

# inside LASER

Spring 2008

An internal publication keeping the team informed, involved and updated.



## Proud Supporters

### From the Editor

Welcome to the year-end issue of *inside Laser*.

We are proud to announce that this is our third issue and already we have distributed over 2000 copies locally, with a few issues having reached the international shores of the United Arab Emirates, Egypt, Europe and the United Kingdom. *inside Laser* continues to be a useful resource and a showcase for the various initiatives and projects en route to reaching the Group's goals.

This issue is filled with articles highlighting our achievements, new ventures, sponsorships, skills development and training initiatives, and an update on Laser's progress to 2010. Also included are some of Laser's contributions to building a bridge across the economic divide through its CSR programme.

The spirit of *inside Laser* is due in large part to the many who contribute to its production. Most important are the in-house authors and on-the-spot photographers at Laser Central Services, Dawn Wing, Time Freight, Laser Logistics and contributors from the Group's partners, GeoPost and GAC. Thank you!

As the festive season approaches and your thoughts are filled with to-do lists, holiday arrangements and social engagements, please spare a thought, and a gift, for someone less fortunate than you are.

Wishing you a joyous and peaceful festive season.

**Feroza Petersen**  
Group Marketing and Communications

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Partner Activity

CSR and Skills Development

### The Laser Group

Level 2, Dean Street Arcade, Dean Street, Newlands  
Cape Town, South Africa  
Telephone: +27 21 659 4000 Facsimile: +27 21 659 4090  
Email: info@laserserv.co.za Web: laser.co.za

# LASERGROUP

## Message from the Centre

In this segment the Group CEOs share some of The Laser Group's highlights.

As always, it is with great pleasure that we have another opportunity to share with you some of Laser's highlights over the last quarter and our thoughts about the prospects for the months ahead.

### Global Economic Developments

The last three months of Laser's life has of course been influenced by the very real global economic 'meltdown' – a set of circumstances that arguably are worse than many experts predicted earlier this year. However, we are pleased to be able to report that, despite these negative circumstances, Laser remains secure and well able to deal with them.

Fortunately South Africa is in a much better 'space' than many other countries across the globe and we are all benefiting from some very sensible and conservative regulatory steps taken by our government and other Authorities over the last few years. As an organisation we too have always adopted a relatively conservative approach and as a consequence we have a strong balance sheet, a diverse business offering and experienced leaders and management in each of our businesses. We will use this 'changed' set of circumstances to emphasise the need to 'control the controllable'.

We are not able to control the external factors but we will work harder than ever to enhance what we do inside our organisation ensuring always that we remain well placed to grasp any opportunities that arise from the economic downturn.

### Working on the 'Package'

Our diverse business offering is in itself a means of grasping opportunities. Laser is privileged to serve in excess of 12 000 customers throughout South Africa and this, coupled with the reality that there is a growing trend in logistics towards single service providers of multiple service offerings, promotes the need for all of us to identify ways in which our Group can cross sell. We are pleased to say that some good progress has been made in this regard this year but we still have some way to go.

One of our international partners refers to it as 'Working on the Package' – an important challenge and a priority for 2009 will thus encourage all 2300 of our staff

to see themselves as part of the broader Laser Group.

### Proud Supporters

The winter edition of *inside Laser* touched on some of the likely prospects and possibilities for Laser arising from the 2010 FIFA World Cup. More specifically, reference was made to some of the planning that was undertaken to ensure that commercial opportunities were found whilst, importantly, using this global event to create a legacy of enhanced opportunity for all of our staff. We are pleased to say that this initiative is gaining the appropriate momentum and plans are now well advanced to ensure that these objectives are met. You will read more about the 'proud supporters campaign en route to 2010' later in this edition. This 2010 initiative is an example of how we, as a Group, can work together despite our decentralised operational structure.

### Organisational changes

Tony Williamson, after 13 years of service to Laser as CEO and Chairman, has decided to retire as Chairman of the Board.

On behalf of all at Laser, we extend our sincere thanks to Tony for his commitment and leadership. Read more about the Organisational Changes on page 3.

### Achievements Award

It is always a pleasure to report our Group's successes - particularly those recognised by our peers and industry professionals. And so it is with great pride that we report on Dawn Wing recently receiving a coveted gold medal at the Logistics Achiever Awards, this year. This award recognises the role that Dawn Wing and its people have played in logistics to reform and provide service excellence. This achievement neatly compliments the great strides that Dawn Wing continue to make in seeking innovative ways



to ensure that it remains the premium courier service provider that it is.

