



TIEFGANG#12

LOCATION

Nordfrost has opened its new heavy goods hall. Work on the company's dedicated railhead has begun. **Page 3**

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For the internationally active PVC manufacturer Vynova, the Container Terminal Wilhelmshaven plays an important role in the logistics chain for its raw materials. **Page 6**

GUEST COMMENTARY

In its bridging function as a terminal for international goods traffic, Wilhelmshaven is becoming increasingly important. **Page 7**

“A SHOE WALKS INTO A CONTAINER TERMINAL...”



PHOTO: JADEWESERPORT/AXEL BIEWER

Last year, Deichmann sold 183 million pairs of shoes in European markets – a not insignificant portion of which find their way to one of the retailers five distribution centres in Germany via the Container Terminal Wilhelmshaven.

It is safe to assume that, when trying on a shoe, only the fewest of customers in a Deichmann store will stop to consider its journey from the factory to their feet. Most shoes are produced in Asia and come to Germany on container ships, from where they landed in the nation's ports – ports like Wilhelmshaven. If landed at the Container Terminal Wilhelmshaven, the shoes are almost certain to make the next part of their journey to one of Deichmann's ten European distributions centres, five of which are in Germany, by rail. At these warehousing facilities, they are unloaded in their

boxes and then put onto pallets until Deichmann stores request them. For the last stage of their journey onto the shelves, they are regrouped into smaller units Deichmann calls "normtainers" and then driven to the stores by lorry.

"We run our entire supply chain – from producer through to high-street shop – in house," says Marcus Jenner, Head of Procurement Logistics at what is Europe's largest shoe retailer, adding that "logistics is one of our core competences." He sees the Container Terminal Wilhelmshaven

as a useful way of spreading the flow of goods and keeping it constant in view of the fact that "the increasing concentration in the market brought about by alliances between shipping lines had led to ever closer scheduling", which, he explains, in some other ports, "has made it difficult to get goods moving quickly once landed."

FIND OUT MORE ABOUT THE COMPLETE DEICHMANN LOGISTICS CHAIN AND THE ROLE PLAYED IN IT BY THE CONTAINER TERMINAL WILHELMSHAVEN ON PAGES 4 AND 5.



“The Container Terminal Wilhelmshaven plays a key strategic role for us as a company in that it allows us to manage inflow in such a way as we can transport it inland easily.”

Marcus Jenner, Head of Procurement Logistics at Deichmann

PHOTO: DEICHMANN

THREE QUESTIONS FOR ...

*Stefan Fath, logistics and industrial property at
Robert C. Spies Gewerbe und Investment GmbH & Co. KG,
about marketing the new Atlantic One multi-user facility in
Freight Village Wilhelmshaven.*



PHOTO: ROBERT C. SPIES

**What is your conceptual
approach to marketing
Atlantic One?**

Our aim with the facility is to meet demand for small-scale, state-of-the-art logistics space in and around Wilhelmshaven. Currently, there are few options available. Working closely with the Peper & Söhne Group and the Container Terminal Wilhelmshaven marketing company, we developed the concept for Atlantic One to respond as closely as possible to this specific need. Primarily, we see our customers as local and regional businesses who are currently using older buildings with higher running costs. We also see some potential in the arrival of large industrial companies, however, who tend to bring their suppliers with them when they set up somewhere new; these smaller supply-chain companies often prefer not to invest in their own new-build – or do not have the resources to do so – and are looking for quality rentals.

**What does Atlantic One
offer rental clients?**

Above all, the development offers a high degree of flexibility. We can provide everything from 400m² or smaller for a local technician or tradesperson through to a warehouse with an HGV loading pit for a typical shipping company. So Atlantic One has a custom solution for almost every conceivable commercial user and will help companies to take the next step in their development. Moreover, Peper & Söhne as an investor takes the long view and has taken a correspondingly sustainable and far-sighted approach to this project. The result is a high degree of flexibility for tenants with regard to length of lease – we can even offer project contracts running for one or two years.

**What are the advantages of
being based in Freight Village
Wilhelmshaven?**

Beside the fact that the Container Terminal Wilhelmshaven is a full deep-water port which is not dependent on tides and will be able to service global supply chains far into the future, there are plenty of other reasons to opt for Freight Village Wilhelmshaven! In the coming years, a number of commercially interesting prospects will open up as various companies set up operations here, and then there is the port’s trimodality, meaning that every company here can count on a full range of transport options in running and expanding its business.

