

**Spotlight on Europe**  
Page 18

**Editor's view of PR**  
Page 20

**Moving in Scotland**  
Page 28

**Porters on demand**  
Page 34

Issue 022 January 2013 [www.themover.co.uk](http://www.themover.co.uk)

# TheMover



## **BRINGING THE PAST TO LIFE**

George Dunn interviewed, wartime hero and moving man. Page 14



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# TheMover

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## 14 COVER STORY:

# BRINGING THE PAST TO LIFE

Bomber pilot and lifelong Pickfords man George Dunn talks to *The Mover*



## 4 LEADER: Announcing The Mover Conference

## 6 UK NEWS:

What's happened at Pickfords?  
Property market to improve – rightmove  
Harrow Green's Docklands Business award

## 8 PROFILE:

Move For Hunger is a US-based non-profit initiative that uses the resources of movers to help get food to the hungry

## 10 UK NEWS:

Mac's Truck Sales' new offer  
New facility for Trucksmith  
Three eco accolades for Andrew Porter

## 16 INTERNATIONAL NEWS:

Name change for Elliott in South Africa  
FEDEMAC members directory now online  
CargoBeamer is go in Europe  
Spotlight on Europe

## 20 INSIGHT:

*The Mover* editor Steve Jordan's masterclass on how to get your PR right and working effectively for your business



## 22 INTERNATIONAL NEWS:

French Ecotaxe starts June 2013  
Santa Fe annual run at IAM

## 26 ON THE ROAD NEWS:

Volvo fuel saving advice  
DfT to consider higher HGV speed limit

## 28 FEATURE:

*The Mover* talks to those in the know in Scotland to build a picture of moving north of the border

## 32 ON THE ROAD NEWS:

Texting at the wheel  
Tyre labeling is good news  
Faster road improvements planned

## 34 INTERVIEW:

Jonathan Wignell's Porter Assist business has been going for four years now, so Steve Jordan paid a visit to see how things are going

## 35 PRODUCT NEWS:

Ford's new ultra-frugal Transit  
Moving cars the easy way

## 36 LEGAL:

Big changes have been announced that will allow both parents to share parental leave, but what will it mean for movers?



## 37 MOVING MOVIES:

Silver Linings Playbook

## 38 PEOPLE NEWS:

New appointments for Interdean, TheMIGroup and Teacrate, a new president for PAIMA and an anniversary at Irish Relo

## 40 INSIGHT:

Keystone Law's Lance Feaver spells out what company directors need to be doing and thinking about - including knowing when to seek advice



## 42 DIARY DATES

## 43 DID YOU KNOW?

## 44 MARKETPLACE

## Index of advertisers

Excess International Movers .....	2	Move-it Channel Moving.....	19	The Mover.....	33
Mac's Truck Sales .....	5	Trucksmith.....	21	Dolphin Movers .....	39
Red Recruit .....	9	EUROMOVERS .....	23	GB Movers .....	39
Mr Box .....	9	Matthew James Removals & Storage...24/25		The Mover.....	42
Pluscrates .....	11	Simpson Packaging .....	31	Vancraft .....	47
Enhanced Operating Systems.....	19	Basil Fry & Company.....	31	Anglo Pacific.....	48

## LEADER

## First ever all-industry conference

.....  
**Steve Jordan, Editor**



In the last few days *The Mover* magazine has committed to host the first ever business conference for the whole moving industry in the UK. The conference will be held on 22-23 October, 2013, and be a truly extraordinary opportunity for everyone in the moving industry to get together, join in the business discussions and have plenty of time to chat, make acquaintances and renew old friendships.

In the past this opportunity was only available to members of groups. The Mover Conference, however, will not only be open to everyone it will also be pitched at a price that most people in the industry, whether you are a multinational or a new start-up, can afford. And don't forget, it's all tax deductible too.

The Mover Conference will be held alongside the now established Movers and Storers Show with the events complementing each other. The venue will be the world famous Silverstone F1 race track in Silverstone's brand new conference centre built above the pits right on the side of the track. It's an absolute must for all the petrol heads in the moving industry – in fact it's a must for everyone.

The conference will have a different programme of events on each day so it makes sense to book for both if you can. If you would like to come for just one day, that's OK too. There will also be plenty of time to visit the exhibition and, if you are brave enough, to take a ride around the track either at the wheel or in the passenger seat with an experienced racing driver. Or why not treat your customers to the ride of a lifetime!

All two-day delegates will be invited to an evening dinner at Silverstone, with entertainment, and the chance to have a pint or two while you get to learn everyone else's secrets and ideas. Then, when bedtimes comes, you'll be sleeping in one of the quirky Snoozebox pods, owned by David Coulthard, that provide everything you need for an overnight crash in a way you will never have experienced before.

We are all really excited about The Mover Conference and look forward to a truly remarkable event for everyone in the industry. Please put the dates in your diary. I'll let you have more details next month.

**Steve Jordan**



● David Cameron at the Big 5 Dubai International Building and Construction Show.

## David Cameron meets Gliderol

Prime Minister David Cameron met Gliderol Self Storage Solutions Directors Peter O'Loughlin and Graham Lomax along with other British exporters at the Big 5 Dubai International Building and Construction Show.

.....  
**H**e praised them for their latest innovations and new products that are expected to help the region's construction industry. "It's such a pleasure to be here and I am happy to lead a trade mission to take forward the conversations that will deepen the understanding and existing relations between the two countries and governments," Cameron told the media during his tour of the UK pavilion.

During the tour, he spoke to the exhibitors and enquired about their products and businesses.

Gliderol Self Storage Solutions construct and manufacture the components used to build a self storage facility. They supply a complete turnkey solution for those looking to invest in a new self storage business - mezzanine flooring, hallways, doors, security systems plus a free drawing service.

When speaking to David Cameron Gliderol's sales director stated, "Self storage is a new but growing concept in the Middle East. We have already exported and supplied a number of facilities in the region and have more projects in the pipeline. As a concept self storage is growing

**"I am happy to lead a trade mission to take forward the conversations that will deepen the understanding and existing relations between the two countries and governments..."**

David Cameron

.....  
 globally and is one of the few sectors that has not been hugely impacted by recession. It is an ideal time for us to look at the entire Middle East region as a growing market and support the internal construction industry."

Gliderol Self Storage Solutions are global exporters with a head office and manufacturing plant in Peterlee, County Durham and a sales team in Christchurch, Dorset.



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5 container body. Air suspension.  
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**4 X 2008 Mercedes 1843**  
High roof sleepers. Euro 5  
engines. 5 container bodies  
with dropwells and false floor.  
Aluminium ramp and side table.



**2010 Daf LF 160**  
3 container body. 2x side doors.  
Dropwell. 150,000 kilometers.  
Aluminium ramps and side table.  
New paintwork.



**3 X Mercedes 1324s and 1218s**  
Double sleepers. Euro 4.  
Having 4 door grp dropwells  
fitted. All ramps and side tables.  
Side skirts & belly lockers.



**2 X 2010 Mercedes 1843 Axor**  
2 man sleeper. Air con.  
Air suspension.  
5 container body. New paint.  
New MOT.



**2009 Mercedes 816**  
High roof sleeper.  
New 2 door dropwell  
with all ramps and table.



**2008 Iveco 75E17**  
Day & sleeper cabs.  
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Mac's Truck Sales Ltd has been owned and run by three generations of the same family, and has been supplying furniture vans to the industry, for the last 38 years. From 7.5 tonne up to 18 tonne, we always try to hold stock vehicles to suit the needs of the removals industry.