### Empowerment and Corporate Social Responsibility

We are continuing our efforts to encourage and recognise initiatives that foster greater corporate social responsibility and the empowerment of all our people. We are sure that you will sense, after reading this edition of *inside Laser*, that substantial progress is being made in this regard across our Group. Themes such as 'internal transformation', 'investing in people', 'respect and empowerment', 'lending a helping hand' and 'inspired to deliver' are testimony to this and we are particularly grateful to all those committed as they are to this very important part of our Group's development.

### Thanks and season's greetings

As we lead in to the final six weeks of yet another trading year, it is appropriate we believe for us to use this message to say thank you and well done to everyone at Laser for your efforts this year. It is our hope that you will all find the opportunity over the 'season' to spend some quality time with your friends and loved ones. May next year bring you every success and happiness.

**Michael Fuller & Philip Hayes**

## Organisational changes

After many years of distinguished service to Laser, Tony Williamson has decided to step down as Chairman of the Board of The Laser Group (Pty) Ltd. Tony will continue his involvement as a shareholder and participate in the governance structures through continued involvement in the sub-committees of the Board.

One of the consequence of Tony's resignation is that there are organisational and role changes for Michael Fuller and Philip Hayes. These are outlined in the letter below, written by Tony to the shareholders of Laser.

"Dear All

*I have been the Chairman of Laser from its beginning, and indeed for the 7 eventful years which led up to the MBO and the birth of your company in 2003.*

*It is now time for change at the top of our company and I have decided to retire as a director of Laser and therefore to relinquish the role as your Chairman.*

*As a consequence, I am very pleased to tell you that Michael Fuller has been asked, and has agreed, to take on the role of Chairman in my place. I am also very pleased to advise that Phil Hayes will take on the role as sole Chief Executive Officer. All executive lines in Laser will report to Phil.*

*Phil will be responsible with the required authority to run the company reporting to your Board of which Michael will be Chairman. He and Mike will continue to work very closely together in a partnership that has served us so well to date.*

*Michael and Phil will also continue with their combined responsibility to maintain the relationships with our joint venture partners.*

*Given the independence that is created in my new position as neither a director nor an executive, I will stay involved with Laser through my participation in the Audit & Remuneration sub committees of the Board.*

*All of these appointments have the unanimous support of the Board, and they take effect on 1 November 2008.*

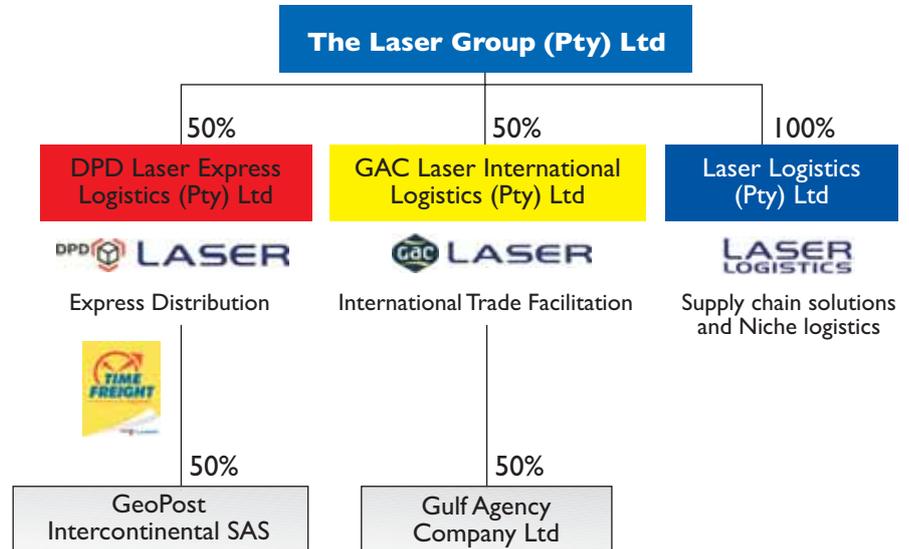
*Much has to be done at Group level to take advantage of the opportunities that are available for your company and to weather the tough times we face as a result of global economic crisis. I have no doubt that these changes at the top of Laser set up your company to deal very effectively with this time ahead.*

*In closing, may I say that it has been a privilege to be your Chairman for such a lengthy time. I remain an interested shareholder and partner with you in our company.*

Regards

Tony Williamson"

# The Laser Group Organogram



## Proudly Empowered

- 81%** of all employees are BCI
- 41%** of management are BCI
- 20%** of revenue spent on BCI salaries and wages
- 20%** of revenue spent on procurement from BEE companies

**The Laser Group fully subscribes to and practices broad-based empowerment, and all of Laser's divisions are BEE accredited and compliant with employment equity targets.**

**Far more important to the Group than raw statistics, is the ability to retain people and create a happy and stimulating work environment in which a culture of dedication and personal growth is instilled.**

# Dawn Wing eBucks & Soccer



Dawn Wing, together with one of its largest clients, First National Bank (FNB) has already delivered thousands of 2010 FNB branded soccer balls as part of its eBucks 'Shine 2010' promotion.