Follow the construction progress
live via webcam:



RENDERING: FORMFEST

ATLANTIC ONE: MULTI-USER FACILITY WITH 12,000m² OF SPACE

Built on a 2.6 hectare plot at the entrance to Freight Village Wilhelmshaven, this new multi-user facility is scheduled to open in July 2021. Constructed as a single hall with 10m ceilings, the Atlantic One floor can bear a load more than 50 kilonewtons (kN) per square metre and is divisible into up to nine units of 400m² or more, each of which has a ground-level access road; ten ramps and three loading pits with a total of ten dock levellers.

The building is designed to make optimum use of natural light, especially for the office spaces (up to 745m² in total throughout the hall).



NORDFROST

FIT FOR HEAVY LIFT

Shipping company Nordfrost has recently opened its new heavy goods hall in the Freight Village Wilhelmshaven and can now offer Germany's mechanical engineering exporters the very best infrastructure for transporting ready-assembled machinery abroad. Work has also begun on the company's dedicated railhead.



PHOTO: BJÖRN LÜBBE

In 2018, Nordfrost – primarily specialised in frozen goods – set up a new business unit for project-specific logistics in order to offer shipping for all sizes of machine parts, including supersized and ultra-heavy components and completed items. In expanding into this area, Nordfrost is responding to demand in the German machine building sector for international shipping out of Wilhelmshaven. A particularly important service offering is the Nordfrost packaging service, which prepares large and heavy cargo for carriage overseas, and which, until recently, was situated on an interim site at the inner harbour. Now, the packing team has moved to the Freight Village Wilhelmshaven.

After eleven months under construction, the 8,000m² heavy goods hall on the Nordfrost port terminal site was opened in June of this year; soon after, the company began project shipping and heavy cargo packing work in the new facility. With an additional 65,000m² of outdoor depot space, it offers plenty of capacity for shipments to be stored in containers or on flat racks while awaiting packing.

NEW RAIL TRACK TO THE HEAVY GOODS HALL

In the near future, a new rail track will run to and then into the heavy goods hall, allowing deliveries to be unloaded inside straight from the freight waggons. Underslung cranes in each of the hall's three aisles will offer easy and speedy handling for loads up to 120 tonnes, meaning that this facility is perfectly equipped to assemble several components into larger units ready for shipping.

Construction on the rail connection from the Nordfrost quayside plot to the national network has begun, with the two-kilometre track scheduled for service from January 2021 onwards. It will run the whole length of the 33 hectare Container Terminal Wilhelmshaven, some of it dual tracked, allowing for combined shipments involving rail transport for all kinds of goods.

MORE FREIGHT ON THE RAILS TO REDUCE CARBON EMISSIONS

Rail freight is the core element in changing transportation in Germany and helping the country to meet its emissions reduction goals. In view of this, 27 associations and companies came together in autumn 2018 to form "Zukunftsbündnis Schiene", an alliance to promote moving freight off the roads and onto the rails. On 30th June 2020, the grouping agreed a masterplan for rail freight with the Federal Ministry of Transport and entered into its 'Rail Pact', an initiative unparalleled in the breadth of industry participants, both in Germany and Europe.

As a climate-friendly option, rail has a substantial contribution to make in reducing carbon emissions in the transport sector – provided that the right decisions are taken now. As such, the masterplan for rail freight envisions a strong shift in the modal split away from road transport and onto the rails, while the wider 'Rail Pact' envisions a doubling of passenger numbers by 2030 and a market share of 25% for rail freight.

One crucial part of this vision is the introduction of a fully-integrated interval timetable for passenger services across Germany, with trains calling at stations at set times past the hour. Referred to as Deutschlandtakt, this planned scheduling promises more systematic and more rational timetabling which will in turn open up more – and better – corridors for increased freight traffic across the network. In addition, it is now clear precisely where infrastructure upgrades will be especially efficient in increasing capacity.