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Follow us on Twitter @martinatmacs 

## Rightmove says property market to improve in 2013

A recent report from Rightmove says that its enquiries are up by 11% on last year, the Bank of England reports mortgage approvals are up by 9.2%, and there are good signs for the housing market in 2013.

The report says that although house prices fell in November, apparently they regularly do fall in November and this year the fall is significantly less than in recent years and the lowest fall since 2009. UK property prices are still 2% up on this time last year, the highest annual rate of increase for five years.

In the report Miles Shipside, Director and Housing Market Analyst at Rightmove commented: "Though the market remains patchy and national statistics are given a gloss by a buoyant London market, there are a number of positive trends that justify cautious optimism as the market enters its winter recess. Outside the capital, agents report prices are broadly flat in many parts of the country compared to a year ago. This stability may indicate a sounder springboard for 2013 as the wait goes on for a sustainable recovery in transaction numbers." Miles also commented that first time buyers seem to have made the transition and have adjusted their expectation regarding deposit requirements. "Our survey found that 78% of 2013's intending first-time buyers stated that they have a 10% or greater deposit lined up, suggesting they have adjusted to the new market norms of higher equity requirements."

● Read the full report at: [www.rightmove.co.uk/news/files/2012/11/november-2012.pdf](http://www.rightmove.co.uk/news/files/2012/11/november-2012.pdf).



# What's happened at Pickfords?

On 23 November, 2012, Moving Services Group UK Ltd (t/a Pickfords) went into administration. On appointment the administrators sold the business and assets of Moving Services Group UK Ltd (MSG UK Ltd) to Pickfords Move Management Ltd.



● Pickfords - 900 jobs and a 400 year old name have been preserved.

The official press release from BDO, the appointed administrators, states: "This outcome preserves all 900 jobs and prevents the demise of a 400 year old household name. With this sale, the business can now move forward on a secure financial footing. Going forward, it will be business as usual at all sites, operating under the Pickfords name, and all contracts, moves and orders will be fulfilled. No disruption at all is anticipated and clients will continue to receive the same high standards of Pickfords service."

### What events led to this change?

Pickfords explained that since 2008, when two of the directors were appointed, one of the main priorities for management had been to rationalise the business, control and reduce overheads, thus enhancing profitability whilst maintaining the branch network to service clients throughout the UK. During the 2009 and 2010 financial years MSG UK Ltd completed numerous, significant cost-cutting exercises to set the platform for growth in profitability. The steps taken included the move of the company HQ to Wembley and significant reductions in the business' property lease costs and fixed salaries.

Nevertheless, the passage to net profitability was not achieved, partly due to the depressed UK housing market and an inability to significantly improve prices, but also due to

significant legacy commitments which included a defined benefit pension scheme. The decision to restructure was taken to preserve jobs and provide continuity for customers. The highest priority for the directors of the company was to ensure that the Pickfords name, which has been synonymous with moving home for over 350 years, returned to profitability and a strong financial footing.

### How will the change affect jobs?

The company said that it won't as all 900+ jobs within the company have been preserved following the reorganisation under TUPE regulations.

### How will this effect customers?

Pickfords said that effectively it's business as usual. The business will continue operating under the Pickfords name and all contracts, moves and orders will be fulfilled without disruption to customers. For overseas customers MSG UK Ltd had an advance payment guarantee scheme but it will not be called upon as Pickfords Move Management Ltd will complete all shipments in transit. The new company also has an advance payment guarantee scheme in place to comply with BAR rules.

Pickfords said that it will continue to tender for all significant new contracts and the improvement in its balance sheet will put it in a better position to win more business.

### How will this change affect Pickfords' membership of the BAR?

Pickfords Move Management Ltd submitted an application to BAR for membership and requested immediate entry under the 'successor in business' rules that form part of the membership criteria. The company said that on Friday 7 December BAR confirmed that its application had been successful so the new company, trading as Pickfords, is a full member of BAR already.

### What does this mean for Pickfords in the future?

Pickfords' spokesman said that it has every intention of remaining at the forefront of the UK moving industry and will continue to offer the same portfolio of services across the length and breadth of the UK. "We will also look to continue our improved relations with BAR and its members as we see the need to work closer with industry during these difficult economic times for all of us. We must continue to charge the right price for our services, stay firm when times get tough, continue to rationalise our cost base where we can and keep all costs under control. However we can now also look to invest more aggressively in new products and services and we look forward to 2013 and beyond with renewed optimism."

### Creditors and the pension fund

With regard to creditors, Pickfords has confirmed that it has made a commitment to BAR and its members that they shall not be disadvantaged as this was a requirement of the new company's application for membership.

The issue surrounding the removals of the defined benefit pension scheme from the company's balance sheet is one that is both real and emotive for its members. Pickfords said that the pension scheme administrators will be communicating with pension members in the very near future. Any members that need further information should contact the administrators, Barnett Waddingham, directly.



● Left: pictured at the end of the challenge: Back row: Stuart Bennie, Phil Evans, Daniel Clinch, Aron Ditchburn, Team Captain Mike Clinch; Front Row: Helena Williams, Ben Woodhouse, Joe Rice, Elodie Stott. Above the two team first place trophies.

## Reddaways first in Commando Challenge

Some would say that you have to be mad to enter a Commando challenge, wading up to your waist in freezing mud and water, or crawling through claustrophobic tunnels.

**T**hey would probably be right. However, the troops from Reddaways were not only crazy enough to enter (for the second time) they were fit enough and fast enough to be better at it than anyone else. The company entered its team - Move a Bit Quicker - into the 2012 Commando Challenge on 6 October and came first out of 111 teams.

The Reddaways team had to negotiate a series of obstacles round the 4km course, including peters

**“This year our team raised over £800 to hand in, with another £100 coming...”**

Mike Clinch

pool, the notorious sheep dip (an underwater tunnel) and various pitch black crawl-through tunnels. The course was very slippery due to

all the recent rain, and the tunnels which were dry last year were waterlogged and very muddy.

Mike Clinch, the team captain said “I couldn’t believe it when we found out the result of the commando challenge. I knew we had worked well together to get round quickly and raise lots of sponsorship but none of us ever imagined we would be first! This year our team raised over £800 to hand in on the day with another £100 coming in after the event.”

## Harrow Green wins Docklands Business Award

On 15 November, 2012, Harrow Green, part of Restore PLC, won the award for Leadership in Customer Focus at the 2012 East London Chamber of Commerce/Docklands Business Awards.

**T**he award in this category recognises an organisation that employs formal policies and operational procedures to ensure that customer service is at the forefront of its activities. The lengthy judging process examined the following clearly defined criteria: staff training and customer satisfaction, customer feedback process, continuous process of improvement and future market penetration and growth plans. Following a detailed initial submission, and against very tough



competition, Harrow Green was shortlisted as a finalist and then further invited to attend an in-depth examination of its credentials by the *Dragon’s Den* style judging panel.

Accepting the award, Harrow Green Director Bob Bradley said, “We were already acknowledged as the industry’s innovators, but around five years ago our Board decided to radically change the manner in which we engaged with our customers and the transformation from being perceived as an excellent but reactive commodity provider to becoming a proactive and valued business partner began. Having that initial vision was the easy part, so this award has really been won by the rest of the Harrow Green family, who continue to deliver and further enhance that vision on a 24/7 basis, and I accept it on their behalf.”

