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# **LASER**

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## MESSAGE FROM THE CENTRE

It is good to have the opportunity to communicate with you again, and to share some of the recent developments across the business.

It is always interesting to take note of our partners' activities. From the custom delivery of a giant boat to their constant drive to be at the forefront of sustainability solutions in the logistics space, they are innovators and leaders who we are proud to be associated with. We look forward to watching the roll out of La Poste's new strategic plan, 'Shared Confidence', as they reinforce their position in the top five of the world's global express businesses.

Closer to home, our businesses are growing and adapting as market needs change. Time Freight have introduced a bulk express service and GAC Laser have adjusted their marketing strategy to better position themselves to negotiate favourable rates and improved service on behalf of their clients. Laser Logistics are consolidating after their big move to the new facility in Johannesburg and are focusing on opening the Port Elizabeth office. Dawn Wing continues to expand and we are pleased to be able to confirm that it will be moving to new premises in Johannesburg from December 2013.

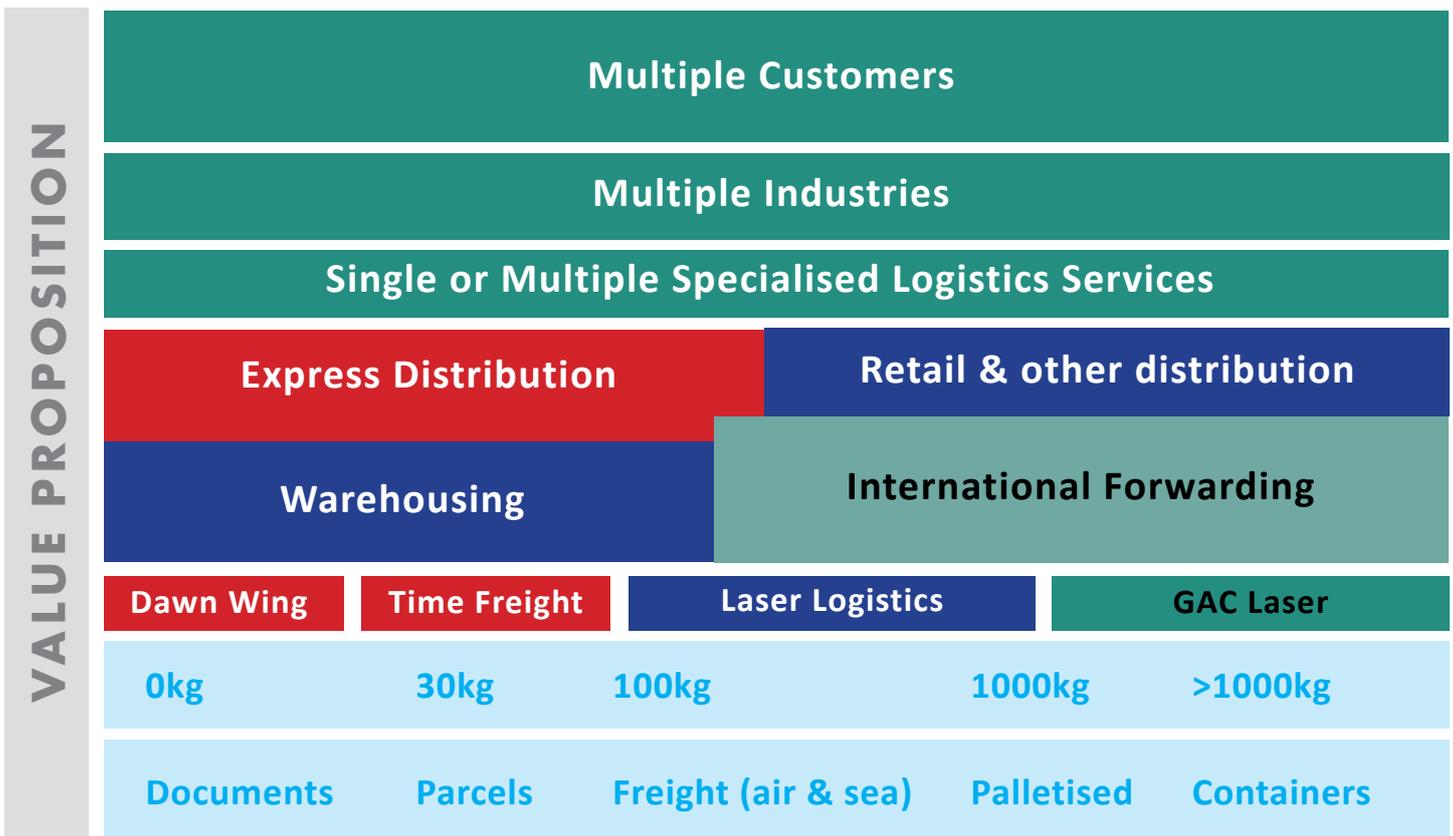
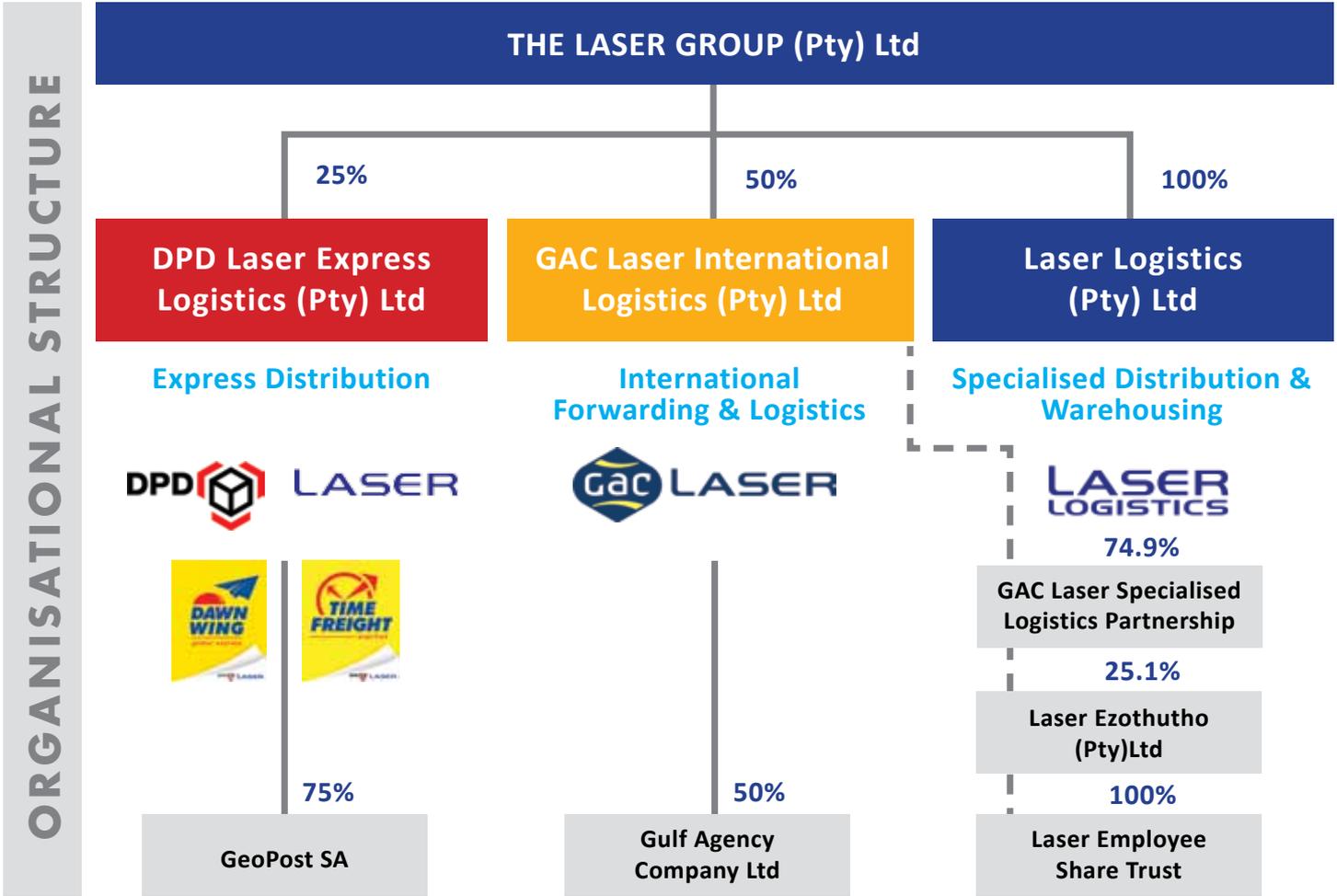
As ecommerce develops further in South Africa, so are we growing in our capabilities and capacity to offer retailers the best possible logistics solutions. Our partners have already achieved this successfully and we're drawing on their experience and expertise to integrate this new offering into our business.