The balls are released from Bank City in Johannesburg and speedily delivered by Dawn Wing to FNB clients who opened Fixed Deposit accounts throughout the country.

Dawn Wing is proud to be associated with FNB, the first Official National sponsor of 2010 FIFA World Cup.

## DAWN WING WINS GOLD at Logistics Achiever Awards 2008



**PROUD RECIPIENTS:** (from left to right): Ashen Govender (Dawn Wing), Reggie Pillay (Dovetail), Taurai Nyaruawata (Dawn Wing) and Shamendra Singh (Dovetail) receiving the Gold Award.

Dawn Wing recently received the coveted gold medal at the Logistics Achiever Awards ceremony for its logistics reform and service excellence. Dawn Wing received the award together with Dovetail Value Group.

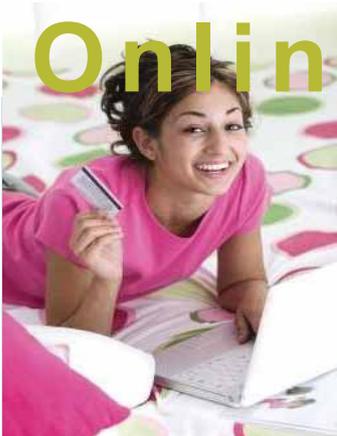
The prestigious annual awards ceremony, attended by nearly 600 industry professionals, took place at the Sandton Convention Centre in September 2008. Since its inception 20 years ago, Logistics Achiever Awards has highlighted the importance of supply chain management and logistics to the building of successful companies, industries and countries.

"The Logistics Achiever Awards pays tribute to the people and organisations who have successfully taken up the challenges of building a competitive environment to ensure a role for all South Africans in the globalised world in which we do business," said Barry Saxton, chairman of the judges panel.

Receiving the award on behalf of Dawn Wing, Ashen Govender said that it was no small feat for Dawn Wing to have achieved the gold award. Ashen continues, "Dawn Wing is proud to be one of the companies awarded for its efforts in embracing and embarking upon supply chain and logistics reform and who, through its results, has shown the true value of what can and is being achieved in our country today".

The company competed against several large companies, including retail giant Woolworths and FlavourCraft, who received the Platinum award. Other recipients of the gold award were McCain Foods/Vector Logistics, Gold Fields/VSc Solutions, TransNamib and Barloworld Logistics, Super Group Freight Division and Mondi Business Papers, Pharmalat and Vsc Solutions, and Telkom. ■

## Online shopping, with Wings



New client Arcadia Home Shopping, an online shopping business offering a variety of commodities, entailed a full integration with Dawn Wing's IT system.

The client's file is downloaded on Expresslink Easy Scanning and the POD file is automatically downloaded on a weekly basis, with costs attached.

Dawn Wing provides the client with country-wide road service, with a transit time of 3-5 working days

in which to deliver on-line purchases

**MULTI-LEVEL CLIENT RELATIONSHIPS**  
The new business is a demonstration of multi-level relationships, i.e. between the Director at Dawn Wing, the Call Centre Management and the IT Developer.

Over the past six weeks, Dawn Wing has shipped in excess of 3 000 items with no reports of damage nor loss. ■

# Enhancing Efficiencies

## modifying the game plan at Laser Logistics Warehousing & Distribution

### Celebrating 20 years

Celebrating its 20th year since inception, Laser Logistics Warehousing & Distribution (LWD) has developed considerably since it commenced business as a linehaul operation in Cape Town.

It was in the late 1990s that LWD repositioned itself as a warehouse management and distribution service business. With a staff complement of 200, LWD offers its clients more than 55 000 sqm warehousing capacity, strategically positioned in South Africa's major cities.

New Chief Executive Warren Hewitt invited *inside Laser* to take a closer look at new initiatives put in place at the company, with special focus on the recently upgraded and refurbished Johannesburg operation.

**“People should live the brand and its promise to clients”**

### Internal Transformation

The increased emphasis on the global marketplace and challenges that result from the diversity of client requirements, meant that LWD needed to increase efficiencies and enhance effectiveness in order to remain competitive in the market place.