● Bob Bradley of Harrow Green accepts the Docklands Business Award.

## Pembrokeshire library and archives on the move

Harrow Green has been appointed to manage a major project to redevelop the County Library at Haverfordwest during the spring of 2013.

**I**n a series of moves, the current offices and library will be relocated to temporary accommodation and local council storage facilities to enable Pembrokeshire County Council to radically refurbish the existing building.

Harrow Green, a specialist in moving libraries, museums and archives, has been appointed to manage the sequential packing and moving of all book stock and library materials (some 1,900 linear metres), and the dismantling and erecting of existing library shelving. The contract was awarded following the submission of a competitive tender.

Furniture fitters will form part of the team to ensure all library racking earmarked for moving is clearly identified prior to dismantling to ensure that it can be assembled swiftly in the new premises and stock unpacked and relocated. Library staff are working with Harrow Green to ensure continuity of service during the move.

### Records office too

Harrow Green will also move the Pembrokeshire Record Office to its new home in Haverfordwest. Work preparing for the move has been going on for several months at the Record Office - based in Haverfordwest Castle - while maintaining a public service for historical research.

**“Harrow Green ... came highly recommended, so we are confident the move is in safe hands.”**

Neil Phillips

Neil Phillips, Project Co-ordinator for Pembrokeshire County Council, said: “Harrow Green was appointed on quality and cost following a competitive tender. They came highly recommended for their experience in handling old and valuable material, so we are confident the move is in safe hands.”

**PROFILE:** MOVE FOR HUNGER



● Adam Lowy, on the case for hungry people.

# Move for Hunger

What the US moving industry is doing to make the world a better place.

**S**ometimes its easy to make a big difference in the lives of those around you. That's what hundreds of US movers all over the country are finding out by joining up with Move For Hunger, a non-profit organisation that works within the relocation industry to feed the hungry.

When people relocate they tend to throw things away. Quite often this includes perfectly good food that could go to a family in need, rather than be thrown away. That's where Move For Hunger steps in.

Movers affiliated to the organisation collect any non-perishable food items from people who are relocating and deliver it right to their local food bank. Although Move For Hunger operates on a national scale, the food stays local and goes directly to a family in need right in the movers' community. It's a rare opportunity for a moving company to give back to their community without having to make major changes to the way

**"I couldn't help thinking that if this one moving company could collect so much with so little extra effort, what could the thousands of moving companies across the country accomplish ..."**

Adam Lowy

they operate.

"My family's owned a moving company for 90 years," said Adam Lowy, Executive Director of Move For Hunger. "Over the years, we've seen so much go to waste." After a visit to the local food bank, Adam was shocked to find how many people in his relatively well-off community relied on its support. "With the economy in recession and so many people struggling, we could no longer sit by and watch perfectly good food end up in the garbage."

Lowy's Moving Service immediately

started asking its customers to set aside any food they wouldn't be taking with them, and the moving company would donate the food right to the local food bank. After just a couple of weeks they had over 300lbs from their customers and the idea for Move For Hunger was born.

"I couldn't help thinking that if this one moving company could collect so much with so little extra effort, what could the thousands of moving companies across the country accomplish," said Adam.

Since its founding in 2009, Move For Hunger has grown to 350 moving companies in 42 states. Together, they have delivered over 730,000lbs to food banks all across the country, that is enough to provide for over 561,000 meals for those in need.

While Move For Hunger welcomes moving companies of all shapes and sizes, they do require that a moving company be a member of AMSA, a state association or an agent of a major van line to join in order to keep out rogue movers. Over 220 AMSA members have already answered the call and joined Move For Hunger in their fight against hunger.

"AMSA members continue to be amazing supporters of our effort," said Gavin Christiansen, Operations Director of Move For Hunger. "We urge every AMSA member to join Move For Hunger, and bring the fight against hunger to your community."

Perhaps this is a model that could be adopted in other countries too.

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 Corporate Developer  
 International  
 Fine Art Business Developer  
 Fine Art Technicians with HGV  
 Import / Export Clerk  
 International Corporate Developer  
 International Move Coordinator  
 International Move/Relocation Coordinator  
 International Sales Estimator  
 Operations Manager  
 Removal Corporate Developer  
 Removals/Relocations Developer  
 Sales Manager (Director elect)  
 Sales/Admin Coordinator  
 Storage Coordinator  
 Telesales Operative

**OTHER EUROPEAN VACANCIES**  
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 International Corporate Sales Surveyor  
 Removal Branch Manager

**ASIA**  
 Assistant Coordinator  
 Branch Manager  
 Country Manager  
 General Manager  
 Import and Export Clerk  
 Removals and Relocations Administrator  
 Sales and Marketing Director  
 Sales Estimator International  
 Sales/Business Development Executive  
 Sales/Relocation Consultant  
 Trainee Branch Manager

**USA**  
 Fine Art Driver  
 Fine Art Inventory  
 Warehouse Manager  
 Fine Art Technician  
 International Removals  
 Corporate Developer  
 International Sales Estimator  
 Private Migrant Business Developer/Estimator  
 Sales Consultant/Estimator  
 Sales Manager

**MIDDLE EAST**  
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 Branch Manager  
 Corporate International  
 Removals Developer  
 Corporate Sales Developer  
 Customer Service Advisor  
 Customs Clerk  
 Export Coordinator  
 Fine Art Operation Supervisor  
 Fine Art Technician  
 Pricing Analyst  
 Removals Sales Surveyor

**INDIA**  
 Branch Manager

**JAPAN**  
 Move Coordinator

**AUSTRALIA**  
 Branch Manager  
 Contractor Removalist  
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NEWS: UK

## Do you remember Moving Story?

We recently received a request at *The Mover* for information that anyone might have about a TV series that ran between 1994-1995 called *Moving Story*. It starred Phil Davies and Warren Clarke as ... you've guessed it ... removals men.

Jonathan Wignell, of Northamptonshire-based Porter Assist, said he believes the vehicles that were liveried and used in the series belonged to Elite Moving. Do you remember the series, or did you perhaps work for Elite at the time?

● Please contact Jonathan on 07964 716492 if you can help him.



● Martin McDade-Smith with a new DAF CF 250, Euro 5, double sleeper, manual gearbox, AC, all electric ... just waiting for the new owner's livery.

## YET ANOTHER WHAMMY FROM THE CYBER CRIMINALS

The latest wizard wheeze from the world's cyber criminals appears to be malware that steals your photographs directly off your computer then sends them to a remote server.

This can mean a serious breach of privacy and create yet another opportunity for professional photographer's work to be used illegally.

The offending malware goes by the catchy name of TSPY\_PIXSTEAL.A. After copying the files the malware accesses an FTP server – a server used to transfer files from one computer to another over the Internet.

Cyber criminals comb through the files looking for anything of value such as passport photos, incriminating pictures of high-profile people or industry related images. These can then be used for criminal purposes including blackmail and industrial espionage. They will also be used to target future attacks if they find anything juicy. Even if the images have no commercial or criminal value they can do your reputation a lot of harm if they catch you in a 'moment of relaxation'.

If your systems carry images that are commercially sensitive, it might be a good idea to speak to your IT people and make sure they are protected.

● Now cyber criminals are after your photos!



