

# FrachtNews

What we have been up to in 2018



## A New Type of Delivery ●●●●●●

***A project entailing more than just a delivery!***

This delivery was the first of its kind for the Projects Team at Fracht USA who worked in collaboration with Fracht Italy on this move. The project included an ammonium converter weighing close to one million pounds, which was 90 feet long and twelve feet wide along, with its internal components. The pieces were transported from Italy to the state of Iowa and delivered on site where they were successfully erected and installed.

[Click on the image below to view the whole story on our YouTube Channel!](#)



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# Let's Talk Loco/Auto-motives

## A Unique Delivery by Fracht LAX

A 1970 CUDA which stood abandoned for 36 years in a backyard was fully restored within two years. Fracht Zürich was asked to handle the vehicle delivery for *Top Auto Oerlikon*, one of our customers overseas. Due to the uniqueness of the car, which was featured on the discover channel TV Show 'Graveyard Carz', the shipper actually loaded the vehicle themselves. Fracht Los Angeles then arranged the delivery, which involved transporting the car from Seattle to Antwerp on a carrier vessel where it was transferred to a car carrier for the delivery to Zürich.



## There is always a First!

### Our recent Rail-Passenger Project move

This was the first ever rail-passenger car moved by rail on its own wheels. The process of the move began by ramping down the Mafi trailer to rail tracks using FRACHT's *unique equipment* in Tacoma. To meet US regulations, Fracht's team sent *in-house engineers* and specialized technicians, in addition to FRA inspectors, to test the brakes and other mechanisms on the locomotive and ensure its operational safety.

The rail communication and protection notice of the rail-passenger-car was then checked. In addition, Fracht added an expediter service to confirm operations were running as requested by the railway. The rail-passenger-car was then moved from the port to the rail yard in Tacoma. Fracht took all necessary steps to ensure the rail-passenger-car would be accepted. The team ensured that transit bonds, customs documentation and a rail cargo control numbers were in order prior to arriving at the border in order to clear US and Canadian Customs. The route: Tacoma- Vancouver, Canada - Kamloops, BC Canada - delivered by *Canadian Railway*. The rail transportation took only 4 days despite the rail-passenger-car being inspected in each yard. The new owners of this almost **6 million dollar** rail-passenger-car were very excited upon it's successful arrival in mid-June! Again, another successful move by Fracht!



# A Wave of Change

The philosophy at Fracht has always been to grow organically. Our company globally as well as in the U.S. has seen remarkable growth in offices, expansion into new regions and expertise and developments in new industries.

In just the last 6 years, the U.S. offices have doubled in employees, which brings Houston to second in size within the Fracht World.

Fracht has also recently acquired Polytra, an industrial forwarding agent that handles large chemical companies in Africa. In addition, Polytra also holds a solid project division with a vast network in the Africa mining, aid & Relief and humanitarian sector.

With the addition of offices in Belgium, Democratic Republic of Congo, Tanzania, Zambia and South Africa, Fracht's worldwide office count reaches 103! During an interview with Baron Maurice Velge, previous Polytra CEO, he described his interactions with Rudolf Reisdorf, the owner of Fracht AG to be extremely professional and open in communication, which quickly allowed them to reach an agreement.

The shared family environment, backed by the same philosophies in regards to employee attitude and responsibility has helped Polytra feel like a Fracht company from day one. We look forward to seeing the bright future ahead with the addition of Polytra to the Fracht family.



## From our CEO.

On July 1st, the Houston office and company as a whole, had the pleasure to welcome Reiner Wiederkehr as CEO of Fracht USA. Celebrating over cake with Houston office employees, Mr. Wiederkehr stated, "It gives me great pleasure to accept the position as CEO of Fracht USA. A big thank you goes out to Mr. Reisdorf, the owner of the company, and Etienne Seiler, my predecessor and now President of Fracht USA. Both have supported me tremendously throughout my career and I am honored that they see fit to entrust me with this new challenge. I also owe a great deal to the Fracht USA team who has been working with me for the past 16 years, standing by me and respecting me as a leader and as a friend. We have hired exceptional industry experts in recent years and are ready to tackle all future challenges as a team. Be prepared to hear more good news from Fracht USA in the coming years. Thanks again to all who supported me in the past and continue to do so."