People who work at LWD should 'live the brand' and its promise to clients. As such, staff have been involved every step of the way, as participants in the process of what has become known as LWD's 2010 strategy. Clearly-defined roles and regular feedback sessions with all staff contributes positively to introducing a culture of transparency and inclusivity at LWD.

### Investing in People

With repositioning came an investment in acquiring additional staff, and strengthening the management and operational teams in the 13 000 sqm Isando warehouse. Referred to by Warren as a 'diverse, re-energised and talented' group of individuals, the Isando operation is managed by John le Roux, with Izak Rossouw fulfilling the role of Distribution Manager. Other members of the management team include Johan Bouchers (Warehouse Manager), two operations controllers, Mandy Benjamin and David Sambo, George Cooper (Planner), and Fleet Manager, John Sehlako.

**“Respect, Honesty and Integrity”**

### Respect & Empowerment

Respect encompasses one of the most basic values that must be practiced across cultures both at work and at home. It is the foundation from which all companies should operate.

LWD recently launched its Respect Campaign via a competition open to all staff, with fabulous prizes to be won. Part of the greater transformation at LWD, nothing says respect or models empowerment more than management who actively listen to their staff. The hands-on initiative is driven by the staff.

### Robust Security Measures

The warehousing business has a greater vulnerability to theft than most other industries,



Samantha Booysen, Warren Hewitt and Danielle Davis launching the Respect Campaign

stemming from employee collusion and sophisticated crime syndicates. Customers have a low tolerance for mistakes - inventory shrinkage and stock loss can be a great threat to the company's profitability and viability.

A robust security solution that covers a broad range of requirements has recently been instituted and is expected to cut inventory shrinkage by 75%. Security measures, some of which include adding secure cages in which to store goods; daily and monthly cycle stock counts for up-to-the-minute record keeping, and outsourcing perimeter security (including CCTV monitoring) to an established security company have been introduced.



Laser Logistics Johannesburg based Warehousing and Distribution team

### Maximising fleet efficiencies

To further enhance efficiencies, LWD will be introducing a comprehensive vehicle tracking and management system, and an advanced warehouse management system incorporating full scanning facilities on all products.

**“Comprehensive fleet management a priority”**

John Sehlako, Fleet Manager monitors time and motion of fleet efficiencies, which includes fuel and maintenance expense monitoring.

Route planning ensures that load efficiencies are maximised and routes are carefully planned. Not only does this bode well for the secure distribution of goods and huge time-saving benefits, but also aligns with Laser's drive to reduce its carbon footprint and environmental impact.

### Understanding Client Needs

Another focus area for LWD is building and strengthening relationships with clients. Key to this is to really understand what the imperatives are for the client from a logistics perspective, particularly in relation to a remote site from the LWD main centre in Cape Town.

Whirlpool, the largest distributor of household appliances (through the Whirlpool and KIC brands) in the country, manufactures the majority of its refrigerated units in Isithebe, Mandini. The goods are warehoused at LWD's facility in Isithebe, and are then distributed to regional warehouses in Johannesburg and Cape Town.

“The changes have been welcomed by our clients, who have been forwarding letters of support and congratulations. We still have many challenges ahead for LWD, but with the support and enthusiasm of the greater team, I am confident that, in 2009, we can stabilise the existing operation and look to grow and diversify our client base further,” said Warren. ■

# Leading the way

The count down brings us one day, one hour and one minute closer to the 2010 FIFA World Cup kickoff - the moment when South Africa will be showcased to the world. The opportunity exists to draw on the expertise and infrastructure from within the Group to take advantage of logistics requirements in specific niche markets.

### Laser Event Logistics

This specialist division was introduced to cater specifically for client requirements in the event and stage management space, including sport, music, film and other commercial

requirements. Tapping into its group-wide capability and range of logistics services, the addition of human resources with experience in this sector, along with the knowledge, experience and skills of GAC Event Logistics internationally, positions Laser as a leading service provider in this niche.

### Project 2010

An internal awareness campaign reaching all of Laser's people will be launched during the first quarter of 2009. The enthusiasm and excitement, the challenges and the rewards of Laser's role in the 2010 FIFA World Cup will be shared with all.