## Mac's Truck Sales makes a new offer

Throughout its history, Mac's Truck Sales in Huddersfield, has supplied the moving industry with top quality, refurbished, second-hand trucks.

But now, in a new move for the company, it has put new vehicles into stock allowing its customers to buy new without having to wait for the delivery of a chassis and the body builder to complete its work.

Martin McDade-Smith is the company's Sales Manager. He explained that the company has been re-building second-hand vehicles for movers for many years and has a pretty good idea of what sells and what doesn't. "We know that our customers want a good payload, a versatile body, crew space and good reliability and economy. We've been building our trucks that way for years so it was an obvious move to provide our customers with a new option."

Most companies that want to buy new, and take the advantages of a full manufacturer's warranty and the kudos of the latest registration plate, have to be prepared to wait. However, now they can buy out of the showroom and be on the road in a day or two. What's more, all the new vehicles Mac's has in stock have been designed by Mac's with the benefit of its many years experience. This way customers can

**"We know that our customers want a good payload, a versatile body ... We've been building our trucks that way for years so it was an obvious move to provide our customers with a new option."**

Martin McDade-Smith

be confident that their new truck will do the job efficiently and will continue to do so for many years.

Mac's, of course, still provides a wide range of second-hand trucks many of which are based upon various chassis that provide ideal units for movers with a higher specification that would normally be expected in a purpose-built box vehicle.



● Fabrick Housing Group's new headquarters.

## Harrow Green to move Fabrick Housing Group

Business relocation specialist Harrow Green has been appointed by Fabrick Housing Group, one of the country's leading housing providers, for a three-phase project. The company will handle moves from a number of locations within Middlesbrough to a new company headquarters at Hudson Quay in Middlehaven. The first phase took place in July 2012 with further moves in November and in March 2013.

Got an event coming up? Put it on the online events diary - just e-mail [nikki@themover.co.uk](mailto:nikki@themover.co.uk)





● Chief Designer Brian Trebble and Laurie Hutchison.

## New research, design and development facility for Trucksmith

Devon-based coachbuilder Trucksmith has opened a new research, design and development facility, dedicated to efficiently fulfilling any commercial vehicle design brief.

**T**rucksmith recently put its first design, a 3.5 tonne (GVW) low floored Luton, through the European Whole Vehicle Type Approval process and benefitted greatly from having the new facility to do it from.

Trucksmith Drawing Office Technician Laurie Hutchison has been taken on to help develop the Trucksmith design process even further and is excited about the new venture. "The new location for the Research Design & Development department is a fantastic environment to work in, providing a fertile platform with the resources to accomplish every client's design brief," he said

Trucksmith Managing Director Daniel Trebble said: "The new



● Trucksmith, Cullompton, Devon.

facility is a big financial investment for Trucksmith and it's one we are happy to make. Developing new products and advancing existing ones is a must for us. We have had a record year in 2012 and are looking to produce even more vehicles in 2013. With the advances this facility helps us make it means they will be built ever more efficiently, benefitting the workforce and the customer."

## Pickfords moves The Mansell Collection

Pickfords recently completed a high-profile move for motor racing legend Nigel Mansell, by moving his collection of sports memorabilia from Exeter to a new home on the Channel Island of Jersey.



● Left to right: 2010 Le Mans LMP1, 1989 Ferrari 641, GP Masters car, 1992 Williams FW14B and Nigel's son Leo.

**T**he Mansell Collection includes two of Nigel's iconic Formula One racing cars, the 1989 Ferrari 640, driven to victory on Nigel's Ferrari debut in Jacarepaguá, Brazil, and the Williams FW14B with which Mansell dominated the 1992 season, winning nine of 16 races and the Formula One Driver's Championship.

The move, totalling six racing cars and several hundred cubic feet of other items including racing overalls, helmets, trophies and other precious memorabilia, was handled by Pickfords' Exeter branch. The team spent several days packing up the collection to ensure it would be protected during transit, and unpacked everything in the new Mansell Collection building in Jersey. "We were delighted to be selected by The Mansell Collection to move Nigel's priceless collection of

**"We were delighted to be selected by The Mansell Collection to move Nigel's priceless collection of memorabilia from his racing career..."**

Mark Herrington

memorabilia from his racing career," said Pickfords Director of Business Solutions Mark Herrington. "Our team brought our considerable expertise in moving high-value, precious and fragile items to bear, with Nigel's Formula One cars alone valued at more than £1m each."

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NEWS: UK

## Beware of hidden costs when hiring fork lifts

Fork lift managers are being warned that signing up for cheap weekly hire contracts could end up costing them a small fortune.

In a difficult economic climate, some fork lift suppliers are offering cut-price deals but businesses need to read the small print to spot the hidden costs.

That's the view of Allan Parsons, short-term rental manager for fork lift truck firm Briggs Equipment, who says that companies offering deals 'too good to be true' often make their money back through inflated delivery charges.

"We recently conducted a spot-check survey which revealed staggering differences between initial hire prices and delivery charges. In addition, the equipment supplied could also be as old as ten years which increases the risk of high maintenance and repair costs," he said. "We urge companies to take time out to ensure they get the best value for money when hiring trucks as it will significantly benefit their bottom-line in the long run no matter how large or small the company is," added Parsons.

Try out the search facility on [www.themover.co.uk](http://www.themover.co.uk). It's lightning fast!



## Three environmental accolades for Andrew Porter

The company was recently Highly Commended at the Lancashire Green Awards, in the Green Business of the Year category having also been shortlisted for two other environmental awards earlier in the year.



Left to right: Natasha Robson, Victoria Haxby and Saul Emberton representing Andrew Porter Ltd at the Lancashire Green Awards 2012.

The category recognises companies which limit the negative environmental impact of their business by implementing long-term strategies to reduce their carbon footprint and minimise waste.

Recently Andrew Porter Limited, based in Chorley, has invested more

than £60,000 in technology to help reduce its fuel usage into the future and re-train drivers to use fuel-saving driving techniques. The specially developed vehicle routing software, sensitive vehicle tracking devices and an intensive driver training programme combine to save Andrew Porter Limited a total of 100,000

kilometres on the road per year - the equivalent of running an extra two vehicles for a year.

The firm also has a zero landfill policy and operates a 'reuse, recycle, reduce' strategy. All items collected through the company's logistics and business relocation arms are reused or recycled - many items being re-distributed through a network of charities that will put them to good use.

"Our third shortlisting in a year for an environmental business award is a huge achievement for us and one which we are extremely proud of," said Managing Director Tim Aspey. "We believe our investment in training, technology and planning makes us one of the most environmentally-responsible logistics companies in the UK today and I'd like to thank all our staff for working hard to help us make a difference."



Front line staff endangered by untrained managers.

the knowledge, authority and confidence to spot a dangerous job - and stop it in its tracks. Unfortunately, the story we keep hearing suggests it's much more common for firms to carry out risk assessments, write safety procedures and train front line staff, just as they should ... but then leave them to their own devices. In the real world, that simply doesn't work."

Although there is no legal requirement for managers to be qualified to operate fork lift trucks, Mentor believes a thorough grounding in truck stability, safe maintenance and safety usage rules is essential if a supervisor is to stand a realistic chance of identifying and mitigating risks. The company has therefore introduced and delivered dedicated supervisor training, designed to give anyone responsible for managing fork lift truck operations an effective, working knowledge of safe practice, as well as an awareness of their safety responsibilities under law.

