tons!

**“...our expertise in handling
rush shipments...”**

For further information on our range of services please contact our ocean export team at atsearoad@sotonfreight.co.uk or call our emergency number! +44 (0) 2380 860999



Q: How do you squeeze a helicopter into a container?



Well the answer is, of course, with great planning and precision!

Our partners Compass Shipping in Christchurch, New Zealand required transportation of a used Bell 206 Helicopter for their client, a business based on the South Island of New Zealand providing a range of services from supporting the local farming industry to hunting trips, filming and photography and also flight training.

The collection and loading into a 40'Hc (high cube) ocean freight container was relatively straightforward, although quite an amount of preparation work is required to ensure certain parts are removed for loading and that the Civil Aviation Authority have approved the aircraft for export and supplied the necessary certificate.

In order to load the helicopter into the container a specialist vehicle with a hi-ab lift was required to lower the 40' High cube onto the ground. The blades were then removed and the chopper was gently edged inside, as you can see with very little room to spare!

The helicopter will be stationed in South Canterbury, in the centre of South Island, an area of immense landscape and picture postcard views. It is bounded by the Rangitata River to the north and the Waitaki River to the south, and across from the Pacific Ocean to the Southern Alps; natural beauty at it's very best. You can view a YouTube video link [here](#) showing the helicopters in use.

Did you know...

The world's largest RoRo vessel is the Wilh. Wilhelmsen "MV Tonsberg". At 265 metres long and with a working load of 505 tonnes it has six fixed and three hoistable decks. The main deck can take loads of up to 7.1 metres high – more than any other RoRo vessel.

Ukrainian engineer Igor Sikorsky (1889 – 1972) is credited with building the world's first helicopter in 1909

SFS Invited to F1 in Monza

A beautiful sunny September day, 29 degrees and not a cloud in the sky...



The location is certainly not the UK! The silence is suddenly broken with what can only be described as a high pitched roar as three

Formula One cars race past at 210 mph! We are at Monza, Italy, compliments of Virgin Atlantic Cargo and as guests of Lotus Team.

As you know, Southampton Freight Services Ltd and Virgin Atlantic Cargo have a strong, solid relationship dating back many years. Our Managing Director, Ross Negus was delighted to be invited to sample the delights of the Italian Grand Prix with the airline and several of

the 'big hitters' in terms of global freight forwarders - a testament to our global presence.

The event was held at the world famous circuit in Northern Italy and came with the promise of an exciting qualifying round and ultimately race, thanks to the crash in the previous Belgian Grand Prix.

“ it proves that being small isn't a restriction on how you are perceived ”

As guests of Lotus team they were able to walk the pit lane, take a tour of the paddock, meet the likes of Eddie Jordan and Jackie Stewart,

Help for Heroes with SFS and the Jubilee Sailing Trust

A year after supporting the Help for Heroes day with the Jubilee Sailing Trust, we decided to send two more sailors out to sea. Walking the plank was optional but hard work wasn't!

Our driver/warehouse operator Rob Line accompanied Customer Services Manager, Belinda Leadley onboard the SV Tenacious for a day of hard graft as crew members, working alongside people of all physical abilities. This particular voyage was our second outing for the charity organised event to raise money for the Help for Heroes campaign, onboard the 65 metre, 586 tonne tall ship.

Our two able seamen for the day were our warehouse operator/driver Rob 'Slouchin Jake Straw' Line and our Customer Services Manager Belinda "Wench Jane the Thieving" Leadley, taking part in

with Virgin Cargo

and the banned Lotus Team driver Roman Grosjean. The race itself was thrilling and for UK fans it was great to see Lewis Hamilton take the checkered flag. Our Managing Director said after returning "It was an immensely proud moment for our company to be associated with some of the largest multi-national forwarders in the world, as guests of one of the finest cargo airlines.

The weekend was thoroughly enjoyable; for our family business to be included was the real plus point... it proves that being small isn't a restriction on how you are perceived, or what you can achieve. We thank everyone involved and most of all thanks to our team who work so hard to raise our global profile".