### Marketing Project 2010

Phase I of the marketing is already complete, with Laser's Credentials Booklet (pictured left) the first of the marketing material to be published. "We hope to accelerate Laser's business development through marketing its uniqueness, culture and values. A great marketing tool, the Credentials Booklet provides potential investors, partners and clients with an overview of the Group, highlighting its multifaceted logistics capabilities," said Group CEO Philip Hayes. ■



# Leaving a Legacy - Developing SA's future soccer stars

Whilst the 2010 FIFA World Cup will bring international exposure and thousands of visitors to South Africa, the real benefits of hosting the event will be felt long after the games have ended.

One of the main legacy projects for Laser is the upliftment of children, and this includes assisting the country's future soccer stars to reach their 'goals'. Laser supports the promotion of holistic values and assists talented, educated, morally and socially minded young players that will make the nation proud beyond the 2010 World Cup.



The Eindhoven Soccer club proudly sport their Laser soccer kits. The club focuses on re-directing the attention of "at risk" kids to focus on developing their sporting skills.



GAC Laser sponsored the Durbanville Soccer Club's U/8s. Pictured at back from left to right are GAC Laser's Eugene Fourie, the soccer team coach, and Jannie Venter, also of GAC Laser.

In this segment we share exciting information about Africa's preparation for 2010 FIFA World Cup South Africa.

# En Route to 2010

## Laser proudly displays its commitment to the 2010 FIFA World Cup with Proud Supporters decals on most of its vehicles.

One glance at the steady progress the cranes towering above stadiums and other 2010-related construction projects are making in each and every host city, should be affirmation enough that South Africa is moving in the right direction.

### Proud Supporters

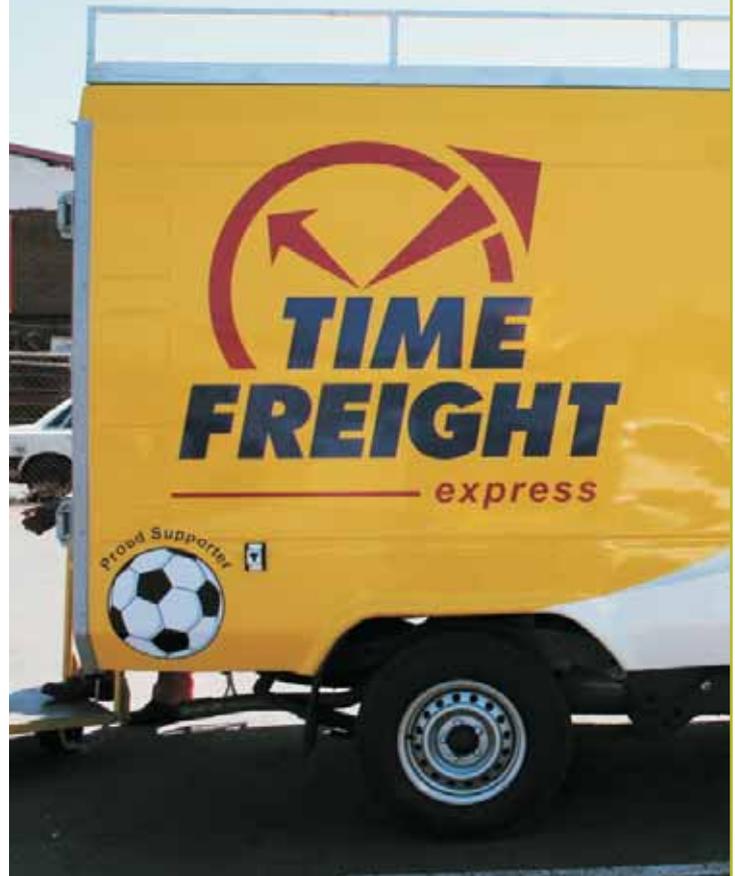
The Laser Group recently launched its support of the 2010 games by advertising its support on its moving billboards, the Laser fleet. 'Proud Supporters' will be seen initially on some Time Freight, Dawn Wing, Laser Logistics and GAC Laser vehicles, with the rest of the fleet to follow.

The statement will also be included on all marketing material, and our employees will in future, be displaying the logo on their uniforms.

### Taking Africa to the World

To be the best World Cup ever, however, challenges every single person and organisation in the country to help and become champions. Cities must aspire to spin-offs from improved perceptions abroad as there could be a long-lasting impact, not only on South Africa and its development but on the continent as a whole. A successful World Cup will help to positively influence investor's perceptions of Africa. ■

## Proud Supporters



## Media Snippets...

Stadium workers awarded two free match tickets



Gauteng set to benefit from Gautrain

Gauteng's East Rand is set to realise the benefits of the Gautrain, with 81 of 96 of the high-speed train's coaches to be assembled at the Union Carriage and Wagon plant in Nigel, East of Johannesburg.