Laser's involvement in the community is always worth noting. You'll notice from this issue that there is a wide variety of projects that our staff and companies are involved with. We are extremely proud of Laser ambassadors Steve Coppinger and Siyoli Waters who have just claimed the South African men's and women's number 1 squash titles respectively. A recent squash event held in Cape Town incorporated a development clinic and an exhibition match and was a fantastic day all round.

The heart of our business remains its people and it was good to have the opportunity to connect with senior managers on a more informal basis at the Laser Management Meeting. We continue to prioritise the Laser Leadership Academy as an opportunity for growth and development for our staff.

Thanks to our staff for their ongoing energy and dedication in improving all aspects of our business. Your contributions are noted and appreciated.

Michael Fuller and Philip Hayes





## Dawn Wing Johannesburg invests in their future

With the growth Dawn Wing has experienced over the last few years and the exciting challenge of ecommerce ahead, Dawn Wing's head office and Johannesburg branch will be moving to new premises at the end of the year. After a long search, Dawn Wing has found the ideal premises that will be their new home and will also act as home for the DPD Laser Johannesburg Office. The new premises have fantastic freeway frontage and are ideally situated close to the airport.

The new facility gives the operation a much needed increase in capacity, growing from its current 3600m<sup>2</sup> to 8200m<sup>2</sup> and has the capacity to expand by an additional 3550m<sup>2</sup>.

The new facility will have an on site warehouse facility that will be maintained for ecommerce customers. Dawn Wing will be setting up a permanent training facility on site to help uplift the skills of their staff and to provide training to meet the challenges of doing an ecommerce delivery, where the experience to the customer needs to be on a different level.



## Special deliveries to celebrate Madiba Day

Dawn Wing embraced the spirit of Madiba Day wholeheartedly and donned colourful Madiba style shirts to deliver much-needed items to community organisations around the country on Nelson Mandela International Day, 18 July. In 2009 the United Nations declared Nelson Mandela's birthday as an international day where each person recognizes their individual power to change the world for the better. People are encouraged to donate 67 minutes, one for each year of Nelson Mandela's public service, to make the world a better place. Dawn Wing certainly 'did their bit' in making a contribution to the communities they operate in and had a lot of fun in the process.





## Bulk express and service-improvement initiatives launched

Having identified a gap in the market, Time Freight has launched two new bulk express runs. These additional express service options, offered at an attractive and competitive rate, will operate between Johannesburg and Cape Town and between Cape Town and Durban in order to provide clients with an express delivery option for bulkier consolidated consignments of 200 kg or more.

Launching this initiative was a significant project and Time Freight has introduced six new horse-and-trailer vehicles to meet the logistical

requirements of the new service. The Cape Town-Durban route will operate via Bloemfontein, which reduces driving time by four to five hours compared to using the N2 coastal route. The additional Cape Town-Johannesburg service route will follow the traditional N1 route.

Time Freight can now also offer customers an improved next-day direct service for normal freight between Durban and Bloemfontein at no extra cost.



## Time Freight Super Enduro

Time Freight sponsored the first ever Super Enduro adventure motorcycle race in South Africa as part of the World Enduro series. Amid lots of excitement, sponsored riders showcased their skill and daring over a 3 km course near Barberton in Mpumalanga on 13 July.