By improving the line from Oldenburg to Wilhelmshaven, we will be bringing the Deutschlandtakt interval timetable into the Jade-Weser region. After work began on the first section earlier this year, DB Netz AG (the division of national rail operator DB with the remit for the network) is now planning to start electric working along the whole line by late 2022. As well as reducing the climate footprint of rail freight, electrification also lowers operating costs and makes it a more attractive mode of transport.



PHOTO: DAHMKE/OTTERNDORF

ENAK FERLEMANN

Member of the Bundestag, Secretary of State to the Minister of Transport and Digital Infrastructure, Federal Government Commissioner for Rail Transport



FROM CONTAINER **TO** **SHELF**

For Europe's largest shoe retailer Deichmann, the Container Terminal Wilhelmshaven is a key part of its import logistics. With over 74 million pairs of shoes landed every year for the German market alone, the port helps the company to keep this gigantic inflow manageable.

It's high noon on the Jade Bight as the light blue Manila Maersk comes in to dock at the Container Terminal Wilhelmshaven. With just a few minutes left until midday the cables are tied and the gantry cranes begin to lower their spreaders down onto the containers on deck. The gargantuan task of unloading has begun.

On the beaches of the bight, summer tourists and ship spotters look on. At 400 metres long and 59 metres wide and with a capacity of 18,000 TEU, the Manila Maersk is one of the largest container ships in the world – and is something of an attraction for holidaymakers and hobbyists. Yet for the dockers at the terminal, unloading a ship of this size is standard procedure; these Triple E class vessels are by no means a rarity in Germany's only deep-water port.

As is frequently the case, the Manila Maersk has several dozen containers in its cargo for Deichmann, Europe's largest shoe retailer. "The Container Terminal Wilhelmshaven plays a key strategic role for us as a company," says Marcus Jenner, Head of Procurement Logistics at Deichmann, "in that it allows us to manage inflow in such a way as we can transport it inland easily." The numbers behind the word "inflow" are as impressive as the dimensions of the Manila Maersk: in 2019, Deichmann sold over 74 million pairs of shoes in Germany alone and 183 million in Europe as a whole. Every year, Deichmann takes delivery of several thousand TEUs via the Container Terminal Wilhelmshaven.

Along with several of its sisters in the Triple E class, the Manila Maersk operates between the Far East and Europe, and this fits in well with the Deichmann logistics flow. "Most of our shoe uppers are made out of textiles," explains Jenner, "and more than 90% of our suppliers for these materials are based in Asia – mainly in China and Vietnam." Many of the retailer's leather shoes also come from Vietnam, with some from India and Europe, too.



In Europe, the Deichmann Group operates a total of ten distribution centers, five of them in Germany.



GETTING ON THE RAILS

Quayside, the containers barely come to a standstill before the cranes come back for them. “We love rail,” says Jenner, “and so almost all of our containers go on from Wilhelmshaven by rail. After all,” he adds, “given the amount we import, there is no cheaper or more environmentally friendly way to get the shoes away from the port than on the rails. So, in fact, without the regular goods trains which the Container Terminal Wilhelmshaven offers, we would never have started using it.”

Deichmann runs ten distribution centres in Europe, five of which are in Germany at Bottrop, Wolfen, Feuchtwangen, Monsheim, and Soltau; apart from this latter, all of the them are close to a railhead. The other centres are located in the Netherlands, Switzerland, Slovakia, the United Kingdom, and Poland. “When the containers arrive, we open them, take out the boxes and weigh them,” says Jenner. “We do spot checks to make sure that what is in the box actually corresponds to what is written on them,” he adds, “before we palette them, book them in our stock system, and stowed awaiting further transport.” Broken down into smaller standard units of around 100 pairs, the shoes are picked and packed to order and then moved to individual Deichmann stores by lorry. “We call it a unit a ‘normtainer’,” says Jenner: “winter shoes take slightly more space and summer shoes slightly less, the precise number of pairs varies.”

Once the shoes reach the stores, shops staff take delivery of them, helping to unload the normatiners and then stacking them onto the shelves in the retail space – where customers can start looking for that perfect pair.

A DEICHMANN CORE COMPETENCE

Deichmann runs its entire supply chain – from producer through to high-street shop – in house. “Logistics is one of our core competences,” says Jenner, emphasising the importance of the area for the company: “I see our department as a service provider for the whole business: we all have the same goal. What is more, compared to the competition, we provide logistics at a competitive rate,” he adds, “so it’s certainly a sound commercial strategy.”