FIFA and LOC announced that they awarded each worker two free match tickets.

FIFA President Sepp Blatter said, "They are working stone by stone to make sure the stadiums are completed on time. We want to ensure that they will be in the stadiums they created at the first FIFA World Cup matches to bear witness to a South African dream they have been so central in realising."



Green Goal 2010

The City of Cape Town is implementing the Green Goal 2010, the official greening programme that aims to make the event as environmentally friendly as possible.

A Green Goal 2010 action plan has been developed, with indicators, milestones and budgets for 43 projects relating to energy, waste, water, transport, hospitality and sustainable lifestyles.

## Group Activity: Expanding Laser

In this segment, we introduce the Group and keep you updated on recent developments experienced at Laser.

# Venturing into Africa

**M**arket knowledge is the greatest asset for trade into Africa, and that extends far beyond the basics of transport and documentation.

Making the best of Africa's creaking infrastructure to construct transcontinental logistics networks requires access to the latest information in this segment. "It's a minefield, and every country has a challenge of its own, which is why GAC Laser established a highly experienced Export Department to provide its customers with a single point for comprehensive regional information," says GAC Laser's Regional Executive for Gauteng, Grant Palmer.

The Export Department led by Anthea Turner, is not only about manuals and information for local shippers, but also handles cross-trade. Intelligence gathering includes updating and maintaining country portfolios, and covers a range of information from infrastructure limitations, Customs legislation, Reserve Bank requirements to transport service providers and comparative transport options. "We control shipments in South Africa from anywhere in the world into and out of Africa, without shipments touching South African soil," says Anthea. "It's all about risk management, especially in the current economic market - you need to be well informed to make prudent choices".

GAC Laser has extended its footprint across most of Africa, with special focus on Angola, Nigeria, Zambia and the DRC. "We choose our service providers carefully to ensure measurable consistency, thereby offering a personalised service", says Grant, who lists infrastructure and legislation as two of the major issues

and challenges that the company faces. Limited airfreight capacity into Africa, and the demise of a number of airlines into Africa is a further cause for concern.

However, the biggest impact of improved logistics in Africa may be good governance. Prompt payment of customs dues by logistics companies on behalf of the client and paperless transit have increased tax revenues and reduced corruption.

Finding the most effective routing is part of the challenge and this keeps our Export specialists busy. They also ensure that our valued customers can choose their mode of transport versus time options with the added benefit of comparative costings.

About the future, Grant confidently says, "We are already one of the main clients of the majority of airlines serving Africa from South Africa. With the great team we have on board, and with the support of our international partners, GAC Laser continues to make significant strides into Africa." ■



### GAC Laser's KZN branch has moved!

cnr. Nandi Drive & Quarry Park Place, Riverhorse Valley, Durban KwaZulu Natal  
Telephone: +27 31 533 0000 Facsimile: +27 31 569 6398

## Embedding customer centricity at GAC Laser

Driving customer loyalty is not about coming up with new marketing messages or jumping through hoops when things go wrong. It's about creating positive experiences for customers from the word go, through an endless string of needs understood and promises kept. More importantly, it's about consistently meeting and exceeding customer expectations.

The training programme at GAC Laser focused on just that - the 'little things that matter most' when operating in a world-class company.

This particular set of training which focuses on addressing issues of customer care is run monthly and all staff are required to attend. "The training sessions have really helped improve our levels of service and have made the individuals within the team more aware of the impact we have on each other and our clients," says Catherine Long at GAC Laser in Durban.

"It's about fulfilling your customer promise and turning customers into advocates through dozens of simple things done right, every single time," said Carol Holland, Regional Executive. "The training helps one fully understand what our target customers value most, and aligns our people and processes to consistently deliver on those values," continued Carol. ■



**Certified customer service ambassadors for GAC Laser, Durban are:**

Back from left to right: Akrum Mohamad, Imi Sheikh Adam, Kogie Maistry, Rakesh Guhroo and facilitator, Michelle Spies. Front from left to right: Rashina Singh, Melani Mothlal and Antoinette Reddy.

In this segment, we share snippets of media coverage and events that took place across the Group.

# Key cycling events sponsored



Above: Time Freight's sponsorship of both the Time Freight Midmar Notts Cycle Challenge and the Amashova Cycle Race during October, saw great brand exposure to the more than 7 000 participants, including live media coverage on SABC2.



## GAC Laser and Dawn Wing join forces on the Green

GAC Laser (Durban and Johannesburg) and Dawn Wing (Johannesburg) entered three fourballs into the Annual Exports Club Golf Day held at the Kayalami Golf Course in Midrand on 15 October.