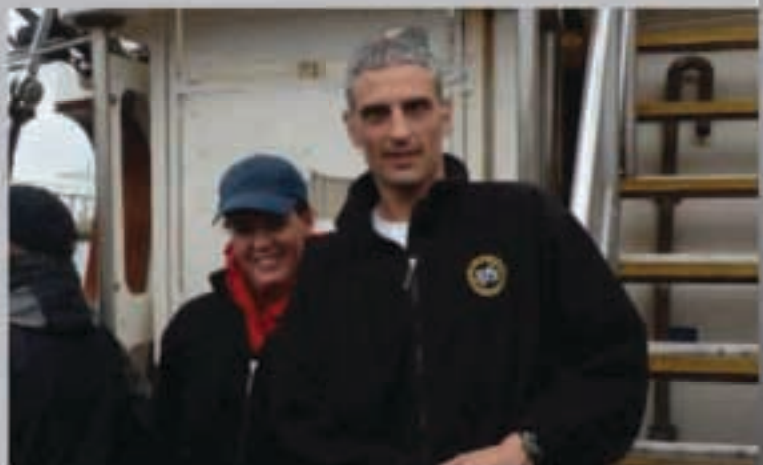
Did you know...

The Autodromo Nazionale Monza motor racing circuit, home to the Italian Grand Prix and previously to the Alfa Romeo team. The circuit is inside the "Parco di Monza", a park that is double the size of New York's Central Park.

various aspects of sailing and steering the beautiful vessel, which was recently part of the Queens Jubilee celebrations on the River Thames. "Wench Jane" and Slouchin' Jack" were involved in preparing the masts, setting the sails, climbing the rigging and generally maintaining the ship along its route from the Mayflower Cruise terminal into the River Solent. By all accounts they could do with a few more days at sea !!

All joking aside we were delighted to be part of this this wonderful day and proud to engage with some truly inspiring people. As the Paralympics have taught us all, there are no limits to your achievements no matter your

physical ability and, in what was an extremely fun and exciting day, was also a very humbling one too.



Our sailors thought they were going to be relaxing for the day. Little did they know...

Annual WLA Conference in Istanbul

Southampton Freight Services recently attended conference in Istanbul, Turkey. The event is an global partners. Our Managing Director, Ross N Belinda Leadley attended.

The event was a wonderful opportunity to meet our global partners face to face, exchange ideas and build personal relationships. This style of networking is extremely important as it allows better understanding and cooperation when controlling cargo movements globally and, by building relationships with the owners or key personnel, we help to ensure your shipments are given the 'personal service' when under our control.

who are forced to use their own offices around the world, the emphasis on service is often diminished because of competition between offices, as often these offices have their own core business products to protect.

Working with Southampton Freight Services Ltd and our team of overseas partners provides you with a dedicated personal service around the world; Local knowledge on a global scale.

When working with multi-national forwarders,

The event also contained a 'team building' day



Did you know...

Istanbul, historically known as Byzantium and Constantinople is the largest city in Turkey and has an estimated population of 13.5 million. It's commercial and historical centre lies in Europe, whilst a third of its population lives in Asia.

nce

the World Logistic Alliance (WLA)
opportunity for us to meet some of our
egus and Customer Services Manager



Above: Our Managing Director, Ross Negus and Belinda Leadley, our Customer Services Manager join in the celebrations in Istanbul

where the members were split into teams to take part in several challenges;

“ ... a dedicated
personal service... ”

- Build a car from card and paper and race against the other teams
- A 'magic' carpet challenge
- A treasure hunt through the famous Grand Bazaar

Although Belinda and her team put up a valiant effort during the day of challenges, it was Team no.4 that won the first prize!

Below: Winning team! From left to right: Tom Pagels, President of WLA, Alessandra Marcelino-Owner MAP Logistics Brazil, Ross Negus, Pierre Tannous of Beirut Int'l Movers Lebanon, Dennis Fittko of Angelfreight Germany and Khorshed Alam of Legend Shipping Service, Bangladesh.



We hope you enjoy reading our latest e-magazine.

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Local knowledge on a global scale

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