The international event was the result of four months of hard work by organisers and the community who went all out to make it one of the best ever. The event was well attended by the public and media and gave great exposure to the Time Freight brand. Have a look at some of the action on: <http://www.doitnow.co.za/content/enduro-world-super-enduro>.



# Ecommerce and logistics

## What factors influence the **ONLINE SHOPPER**

### DELIVERY



Knowing the **DELIVERY TIME ESTIMATE** ranked among the top factors influencing online shopping.

**42%** OF ONLINE SHOPPERS **HAVE ABANDONED THEIR SHOPPING CARTS** because of delivery dates



**2/3** OF PEOPLE  choose the most economical shipping option most of the time

But **43%** expect to see the availability of **2-3 DAY DELIVERY**



### RETURNS



Shoppers appreciate the availability of an **EASY-TO-UNDERSTAND RETURNS PROCESS**



**63%** of online buyers **LOOK AT THE RETAILER'S RETURN POLICY** before making a purchase



### SHIPPING SERVICES



**46%** said that **RECEIVING THEIR PRODUCT WHEN EXPECTED** led them to recommend the online retailer



**75%** of shoppers believe **EVERY RETAILER SHOULD OFFER TRACKING INFORMATION**



# SHOPPING experience?

**1/3** OF SHOPPERS  
most often choose to  
**PAY A FEE**  
for faster delivery



And **30%** expect  
to see the availability of  
**OVERNIGHT SHIPPING**



**ALMOST HALF** would shop  
more often with a retailer and  
would be more likely to  
**RECOMMEND TO A FRIEND**  
if the retailer had a lenient and  
easy-to-understand  
return policy



**CONSUMERS LIKE**  
**RECEIVING** e-mail alerts,  
having the ability to reroute  
and the ability to schedule  
a 2-hour delivery window



## eSolutions Perfecting convenience

Online shopping is booming and DPD Laser are planning the launch of a product tailored specifically to the ecommerce market. The unique requirements of online retailers necessitate a specialised approach to their logistics and DPD Laser has a team that understands this completely. We are pleased to be able to offer online businesses a bespoke eSolution that will suit their particular requirements.

Studies show that the essence of online shopping is convenience. From navigating the web site to payment options and delivery, this is the most important element that a customer will look for. It therefore makes sense to have a logistics partner who can meet that need, someone who understands how important it is to perfect convenience.

The eSolutions product is based on the foundations of quality, value, transparency and sustainability. It is with these foundations that we can provide the best possible customer experience and ultimately longevity of our business.

DPD Laser, through operating companies in the Laser Group has one of the best national coverage rates among logistics companies in this country. We offer a complete end-to-end supply chain solution which means that we are ideally placed to deliver a specialised solution to the ever-increasing number of ecommerce businesses.



## Shopping Customer Experience Study

CONDUCTED BY UPS  
www.ups.com/retail

## Wind energy project

In a contract with leading international wind-energy company Vestas, GAC Laser has played a significant role in the importing of huge components that are required to build a new wind farm in Hopefield on the Cape's West Coast. Three charter vessels delivered large custom-engineered towers, blades and cells that form the core components of wind-energy generators.

Vestas is the largest supplier of wind energy in South Africa and plans are in the pipeline for several further installations around the

country. South Africa plans to add 3725 megawatts of renewable capacity by the end of 2013, and another 3200 megawatts by the end of the decade.

Projects of this scale require the co-ordination of a number of different teams across several disciplines, customs, transport, craneage and installation, and in this case GAC Laser dealt with the numerous issues around customs and clearing to ensure that all operations ran smoothly and according to schedule.



## Reach for a Dream Slipper Day

GAC Laser staff countrywide wore slippers on Friday 2 August in support of the worthy charity – Reach for a Dream. They also supported Kenville Primary School on Mandela Day with donations of sports equipment. The staff were touched by the exhibition of singing, dancing, poetry, music and art and the positive energy from both learners and staff who are operating in extreme poverty.



## Fresh approach to business development

In order to survive and thrive in the challenging market conditions brought by the global economic slow-down, GAC Laser has refreshed its approach to business development. In June, Simon Hayes announced the 'Trade Lane Development' marketing initiative aimed at growing specific trade routes: "One of the biggest opportunities is to have greater negotiating powers when it comes to rates, by combining and utilising our volumes at each branch on a national and international level, ensuring that we get the best and most competitive rate available globally from our suppliers."