Sporting GAC Laser and Dawn Wing branded golf shirts and peaks, the event was well received by the Group's clients. GAC Laser and Dawn Wing also sponsored one of the par 3 holes on the day.

Several of the top Clearing, Forwarding and Logistics companies took this opportunity to entertain their Blue Chip clients.



Photographed top right: Mon Stoltz of Agri Logistics, Carol Holland of GAC Laser, Clayton Roseveare also of Agri Logistics and Mike Trail.

Centre: Raymond Lawrence, Business Development Executive, GAC Laser and his team.

Bottom right: Peter Solomon of Transfig, with Laura Evans, Sales Manager at GAC Laser and Dave Gardiner from Balls for Africa.

## Partner Activity

In this segment inside Laser features partner developments on the global front.

The Laser Group's international partners are themselves substantial global logistics businesses. Laser partnered with GeoPost Intercontinental SAS (a subsidiary of La Poste, the French Post Office) in its Express Distribution business and with Gulf Agency Company Ltd (GAC) in its International Forwarding business. These significant transactions saw much effort and focus during year 2007 in 'bedding down' the new relationships and formulating plans to take Laser into the future.



DPD Laser Express Logistics is a company jointly owned and controlled by The Laser Group and GeoPost Intercontinental SAS, a wholly owned subsidiary of GeoPost, a parcel distributor specialist made up of the Express subsidiaries of the La Poste Group. GeoPost, through its operating subsidiaries, is the second largest express operator in Europe. Branded DPD, GeoPost aspires to be the world's 5th largest integrator.



Left:  
International parcel conveyor system at the Superhub in Birmingham



Right:  
DPD uses the latest scanning and barcoding technology

Some recent developments at GeoPost:

DPD (Belgium) was ranked in top position in the first "Transport & Logistics" ranking 2008.

GeoPost launched an easy-to-use website offering the convenience of shipping online and paying by credit card.

Currently through the GeoPost/DPD networks, 500 million parcels are transported per year through 600 hubs and depots in 230 countries worldwide.

Chronopost France has started a programme to gain ISO14001 certification at its sites. In 2007 a first accreditation was completed at two of its sites in Reims and Marne la Vallée.

Chronopost was one of the first to develop and implement an electric trolley, a line of maneuverable, pollution-free vehicles adapted for use in high traffic zones or pedestrian streets.

As part of its Greening Campaign, DPD uses electric vehicles in Nüfcremberg in Germany.



GAC Laser International Logistics is a company jointly owned and controlled by The Laser Group and Gulf Agency Limited (GAC). GAC was established in 1956, and is the largest independent shipping, marine and logistics provider in the world, with more than 240 offices covering 1 000 locations worldwide.



Attending the GAC Laser Board meeting were from left to right: Lars Heisselberg of GAC; Alan Swanson, The Laser Group; Erland Ebersten, GAC; Simon Hayes, GAC Laser; and Philip Hayes, CEO, The Laser Group

## GAC ENERGY

### Logistics solutions for the Oil & Gas industry



As the world's demand for oil and gas continues to grow, sustaining the production of this prime energy resource and transporting it quickly and efficiently relies on a well-oiled supply chain.

GAC has global coverage and is represented in hundreds of locations. The company has proven solutions tailor made for the oil and gas industry, and has the ability to handle all aspects of transportation and supply chain.

A main focus is on increasing cost and operational efficiencies, integration of multi-models of logistics operations, and running flexible tracking systems and IT solutions.

Due to GAC's strict adherence to ethical compliance standards and HSSE compliance, the company has a comparatively lower rate of incidents.

Services for the energy sector include:

- Base management services
- Inland transportation and management of industry leading health, safety and environmental programmes,
- International supply chain management, planning and optimisation,
- Marine management, and
- Supply of experienced personnel for on-or-offshore operations.

## Group Corporate Social Responsibility

In this segment, we highlight the Group's corporate social responsibility initiatives.

The Laser Group's Corporate Social Responsibility (CSR) focus is on the upliftment of children. Entrenching a CSR culture of social upliftment that produces meaningful change and simultaneously inspires a culture of social responsibility and awareness amongst Laser employees, are all vital to our CSR programme.

### Lending a helping hand

*Laser Logistics Warehousing & Distribution supports Kidz2Kidz*

*A non-profit organisation that collects clothing, toiletries and non-perishable food for*



Kidz2Kidz aims to teach children the 'art of giving' and to create an awareness and consciousness of others less fortunate than ourselves. The success of the project is found in the simplicity of providing the opportunity for children to share the joy of Christmas with those less fortunate, and to get practically involved together with their parents, in giving a gift to underprivileged children who may never before have received a Christmas gift.