Not all of Deichmann’s imports come in through the Container Terminal Wilhelmshaven, of course, but the company sees it as a useful way of spreading the flow of goods and keeping it constant. “The increasing concentration in the market brought about by alliances between shipping lines had led to ever closer scheduling,” notes Jenner, “and in some other ports, this has made it difficult to get goods moving quickly once landed. Moreover, Eurogate, the terminal operator at Wilhelmshaven, has been very helpful in getting us set up with the necessary IT solutions.”

Of the many hundreds of pairs of shoes which have travelled thousands miles from Asia to the Container Terminal Wilhelmshaven on board the Manila Maersk will, after they’ve left the port in their journey inland, come back to Wilhelmshaven: once the shoes have gone through the Soltau distribution centre, they will make their way onto the shelves two Deichmann stores in town. Only a few of the customers browsing for footwear in Wilhelmshaven will be aware that their next pair of shoes was already here once before.

Deichmann monitors and controls the entire supply chain from the producer to each individual store itself. “Logistics is a core competence with us,” says Marcus Jenner, Head of Procurement logistics at Deichmann.



ABOUT DEICHMANN

Set up in 1913, Deichmann SE is still wholly owned by descendants of the founder. Its headquarters are in Essen, in North-Rhine Westphalia, from where it runs what it refers to as the largest shoe retail operation in Europe, with 43,000 employees and a dense network of stores. Besides its own-brand retail chain, Deichmann also runs several subsidiaries such as MyShoes and Snipes in Germany. Deichmann is present in over 30 countries in Europe, in USA, in China, and in UAE; with the exception of the Arabian markets, all of its stores are run by the group and not through franchises.

PHOTOS: JADEWESERPORT/AXEL BIEWER, SVEN BRAUERS, DEICHMANN

From window profiles and tubes to foils for inflatable swimming pools: PVC is a material without which everyday life would look different. And every year, 360,000 tonnes of the base powder used to fabricate PVC are produced in Wilhelmshaven.



PHOTO: VYNOVA

ON TIME, IN FULL

PVC

FROM WILHELMSHAVEN



Within view of the Container Terminal Wilhelmshaven, the long landing pier of Wilhelmshaven PVC manufacturer Vynova reaches out into the channel. “Every year, around 120 tankers with tonnages varying between 3,000 and 10,000 dock here,” says Managing Director Dr. Peter Prinz. On board, these vessels carry liquid raw materials out of which the roughly 350 workers at Vynova make PVC. In operation since 1981, the 200-hectare site is located at Voslapper Groden, just north of Wilhelmshaven; the Vynova Group to which it belongs is based in Tessenderlo, Belgium, and runs several similar production facilities across Europe.

What comes out of the works is PVC powder, available in 25kg sacks or ‘Big Bags’ weighing a metric tonne, and only when the customers convert it into a compound using additives does this PVC powder become the plastic used in final products. “Most of our customers are based in Germany, but we also have some in Italy and France,” explains Prinz. “Nevertheless, we export relatively little and that amount is highly dependent on a very volatile worldwide market for PVC,” he adds.

When ready, the sacks and Big Bags are stored in 40-foot containers. If they are to be sent abroad, logistics partners transport them to the harbours from which they are to be shipped in time to make the right sailings. “We use the Container Terminal Wilhelmshaven, too,” says Prinz, “and if the port continues to add new routes, we will be able to increase the amount we export through it,” he explains, adding that “it is just down the road, after all.”

The worldwide market for PVC is hotly contested, so there must be something that makes Vynova at Wilhelmshaven attractive to its customers. “What we offer is a combination of competitive prices, high product quality, and reliable availability. Our customers opt for us because we deliver the right amount of PVC at the right time,” explains Dr. Prinz, “or as we say around here: ‘on time, in full!’”

Sustainability is an important element in Vynova’s competitiveness, too – both ecological sustainability in reducing carbon emissions as well as long-term planning in recruitment and staff development. The company holds regular open days in which local residents can have a look at not only the production facilities themselves but the landing pier, the on-site fire station, and much more. Working with business partners across the region and the local employment agency, young Vynova employees stage training fairs where attendees can learn more about the entry-level positions available at the company. To date, 225 young people have qualified at Vynova on a range of vocational in-work courses.