Richard Shore continued: "Ultimately, your carefully prepared safety procedures are only as effective as the supervisor that enforces them. Without a manager who is able to enforce and explain the rules, staff inevitably fall into bad habits - and that's often how accidents happen."

For more information e-mail enquiries @mentortraining.co.uk.

## Under-trained managers endanger front line warehouse staff

Feedback collected by the UK's leading fork lift training provider suggests warehouse workers are being endangered, because their managers don't understand and enforce key safety basics.

Mentor Training works with hundreds of fork lift truck operators and other front line staff every week, and spotted the worrying trend in feedback shared with its trainers throughout the UK. Adequate supervision to ensure safety is

one of four key elements stipulated in the Health and Safety at Work Act 1974.

But Mentor Managing Director Richard Shore warns, "Simply having a named supervisor present in the warehouse is not enough to ensure safety. Managers need



● The 'One-in, Two-out' rule will replace the 'One-in, One-out' rule.

## One-in, Two-out rule aims to cut red tape for business

The costs of red tape on business will be slashed at double the present rate as part of the government's blitz on bureaucracy.

**F**rom January 2013, every new regulation that imposes a new financial burden on firms must be offset by reductions in red tape that will save double those costs.

The new 'One-in, Two-out' rule will be imposed across every Whitehall department from January 2013, and will apply to all domestic regulations affecting businesses and voluntary organisations.

It will replace 'One-in, One-out', which requires the costs of every new regulation to be matched by savings of an equivalent amount. This policy has already reduced net costs on business by almost £1bn since January 2011 helping to make government leaner, fitter and more focussed on what businesses need, enabling them to get ahead and compete in the global economy.

Business Minister Michael Fallon said, "The government is focussed on making sure Britain competes and thrives in the global race by helping fire up our private sector and boost enterprise. Every year businessmen and women still spend too much time and money complying with government regulations, when they should be developing and growing their businesses. That's why we are upping the pace. Our new target will require radical thinking right across Whitehall. It will require policymakers to make tough choices, and to think hard about how to get government off the

**"The government is focussed on making sure Britain competes and thrives in the global race by helping fire up our private sector and boost enterprise."**

Michael Fallon

backs of hard-working and hard-pressed businesses."

Simon Walker, Director General of the Institute of Directors, said, "I congratulate the business department on its move to lighten the heavy load of regulation for British firms. Business leaders tell us that the amount and complexity of the red tape they have to deal with often makes taking on new staff or extra orders just too risky. We simply cannot afford this to continue if we are to rebuild the economy based on healthy growth in the private sector."

Since January 2011, the government has exceeded its 'One-in, One-out' target, introducing almost £4bn of 'outs' compared to just over £3bn of 'ins'.

The government will also work to reduce the burden of tax administration.

## National Fork Truck Safety Week... "a huge success"

Hundreds of businesses throughout the UK showed their commitment to fork lift truck safety by taking part in the Fork Lift Truck Association's 'Go for Gold' challenge during National Fork Truck Safety Week.

**W**ith at least one worker hospitalised every day in an avoidable fork lift truck accident, the FLTA is delighted that so many companies participated, and in doing so demonstrated their awareness of the need for safety in all aspects of owning and operating fork lift trucks.

The challenge, which took the form of an online quiz, put companies through their paces to demonstrate their understanding of four key areas of fork lift truck safety: planning, training, maintenance and Thorough Examinations.

With a certificate awarded to any company achieving over 80%, and 15 months of free Safe User Group membership for the top ten companies overall, the response was overwhelming, with more than half of entrants reaching the 'Gold Standard'.

FLTA Chief Executive, Peter Harvey MBE, said: "We are delighted, not only with the number of companies engaging with the 'Go for Gold' challenge, but with the levels of competency demonstrated."

"Also, it was encouraging to see that, despite materials handling being traditionally viewed as a predominantly male preserve, four of the top ten scoring entrants

**"...safety is an ongoing process. Over the last ten years, we have worked hard to inform all those involved with fork lift trucks..."**

Peter Harvey MBE

were women."

Results from the quiz will be used to help the Fork Lift Truck Association identify any gaps in safety knowledge, ensuring future safety events and resources can be tailored to meet the needs of employers.

Mr Harvey continued: "Without a doubt, the week was a huge success. However, it is important to remember that safety is an ongoing process. Over the last ten years, we have worked hard to inform all those involved with fork lift trucks in any capacity and have seen the number of serious accidents involving fork lift trucks fall dramatically. However, it is only through constant vigilance and education that we will maintain this success."

● At least one worker is hospitalised every day in an avoidable fork lift truck accident.



**COVER STORY:** GEORGE DUNN DFC



● A crew about to board their Halifax bomber.

# George Dunn DFC

## Removals man and RAF Bomber Command pilot

David Jordan, Deputy Editor of *The Mover*, served his time as an apprentice maintaining Buccaneer bombers at Blackburn Aircraft in Yorkshire. His experience with military aircraft meant that it was no chore to run down to see George Dunn, the second world war Bomber Command hero, at his home in Brighton for a chat. This is George's story.

**G**eorge Dunn spent all his working life in the removals business, joining Pickfords straight from school in 1937 at the age of 14 and remaining with the company until his retirement in 1982. During that time he was manager of several Pickfords branches ending his career in charge of the Hove office in East Sussex. I visited George, now 90, at his home near Brighton last November, but it was not his time in the removals business that I wanted to talk about. In 1941 George volunteered for the RAF and became a pilot in Bomber Command. The seven years he spent serving his country were filled with action and adventure. Today, seventy years on, very few veterans are still around to tell their stories, thankfully George is one of them.

I've always believed that age has very

little to do with the date on your birth certificate and as George Dunn greeted me at the door of his bungalow in Saltdean it was clear that despite his 90 years he is still a man of great energy with a healthy appetite for life. A hand-tinted photograph of George wearing his blue RAF officer's

**"I was eventually sent to Canada to start my pilot training as there was very little training available at that time in the UK."**  
**George Dunn**

uniform sat on the coffee table along side a black and white shot of him with his crew standing by their Halifax bomber.

"I decided to volunteer for the RAF in 1941 before being called up and was sent to the recruiting office in Chatham for an

educational test and selection board," George explained. "I'd applied to be a wireless operator/air gunner rather than a pilot as I didn't think that having left school at 14 with only a basic education I'd be accepted for training. Anyway the three officers on the selection board were impressed with my test results and I was offered a place on a flying course. Some weeks later I received instructions to report to a receiving centre at Babbacombe near Torquay to be kitted out and later went to N8 Initial Training Wing in Newquay to start my training. This mainly consisted of basic mathematics, elementary navigation, plenty of drill, swimming and cross-country runs."

"I was eventually sent to Canada to start my pilot training as there was very little training available at that time in the UK. It was December 1941 when we set sail across the Atlantic on a terrible Norwegian ship called the *Bergensfjord*. The weather was rough, everyone was sick, and there were times we would have welcomed being sunk by a U Boat to put us all out of our misery!"

Once in Canada the new recruits were able to enjoy the RCAF rations and tuck into the kind of food they'd not eaten since the outbreak of war. Unfortunately this

**COVER STORY: GEORGE DUNN DFC**

was short lived and when they arrived at their training camp it was back to the RAF rations they'd had at home.