We are delighted to welcome Reiner as our new CEO and can't wait to see what the future holds from Fracht, in the mean time, we will all continue to deliver **solutions in every direction!**



# Employee Spotlight

## Lorena Alvarez *Branch Manager, Houston*

Lorena began both her life and career in Nicaragua. Beginning her collegiate education Lorena studied Public Relations at the University of Mobile in Nicaragua. After two years she transferred to a different university in Guadalajara, Mexico. Following graduation, several life changes occurred including Lorena getting married and moving to Miami. It was in Miami where Lorena began her career in **logistics**. Not long after working for a small family business in Miami, which handled mostly shipments to and from Central America, Lorena was transferred to Puerto Rico. In Puerto Rico, Lorena was able to gain experience in pharmaceuticals, oversized loads, machinery and air freight.



Upon moving to Houston Lorena continued her work until she was approached in 2015 by a recruiter from LinkedIn. The recruiter mentioned the company to be Fracht, and her initial response was "who?". After researching and attending a three-hour interview with Reiner and her new team, she fell in love with the company's energy and philosophy.

In the past 3 years Lorena has accomplished each of her original goals, *and then some*, including becoming **Branch Manager**, despite not originally seeing herself in a leadership role. Throughout her time as manager Lorena has found that the most rewarding part of her job is watching people grow and making their out of the box ideas a reality. She explained that it is similar to making miracles happen every day when a team member is able to make something possible that no one else was able to. Lorena explained these "miracles" may not seem like much to the outside world, but they're the things that keep her up at night! Lorena sometimes feels this position is an extension of motherhood as she checks up on her team while still giving them the freedom they desire. This is the type of leadership that makes her so wonderful and effective at her job!

# Fracht's Fast Future

## Introducing **BlockChain**

In an ever changing, technological world Fracht works tirelessly to ensure we stayuptodate. Fracht has recently signed a partnership agreement with CargoX, the producer of electronic blockchain based Smart Bill of Lading solution. The innovative CargoX Smart B/L platform lets companies issue and handle original bills of lading on the Ethereum blockchain network, facilitating the digital transfer of the ownership of the bill of lading and thus the related assets from issuer, to shipper, to consignee, and to release agent.



This creates the first fully digital, paperless, and secure original bill of lading solution on earth. The added ability to track every transaction creates a clear sequence of events. Further benefits of blockchain are found in security, cost reduction and fast delivery. With no central storage it is impossible for hackers to reach some of global trades most important documents. On average a paper BL is physically sent 3 times at a cost of \$100, creating an expensive and slow delivery process. The cost reduction is found in the elimination of multiple BL transfers saving you up to 85%. Traveling at the same speed as an email, B/L delivery over blockchain is nearly instant. Once agreed conditions are met the Smart B/L is transferred to the legal owner with no couriers needed. This technology will greatly change the interface of our business.

# BREAKBULK 2018



## Houston, Texas, October 3rd, 2018

The **Breakbulk** Conference in Houston is one of the largest over-dimensional and heavy transport conventions in the world. This makes it a top priority for the entire Fracht Family. This year members from Fracht's Argentina, Austria, Colombia, and USA offices joined us to have the strongest presence yet.

We were also honored to have a more educative and impactful role at this years conference. In conjunction with BreakBulk America's Group, the ECMC committee arranges for students to be given a tour of the conference, attend educational sessions and meet with established partners who operate in the Project Logistic Industry. This was the first year Fracht had 4 representatives (**Stefanie Roberts** – *Quality & Training Manager* and **Ina Haartje** – *Project Specialist*, **Jordan Dailey**- *Vendor and Compliance Manager* and **Lupita McGregor**- *Business Development Projects*) as tour leaders and guides.