In essence, it is about our children learning the art of giving by choosing and filling the gift boxes and decorating and labelling each with the recipient's name.

On a monthly basis, Laser Logistics (Warehouse and Distribution) currently delivers goods to:

- homes for abandoned, neglected and abused children
- homes for children living with HIV/AIDS
- educare centres, hospices
- feeding schemes.



### Solstice Foundation

The Laser Group attended the Solstice Foundation's annual fundraising ball held during September 2008, and made a substantial donation to the Foundation. The Solstice Foundation is a 100% volunteer organisation with zero administrative costs, and strives to improve the lives of those living in disadvantaged communities within the broader Cape Town area. The Laser Group supports the Foundation annually.



Attending the fundraiser were Laser Logistics Cold Chain Distribution's main client, County Fair, represented by Gerritt Visser (COO) and his wife, Sonja (pictured left).

### Welbedacht Feeding Scheme



Above: GAC Laser contributes monthly to the Welbedacht Prayer Centre's Feeding Scheme, based in Durban. The Centre is run by volunteers under the guidance of the resident Pastor.

### Empowerment & Skills Development

#### SKILLS DEVELOPMENT EQUIPS DRIVERS

at LASER LOGISTICS Cold Chain Distribution

Far more important to The Laser Group than raw statistics, is the ability to retain its people and create a happy and stimulating work environment. The Group has a number of internal development programmes aimed at training, skills development, skills transfer and upliftment of employees.

Laser Logistics' Cold Chain Distribution (LCCD) facilitated a 'Drivers Workshop' in Stellenbosch on 18 October. The workshop focused primarily on the new South African Traffic Offence Laws (AARTO) and Professional Driver Skills.

The first session included details of the new Demerit Point System implemented by government to change the behaviour of drivers. 'Fine values' only influence offenders financially but the demerit point system can make a driver unemployable.

"LCCD's investment in its people hopes to strengthen the voice of the individual team members, and to improve their skills. The industry is at the heart of the economy, and is also an industry where customer service depends on accuracy and efficiency," says Shaun Kline, CEO of Laser's Cold Chain and Distribution operation.

During the second session, Altech-Netstar demonstrated the product features and various functions of the PowerTrack Unit already fitted in all LCCD's vehicles. The presentation assisted the drivers in improving their technical driving skills and also equipped them with knowledge to deal with the challenges of the new AARTO Act.

All drivers attended the workshop (pictured right), and thoroughly enjoyed the session. ■



## Profiling our People

In this segment, we introduce you to fellow colleagues across The Laser Group.

# Meet Warren Hewitt

### Leader and Motivator

Appointed CEO of Laser Logistics' Warehousing and Distribution (LWD) business, Warren Hewitt joined The Laser Group in August this year.

### My vision for the company

Warren has huge plans for LWD and said, "The key focus over the coming year is to stabilise our existing client base and secure their business into the future - they are high profile and integral to our operation. We have the opportunity to start leveraging some of our spare capacity with new customers, but this will be very carefully executed to ensure that we integrate with our current niche offering as well as align with our longer term strategy."

### The driving forces in my life are...

the desire to achieve the goals and objectives set for me, whilst growing constantly as an individual and creating a learning culture for my two young boys, Damien (aged 14) and Aidan (aged 10).

### I create balance...

through working hard and investing time with my family whenever possible. For fun I play most sports (including Soduku mind exercises) and enjoying cooking for the odd dinner party.

### My most inspiring quote...

"Excellence is the result of  
Caring more than others think wise,  
Risking more than others think is safe,  
Dreaming more than other think is practical, &  
Expecting more than others think is possible."



### My message to the rest of the Group...

"I am thrilled to be part of an organisation that I believe has enormous potential, yet maintains a very human and ethical value system. I strongly believe that the Group has set the foundation for a highly dynamic and successful drive to 2010 and beyond. My only warning to Laser's other divisions is watch out for Laser Warehouse & Distribution - we are going places!" ■

## Appointments



Graeme Austen was appointed as Reporting Accountant at The Laser Group in June 2008. Graeme joined the company after recently completing his articles and working abroad.



Appointed as Creditors Clerk, Samantha Booysen joined the Warehouseing and Distribution team on 1 April 2008.

## INSPIRED TO DELIVER

*The GAC Laser Durban team value each other's strengths and understand that together, they can achieve the goals they strive toward.*