"My first flight was on 11 January, 1942, in a Tiger Moth and I went solo on the 21st, it felt marvellous. I finished the course on 28 July and we were all awarded our wings. It was quite a day to celebrate and concluded with a night out with our instructors."

After returning to England George underwent more training in a variety of aircraft and was eventually sent to a Satellite Station in Lossiemouth where he flew Wellington Bombers and practiced bombing with small practice bombs. "On one occasion a 500lb bomb got stuck in the bomb bay and it was only by violently manoeuvring the aircraft that I managed to release it," said George.

Before being allowed to fly operationally over enemy territory bomber pilots were required to take two trips with an experienced crew before taking their own. "My trips were to Essen and Keil, both heavily defended targets so I was glad to get them out of the way," said George. "When I got back my crew were anxious to know what it was like and I told them to 'take a clean pair of underpants!'"

In all George flew a total of 44 sorties, 14 in Mosquitoes over Berlin and 30 in Halifax bombers over other targets in industrial Germany. I asked him how it felt during the raid knowing that innocent people would be killed by the bombing. "I used to think about our people who had been killed in places like London and Coventry by enemy bombing; we were sort of getting our own back I suppose. But I was only 20 years old and at that age



● Above, left to right: W/O John Banfield, Wireless Operator; W/O Arthur Smith, Flight Engineer; F/Lt Gordon Mellor, Navigator; W/C John Bell, Bomb Aimer; F/Lt George Dunn, Pilot; W/O Harry Irons, Mid Upper Gunner and W/O Dave Fellows, Rear Gunner - all former Bomber Command Halifax crew, from various squadrons.

you're not very well versed in the ways of life. The fact is in war women and children get killed and there's nothing you can do about it."

One of the most important missions George took part in was the raid on Peenemunde, a finger of land lying along the Baltic coast close to the Polish border, had been identified as a research and manufacturing centre for the Nazi's V1 flying bombs and V2 rockets.

"When we went into the briefing room we were told the target was a secret research station, we didn't know what was being made there. What they did say - and they had never said this before about any other target - was that if we didn't succeed in destroying it tonight we would be sent tomorrow and if necessary the

**"On one occasion a 500lb bomb got stuck in the bomb bay and it was only by violently manoeuvring the aircraft that I managed to release it..."**

**George Dunn**

day after that until it was done. We now know why it was so important. Nearly 600 aircraft took part in the raid and we were to be in the fourth wave of the attack. Our target was the living quarters of the scientists and engineers and it was regarded as being the most important. Due to a change of wind direction we were switched to go in on the first wave as the master bomber was worried that the coloured air markers dropped by the pathfinders would be blown over the wrong area. There was very little flak and the Luftwaffe fighters were occupied with an American attack about 100 miles away, so we had no problems dropping our bombs. Later in the raid when the fourth wave made their approach the Luftwaffe had arrived and 46 aircraft and their crews were lost. I was thankful there had been a change of plan."

The Peenemunde raid put back the Nazi V weapon programme by two months and consequently saved many thousands of lives.

After the war George continued to fly

**Nazi V1 and V2 weapons**

Two types of vengeance or V weapons were being developed by the Nazis at Peenemunde, the V1, or doodle bug as it was nicknamed by the British and the V2, the world's first intercontinental ballistic missile. The V1 was powered by a pulse-jet engine which gave it its strange characteristic sound. The later V2 was rocket powered, reached speeds of 3,500mph, and gave no warning of its approach. Both were targeted on London and caused many thousands of civilian casualties.

● V1 doodlebug.



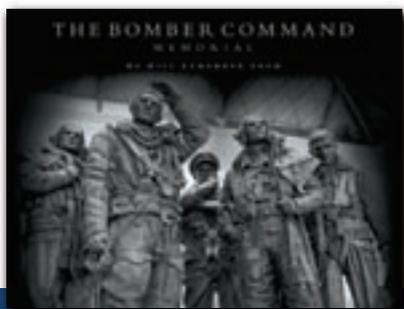
for the RAF until 1947, testing a number of aircraft types including Mosquitoes, Spitfires, Hurricanes and Mustangs for a maintenance unit in Ismailia, Egypt.

But, despite all the glamour and excitement of RAF Bomber Command, the lure of the removals industry proved too much for George and he returned to Pickfords in 1948 to continue his long career. It was a great privilege to meet him, and those of us that follow should remember the sacrifices the brave men of the RAF made for our freedom.



**The Bomber Command Memorial, Green Park**

The RAF Bomber Command Memorial in London's Green Park was unveiled by the Queen on 28 June, 2012, to remember the sacrifice and bravery of the 55,573 air crew who lost their lives during WWII. The memorial features 9ft bronze figures depicting a seven-man bomber crew returning from a mission. The £7 million pound Portland stone memorial also has an inscription commemorating the lives lost on both sides in the bombings of 1939 - 45.



**We Will Remember Them**

A new book by military author Steve Darlow, *We Will Remember Them*, featuring interviews with members of WWII bomber crews including pilot George Dunn DFC, has been published by Fighting High Publishing. The veteran crew will be attending a number of book signing events during 2013 with proceeds being donated to the Bomber Command Memorial Fund.

**NEWS: INTERNATIONAL**



● The new Elliott Mobility brand identity was presented to staff of Elliott International and Elliott Corporate Relocations in early November.

## Elliott International in South Africa becomes Elliott Mobility

Elliott International has changed its identity to Elliott Mobility to combine Elliott International and Elliott Corporate Relocations, under one brand. The change became effective on 30 November, 2012.

**T**he impact of the change on customers in both divisions will be minimal. Charles Luyckx, joint CEO of Elliott, said that apart from seeing a new corporate logo on stationery, premises and vehicles, etc. customers will experience business as usual and work with their same contacts.

Elliott International was founded in 1947 and has grown into one of the world's leading moving companies. Elliott Corporate Relocations, founded in 1993, has nearly 20 years of experience as the premier provider of relocation services in South Africa and sub-Saharan Africa.

According to Charles, Elliott has built up a significant presence and reputation in Africa, a continent renowned for its complexity. "Experience, supplier networks and working relationships are critical for smooth immigration and relocation processes," he said. "Our local knowledge, on the ground presence and trained relocation professionals are aligned to assist our customers through the unique challenges and costly hurdles of moving into these emerging markets."

In October 2012 the level of this expertise resulted in Elliott Corporate Relocations being awarded the top tier Masters Cup Award in the



**"An invitation to join Cartus' Global Network is a high honour because the programme's criteria and performance standards are so rigorous..."**

Charles Luyckx

Home Services category from Cartus Corporation, a leading provider of global mobility services. "An invitation to join Cartus' Global Network is a high honour because the programme's criteria and performance standards are so rigorous," said Charles. "Winning the Cartus Masters Cup for unrivalled dedication and performance was an enormous accolade."

## The IRU awards diplomas to 1,041 safe drivers

The International Road Transport Union (IRU) has awarded its Diploma of Honour to 1,041 drivers from 25 countries worldwide for their excellent driving and safety records.