“Especially when assuring a high degree of product availability, it is crucial for everyone involved in the process to work together to professional standards,” says Dr. Prinz, returning to the subject of logistics. “What we have always found and still find convincing about Wilhelmshaven is how well the excellent infrastructure is suited to the raw materials we work with. The Container Terminal Wilhelmshaven will continue to play an important role for us here in the future,” he adds.

Guest contributor
Peter Bergmann, Project leader
at Alcaro Invest GmbH

BUILDING NEW BRIDGES



When, as is currently the case in global trade, there are changes to the rules of the game, the effects make themselves felt – especially in the long term. As the development of already successful digital business models and e-commerce is accelerated, weaknesses such as those exposed by the coronavirus pandemic become apparent. As a result, internationally active companies will start to take precautions to avoid disruption to production in future crises, integrating more suppliers from a wider range of countries into their supply chains and re-evaluating existing locations.

While this process is not something which will happen overnight – if nothing else, many decision-makers are currently working from home – companies are re-examining their assumptions about the future and will, over the coming 24 months, bring a range of new concepts, solutions, and back-ups on stream in order to secure their supply chains and value creation and to reinforce just-in-time production structures.

One effect of this will be to increase the need for domestic logistics space for additional buffer capacity or after-sales. Moreover, in order to increase the resilience of their structures to future crises, companies will start to apply different evaluation metrics to production and warehousing, with journey times of up to 90 minutes becoming acceptable.

In the German market, this shift will benefit peripheral locations such as Wilhelmshaven or Frankfurt (Oder). With a well-functioning transport infrastructure, they are already active as bridges bringing international freight into the country while offering larger available spaces, lower rental prices, and higher worker availability than the country's established logistics hubs.

With the trimodal deep-water port at Wilhelmshaven, able to load cargo from larger container ships onto smaller vessels, Germany has gained a supplementary entry point in addition to its existing sea ports. The success of the Freight Village Wilhelmshaven over recent years in attracting well-known companies to set up logistics facilities nearby and make use of the road and rail infrastructure built to serve the docks shows how strong the concept for the new port was.

The coronavirus pandemic will lead to further increases in demand for secondary sites and buffer warehouses across Germany, as well as for large-scale fulfilment facilities. On the border to Poland in the east, the Log Plaza Frankfurt (Oder) is being developed as one of the future access points for international freight to the German market. The project is in its early stages, with planning permission for the first 40,000m² logistics space as an important first step in this initiative to create value in this part of eastern Germany.



SUSTAINABILITY AT CONTAINER TERMINAL WILHELMSHAVEN



ECOLOGICAL COMPENSATION

What does the Freight Village Wilhelmshaven do in order to compensate for the ecological impact of the area used for its operations? Our new brochure “Kohärenz und Kompensation” provides answers. Over 24 illustrated pages, it offers detailed information about the port compensation measures and how they aim to strike an acceptable balance between ecological and economic necessities. Our goal is always to safeguard the basis on which we live, both for us and for future generations.

PORT MEETS LAND - AT A DISTANCE

For several years now, the Container Terminal Wilhelmshaven has been joining forces with Eurogate, Seaports of Niedersachsen, and TFG Transfracht to hold a series of events named Hafen trifft Festland – “Port meets land” – which bring together loading agents and shipping companies from further inland with experts from Container Terminal Wilhelmshaven to discuss the advantages of using Germany’s only deep-water port. This year, however, the coronavirus pandemic has put paid to all plans for live events. So for anyone interested in learning more about what the port offers, this introductory video is the best option.

NEW **PERS** CERTIFICATION FOR THE PORT OF WILHELMSHAVEN

2020 has seen the Port of Wilhelmshaven receive its third certification from the Port Environmental Review System (PERS) awarded by EcoPorts, an international body located in Brussels. PERS is an instrument for analysing and monitoring environmental management specifically in ports. The application for a renewed certification was based on the most recent environmental report produced by the Container Terminal Wilhelmshaven operators; for the first time, their report includes the imminent electrification of the port’s rail connection and goods yards.

More Informationen



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