*The Greg Gowans Education Day Tours give the students and educators of the Houston area insight into Project Logistics companies and careers. The time dedicated by each tour guide and each stop on the tour has already increased interest in our field and grown the pool of talent we can develop our future with. Each stop on the tour has approx 15 minutes to briefly introduce their subsection of Project Logistics and how their company plays a bigger role in the Project market. The audience is made up of students and educators who receive a high level, non-technical discussion.*



And who could forget our **FRACHTOBERFEST**? For years now, Fracht has been throwing great parties at Breakbulk, but it wasn't until 2015 when the first **FRACHTOBERFEST** *changed it all*. This year Pitch 25 was our chosen venue, with a beer garden theme in the outdoors. Over 250 guests enjoyed music mixed by our very own *DJ English Chris*, who also happens to be our National Airfreight Manager, a Red Carpet VIP entrance, delicious German-inspired food, a motivational comedian, a penalty soccer shoot-out with prizes given away all night!



For those who connected, networked, negotiated and partied with us, we thank you for making it another successful BreakBulk for the entire Fracht Family. **See you next year!**



-Your Fracht Team

# Fracht's Solar Initiative

## Solar Initiative



Late 2017, Fracht got a customer inquiry to store over 300,000 solar panels (500 x 40' STD) in a 180,000 sqft warehouse in less than 1 month time period! We found a suitable one in Utah and received the first truck within the given 4 weeks. The warehouse was a great location to supply several projects with panels for, including a 13MW project in Oregon, a 52MW in South Carolina, a 100MW in North Carolina, a 103MW in Wyoming and a 13MW in Texas! With our dedicated Global Solar Task Force ([solar@fracht.com](mailto:solar@fracht.com)) we can serve international clients with a tailor made approach on all continents. We have a unique "one stop shopping" service where we can pickup the product at origin, ship it, clear it, truck it, store it, deliver it and now also offload it from the truck, install it and mount it all the way to the trackers! That gives the client a unique, smooth, reliable and cost efficient solution!

Going the extra mile for our customers is a Fracht standard operation procedure.

We are glad to make a difference in the supply chain of our customers process!

A lot has been happening with the Solar industry lately and Fracht is keeping up with all the regulations, tariffs and commerce challenges. Installed U.S. Solar PV capacity expecting to triple in the next five years, the industry will get an even bigger boom. We will be ready and keep adding more manpower to the team.

The Solar Team at Fracht USA works hand in hand with it's General Cargo & Project Division, offering own personnel on job sites and warehouses to guarantee the quality it stands for.



## Lunch & Learn

Fracht Boston organized a port terminal tour to show our clients a behind the scenes look into logistics operations. Topics discussed were Incoterms, Customs and ISF, Vacis Exam, Container & vessel operation, E-log, international trade & compliance and much more!

## Services

### Solar Express:

Domestic trucking, express delivery, LTL, FTL, Truck cranes & installation on site

### Solar Shipping:

Worldwide turn-key solutions via sea, land, and air, including import & export

### Solar Entry:

Customs Clearance, NAFTA, anti-dumping, trade compliance & DDP

### Solar Trade:

Trade intelligence and procurement assistance and lunch & learn seminars

For more information contact:

[SolarUSA@Fracht.com](mailto:SolarUSA@Fracht.com)

## Intersolar 2018

### San Fransisco, California

During this summer's **Intersolar 2018** in San Francisco, California Fracht USA hosted an exclusive **FRACHT POWER PARTY**. This event featured 200 industry colleagues, customers, partners, contractors, and solar friends.

We wanted to give back to the community and express our gratitude for a great year! The guests enjoyed good music, company, an open bar, great food and many great door prizes including; hot air balloon rides, dinners for two to some of San Fransisco's best restaurants and a ride on the famous Napa Valley Wine Train.

*Thank you for reading!*

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

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