There are five specific regions, each looked

after by one staff member who will report to Ryan Sutherland, who will be driving this trade development. "We need to constantly look at more effective means of communicating with our customers," says Sutherland. "It's about keeping our service relevant to what is effective for them." These trade lane developers will be the first port of call when it comes to getting the best rates, routes and transit times in their regions.

Staff appointments are as follows:

Rudi Marx – the Americas

Laura Dewar – Europe

Kim Thompson – Sub-Saharan and central Africa

Jacques Stoffels – Asia

Claire Berry Post – China and Australia

In addition to this, GAC Laser has standardised and is 'freshening up' all sales and marketing material and has identified niche markets where there are opportunities for growth. One of these is the paper and pulp industry, which has shifted direction from local manufacturing and is now a significant importer of pulp and general paper. GAC Laser continues to actively look for opportunities to expand their market share and to serve their customers more effectively.

## Business update

The past few months have been primarily a phase of consolidation for Laser Logistics, following the big move into new premises in Johannesburg and the integration of the new team of thirty staff into the business. Izak Rossouw, previously Branch Manager at Cape Town, has been appointed as Chief Operating Officer and has relocated to Johannesburg and all branch managers now report directly to him. Hotze van Heerden has been promoted from within the group to the position of Branch Manager, Cape Town and we welcome him to the Laser Logistics team and look forward to working with him. Plans are also on track for the opening of the new hub in Port Elizabeth as the business positions itself for growth, and plans have been made to renovate portions of the Cape Town warehouse with work commencing in August 2013.

In addition to attending to the warehouse move and staff intergration Laser Logistics continues to focus on gaining new customers and were pleased to add Hisense to its Western Cape customer base earlier this year.



## LLA

### Laser Leadership Academy

A total of 65 delegates have benefitted from dialogue, debate and interaction with one another in the Laser Leadership Academy this year. The LLA has now expanded into three tiers: Touch, Pause, Engage, followed by Raise your Leaders and finally Excel. Facilitators Jenny Handley and Hans Hoefnagels have been impressed by the commitment of the delegates and how they have formed mini-teams that continue to share knowledge and expertise beyond the LLA platform. The delegates' experiences are clearly already having a positive impact on their personal skills development, confidence and – ultimately – performance.

Raise your Leaders™ Day 3 Cape Town  
(2nd year delegates)



## Happy Birthday, Total Zero!

Today Total Zero is celebrating its first birthday! Since 1 July 2012 DPD has been the first – and so far the only – parcel and express service provider to provide CO2-neutral shipping at no extra cost to the customer for all parcels in France, the UK, Germany, BeLux, the Netherlands and Switzerland. With our climate commitment we put sustainability into practice on a daily basis. This makes us pioneers within the entire industry, which is something we are very proud of!

And there is a further reason to celebrate: DPD has recently started carbon-neutrally delivering parcels in ten more European countries. More than 90% of parcels

transported by DPD in Europe therefore reach their consignee via climate-neutral shipping operations.

TotalZero works on the basis of three activities: measuring, reducing and offsetting. After precise measurement of the CO2 generated, DPD reduces its emissions (insetting) by, for example, using environmentally friendly vehicles, offering eco-driving classes, separating waste and encouraging car sharing by employees. All unavoidable CO2 emissions are offset by investment in three certified climate-protection projects in Cambodia, Colombia and France.



## New strategy for La Poste

French postal group La Poste has unveiled a new five-year strategy focused on continued modernisation, business diversification and international expansion.

The new strategy, entitled 'Shared Confidence', has been drawn up after extensive consultation with the group's stakeholders over the past few months. The key pillars will be to establish La Poste

as the 'leader in distribution of home and neighbourhood services' in France, the best retail bank in the country and as a globally-based express parcels player.

In the express parcels business, La Poste wants to reinforce its position as number four worldwide by growing in France, Europe and globally by developing its innovative services and creating a worldwide network

with expansion in regions such as Eurasia, the Middle East, North Africa, South-East Asia and the USA.