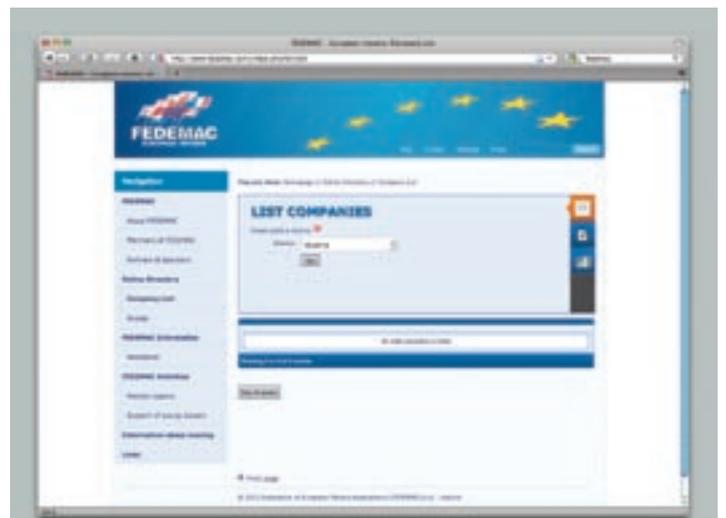
**T**he IRU award honours long-serving, safe, loyal and upstanding professional drivers. It is awarded to national or international goods or passenger drivers who have performed to the satisfaction of current and previous employers, by driving commercial vehicles professionally and safely for a minimum of one million kilometres nationally or internationally, without causing any serious accident involving bodily harm, in the last 20 years. In addition, the drivers must have committed no serious violation of traffic, customs or administrative regulations in any of the countries in which they have driven.

Congratulating the drivers, IRU President Janusz Lacny said, "It is a privilege to award these diplomas to these drivers for their outstanding hard work and dedication to becoming the best in the industry. Their performance over the last 20 years serves as an example to younger drivers and improves the image of the profession. They are the personification of the high level of professionalism that we promote within our sector. They demonstrate the industry's efforts to improve its safety records by



● IRU award is for commercial or passenger drivers.

emulating best practices through professional training as provided by the IRU Academy." This year's recipients come from the following countries: Argentina (4), Austria (4), Belarus (90), Belgium (58), Czech Republic (40), Denmark (11), Estonia (1), Finland (82), France (10), Germany (227), Hungary (67), Kazakhstan (2), Macedonia (6), Moldova (3), Netherlands (111), Norway (2), Poland (55), Portugal (3), Romania (10), Russia (89), Slovakia (22), Spain (12), Turkey (82), Ukraine (38), United Kingdom (12).



## FEDEMAC ONLINE

**F**EDEMAC has recently launched its new online directory of members showing all the organisation's members. Anyone can access the directory to locate moving partners throughout Europe. The directory now includes all the 800 French members and the French association has now been re-admitted into FEDEMAC membership. The search facility allows users to look for companies by country, by zip code or within a specified radius of any location.

## GROSPIRON GETS EURA QUALITY SEAL NO. 2

Grospiron Relocation Services achieved its first EuRA Quality Seal certificate in June 2010. In August 2012 the company was re-audited, by an independent quality auditor, and has now received the EuRA Quality Seal for the second time.

**D**ominic Tidy, EuRA Operations Manager, explained the benefits of the EuRA Quality Seal for the providers and their customers: "Having an external validation of excellence is another way in which the EuRA Quality Seal opens doors and sets a measurable benchmark for successful companies. This pioneering initiative provides a straightforward, cost effective external audit to reflect our members' excellence in providing relocation services. The benefits of being externally quality audited are well proven, and partnering with both European and Global ISO auditors, gives the EuRA Quality Seal an unbeatable pedigree."



**"Our aim is to achieve a relocation quality recognition such as ISO to provide our customers with security that they can rely on."**

Jean-Luc Haddad

Jean-Luc Haddad, the company's President, commented: "Our aim is to achieve a relocation quality recognition such as ISO to provide our customers with security that they can rely on."



● CargoBeamer.

## CargoBeamer to start commercial operations in Europe

The start of CargoBeamer's commercial operations in Europe was marked by a successful test drive from Leipzig (Germany) to Calais (France) on 26 October, 2012, completing a series of tests proving that CargoBeamer fulfills all technical and operational requirements to run on the European rail network.

**C**argoBeamer is a European transport system consisting of special wagons and terminals with revolutionary cargo handling that allows all non-craneable semi-trailers to be shifted from road to rail.

"Freight traffic on European roads is forecast to grow by 75% until 2025, threatening to take the continent's roads infrastructure on the verge of traffic collapse," said Hans-Juergen Weidemann, CEO of CargoBeamer. "CargoBeamer anticipates this development and has the potential to counter the situation by shifting cargo traffic efficiently and environmentally-friendly from road to rail." Today, only 15% of the entire cargo transport on road can participate in combined transport due to technical constraints. CargoBeamer changes this profoundly as the technology allows transshipment of all semi-trailers without previous modifications for craning.

This technology makes intermodal transport highly efficient: The semi-trailers are placed into special loading palettes without train presence. Drivers therefore do not need to wait for trains or cranes and vice versa. Due to parallel and fully automated loading of trailers onto rail wagons in CargoBeamer's

terminals, the entire loading process is reduced to 15 minutes. Including additional inspection time, the trains are ready for departure approximately one hour after arrival. Compared to conventional transport of semi-trailers by truck, the technology reduces emissions by up to 70% and energy consumption by up to 60%.

CargoBeamer plans to build a terminal ("CargoBeamer Gate") in the new Calais Premier logistics hub, investing approximately 25 million euros. With 3.2 million trucks passing Calais annually, the city is predestined to become the CargoBeamer gateway to the UK and to play a key role in the company's European logistics network. From Calais, CargoBeamer targets two major European cargo routes with high traffic volumes: the east-west route to the Baltic states via Benelux, Germany and Poland, and the north-south route to Italy via France, Germany and Switzerland. With the start of operations planned for 2014, the terminal will have the capacity to transfer more than 800 semi-trailers per day from road to rail. In addition to Calais, CargoBeamer Gates are underway in Hagen (Germany), Legnica (Poland) and Mockava (Lithuania).

● Visit [www.cargobeamer.com](http://www.cargobeamer.com) for more information.

## US moving ripoffs

**T**he US Senate Committee on Commerce, Science & Transportation has written to the major US search engines of Google, Yahoo and Bing asking them to examine how some moving services are using 'bait-and-switch' tactics on customers who find them through search results.

Each search engine received the same letter, covering how a committee investigation found that consumers are doing searches for topics relating to moving services and encountering companies with names that seem similar to large, reputable brands. Consumers pay what they believe to be a moving deposit but which instead is a brokerage fee. The actual moving company that does the work demands further payment, sometimes for thousands of dollars more than the original estimate.

Frequently, Internet moving brokers identified in the investigation, which received high numbers of consumer complaints, ranked highly in the search results. Based upon evidence obtained through the investigation, it appears that some of these companies may be 'gaming the system' to boost their search rankings. These companies appear to be using paid links to inflate their popularity. For example, one company had tens of thousands of external links to its websites and, upon closer review, these links proved to be largely irrelevant. They included abandoned blogs, link directories for unrelated topics, and college student groups.



NEWS: INTERNATIONAL

# SPOTLIGHT ON EUROPE

New regulations come out throughout Europe all the time. Sometimes it's hard keeping up with all the changes. Here is a selection of some of the more important ones to keep you up to date. Information courtesy of FEDEMAC.



 LUXEMBOURG

### Winter tyres

From October 2012 it has been compulsory for all vehicles over 3.5 tonnes to be equipped with winter tyres on all axles.