The group has stated, "La Poste is re-inventing itself to build a strategic project of responsible growth, based on its values of public service and civic involvement for the benefit of all."

Source: La Poste, CEP-Research



## Bespoke Solutions

TNL GAC Pindar has delivered a 7.6 MT Stamas 363 motorboat from Georgia, USA, to Auckland, New Zealand. The motorboat, which is 3.93 metres high and 12.58 metres long, was shrink-wrapped and cradled on a special mafi trailer before being loaded onto a ship bound for Auckland. Once the craft arrived in New Zealand, TNL GAC Pindar worked closely with the port authorities and stevedores to negotiate a waiver of extra storage fees while taking care of all customs clearance and taxation procedures. Source: GAC World, April/June 2013

Laser Group's international partners are themselves substantial global logistics businesses. Laser has partnered with GeoPost in its express distribution business (operating as Time Freight and Dawn Wing) and with the Gulf Agency Company (GAC) in its international forwarding business (operating as GAC Laser).

GAC is a global provider of integrated shipping, logistics and marine services. Emphasising world-class performance, a long-term approach, innovation, ethics and a strong human touch, GAC delivers a flexible and value-adding portfolio to help customers achieve their strategic goals. Established in 1956, GAC employs over 10,000 people in more than 300 offices worldwide.

GeoPost SA is a subsidiary of La Poste (the French Post Office) and part of the GeoPost group of express delivery companies. Through its operating subsidiaries, which includes DPD UK, GeoPost is the second largest express operator in Europe.

## High scores and smiles from the Black Stars football team

The Black Stars team was started three years ago by coach Ayanda Moletshe to keep local children off the streets and give them the chance to play the game they love. After seeing them playing with a punctured ball

last year, GAC Laser's Carol Holland decided to lend her support by providing training equipment. This year, GAC Laser is covering 50% of the team's sponsorship costs and has provided new shirts, boots and balls as well

as school supplies for the players. In their first game in their new GAC Laser kit, the Black Stars won 5-1!



## Squash clinic and exhibition match

Laser ambassadors Siyoli Waters and Steve Coppinger, together with top international squash players Cameron Pilley and Line Hansen, hosted an afternoon of training and development for young squash players at the Western Province Cricket Club in Cape Town in June. Transport to the venue was provided for Siyoli's development squad and they received top coaching from the four international players before the junior Western Province team also had a chance to benefit from the expert advice and coaching on offer. After the clinic a small group of Laser customers were invited to watch Line, currently ranked world #21, play Siyoli (#34) and Cameron (#14) play Steve (#16) in a world-class display of skill and talent. As one spectator commented, "This is almost like watching an entirely different sport."



## Time Freight SA Masters hockey

Time Freight once again hosted the SA Masters Hockey Tournament which attracted over a thousand participants from across South Africa and its neighbouring countries. The event, which took place in Pietermaritzburg in May, saw 67 of the region's best hockey teams showcasing their skills and battling it out for the prestigious title. The KwaZulu-Natal Colts were crowned champions in the men's category and the Western Province Pandettes claimed victory in the women's event.



## Laser Management Meeting

A highlight of the Laser management calendar is the opportunity to meet with senior managers from across the businesses at the annual two-day Laser Management Meeting. By popular demand the conference once again took place at Cape Town's V & A Waterfront.

The 52 delegates from around the country were given an economic update by George Herman and the CEO of each business

presented an overview of the past year. Hilton Eachus from DPD Laser presented a detailed look at the opportunities that the burgeoning ecommerce market holds for Laser, drawing on his extensive experience in logistics in the UK. Keynote speaker Vernon Creswell combined his 20 years of business experience with an in-depth understanding of nature to draw fascinating parallels between the natural environment and team dynamics in the workplace.

Evening dinners provided a chance to relax together, to network across companies and to enjoy fine food and Cape wines. The grand finale was a trip to Robben Island on the last morning. We've had positive feedback all round and encourage management to stay in touch, to leverage off each other's strengths and experience, and to continue to look for opportunities for the other businesses in the group.



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