 ITALY

### Euro 3 only for Mont Blanc

Vehicles over 3.5 tonnes, that have engines less than Euro 3, are no longer allowed to use the Mont Blanc Tunnel between France and Italy. The LEZ in Rome has been extended to Euro 4\*.

 AUSTRIA

### Night driving ban scrapped

The night driving ban on the A12 between Zirl and Langkampfen has been scrapped for all EEV (Enhanced Environmentally friendly Vehicles) and Euro 6 over 7.5 tonnes. The ban remains in effect for all other vehicles between 20:00 – 05:00 from November until the end of April and from 22:00 – 05:00 in the summer.

 CYPRUS

### Intelligent Transport System tested

Cyprus is planning an Intelligent Transport System (ITS) with a pilot programme running by 2015 at a cost of euro 600,000. The ITS will inform drivers of traffic jams ahead by SMS, radio or digital billboards. The hope is that it will reduce congestion, improve road safety and reduce fuel consumption. The system will also notify police and hospitals of road accidents, so they can respond faster.

 SPAIN

### New payment method for toll charge

The magnetic strip card 'tarjetas profesionales' used in Spain for paying toll charges, has been discontinued from 1 January, 2013. In future only credit cards and on-board units will be acceptable.

 SWEDEN

### Bigger trucks allowed in Sweden

Sweden has reached an agreement that will allow Norwegian trucks in excess of 40 tonnes to cross the border. Denmark and Finland are expected to reach similar agreements.



 CZECH REPUBLIC

### Extended low emission zone

The low emission zone in Prague has been extended to Euro 4 from 1 January, 2013\*.

 UNITED KINGDOM

### FOREIGN LORRIES TO PAY FOR BRITISH ROADS

Foreign lorries could be required to pay to use UK roads by April 2014. The Levy would be cost neutral for most UK operators but foreign operators will need to pay up to £1,000/year. Anyone not paying the Levy will risk an on-the-spot fine of £200. The fine could rise to as much as £5,000 if the case goes to court.



 LATVIA

### Border reopened

The border checkpoint Paternieki- Grigorovshchina, Latvia – Belarus has reopened. It was closed on 15 July for large-scale reconstruction.

 FRANCE

### ECOTAX to be phased in this year

The French ECOTAX will be phased in during 2013. This is an ecological tax which will apply to goods vehicles over 3.5 tonnes using any part of the designated 15,000kms of the French taxed national and local road network. This is in addition to the tolls that already apply on certain autoroutes throughout France. The ECOTAX applies to goods transport vehicles registered in France and elsewhere (see article on page 22).



\* For details of LEZ regulations throughout Europe go to: [www.lowemissionzones.eu](http://www.lowemissionzones.eu).



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## INSIGHT: GETTING PR RIGHT



## Poacher turned game keeper – an editor's view of PR

As well as being the editor of *The Mover*, and having published magazines for the moving industry for approaching 20 years, Steve Jordan runs a successful PR company: The Words Workshop. Here's some advice from him on how to give your press releases a fighting chance of getting published, not just in this magazine, but anywhere.

I first started working in PR in 1992. In those days it was a purely professional industry. Without the benefit of technology it required skill, knowledge and a large diary of contacts; it was only those who had acquired those attributes who were successful. You had to know how to do it otherwise it wouldn't work.

Today we live in a much more immediate environment where so much of what we do has been de-skilled. Even in the moving business, for example, people are prepared to fill in their own survey form and accept an e-mail quotation in a way they wouldn't have dreamed of only a few years ago. There are still professional estimators of course, but their services are sometimes viewed as optional.

Similarly, in the PR business, it's easy for an unskilled person to look up an editor's name on the Internet and send them a press release with

a photo attached. It's easy, but it's rarely right. Even some, so called, professional agencies nowadays seem to take a throwaway view of PR; just sending out information any old how and hoping that an editor will craft it into beautiful prose. Well, I'm telling you: some will, most won't. You need to do better than that.

At *The Mover* I am grateful for any contributions I receive. This means that I will probably make more effort than most to make a silk purse out of a sow's ear. But imagine sending your press release to the editor of *FMJ*, *The Portal*, *The Director* or even your local newspaper. I promise you, they have other things to do with their time than try to make sense of your rantings.

But being better than most and giving yourself a good chance of being published, is not that hard. The very fact that most people make such a lousy job of it means that you

don't have to be brilliant to be above average. Doing the simple things right can make all the difference.

There are three main problems: writing style, document format and photos.

### Writing style

Stories in magazines are written about companies. This means that they are in the third person, not the first. If you write a story in the first person (i.e. "We are pleased to announce" or "ABC removals would like to advise all our partners that...") the editor has to re-write it. If he's busy, he won't... it will go in the bin.

**RULE 1** Write your press releases in the third person please.

### Document format

Many press releases I receive here are in pdf format. For an editor that's virtually useless. The point of pdf is

for documents that you do not want to be changed: terms and conditions, contracts, etc. are all fine in pdf. But a press release will always be changed (particularly if you have written the thing wrongly in the first place (see above)). Every publication has its own style so you must not expect your story to be published verbatim – it won't be. It is possible to extract the text from a pdf document but it's hard and all the formatting goes haywire. Present your document as a Word document and it's easy for the editor to cut and paste the text as required.

**RULE 2** Use Word for press releases not pdf please.

### Photographs

Send a good quality photo with the story. A good photo will ensure that the story is printed even if the story itself is a bit thin. It should be relevant, high enough resolution

for print, reasonably well framed and in focus. Try to include people in the picture whenever possible. You would not believe how many photos I get here that are unusable because they are too small and/or out of focus. May I suggest that before you send your photos you look at them! I am sure most people don't. If they look a bit fuzzy, change the picture or change your glasses. I also suggest that you take the picture on a camera not a telephone. Your new iPhone might give you five trillion pixels but it has a lens the size of a pinhead: you just get a very high-resolution picture of a lousy image - useless.

Do not send the photo embedded in a Word document: it cannot be successfully extracted for print or even to go on the website: send it as a separate JPG file of at least 1Mb but bigger if you can.

**RULE 3** Make sure the picture is a high res JPG, relevant and in focus please.

**...take the picture on a camera not a telephone. Your new iPhone might give you five trillion pixels but it has a lens the size of a pinhead: you just get a very high-resolution picture of a lousy image - useless.**



There are lots of other things you can do to make an editor's head explode and have him walk outside for a breath of air. Writing in corporate impenetrable gibberish that would need a trip to Bletchley Park to decipher is a good one; using acronyms that only their deluded coiners understand works well too; including totally implausible, 100-word quotes from

the managing director is another; then, of course, there's the relentless sales message and self congratulation that's always worth a try. I could go on, but I won't.

I can accept all of the above from small business owners and their staff who are doing their best at PR and I am grateful for them sending their stories to me. I'll always try to knock them into shape if I can. But the easier you can make it for me the more chance you have of getting your story in the magazine and the better chance I have of getting your story right. More importantly, however, is the improvement you will get when you send your stories to publications that don't have such a social agenda as we do. Make the life of your average editor easy, and your coverage in the press will improve.

For the increasing number of moving companies that employ PR agencies, I have less patience. If your agency is ever guilty of any of

the above, they demonstrate their incompetence, are fighting with one hand tied behind their backs and are making you look ridiculous too. I recommend that you call The Words Workshop and let us do the job properly for you – 01908 695500.

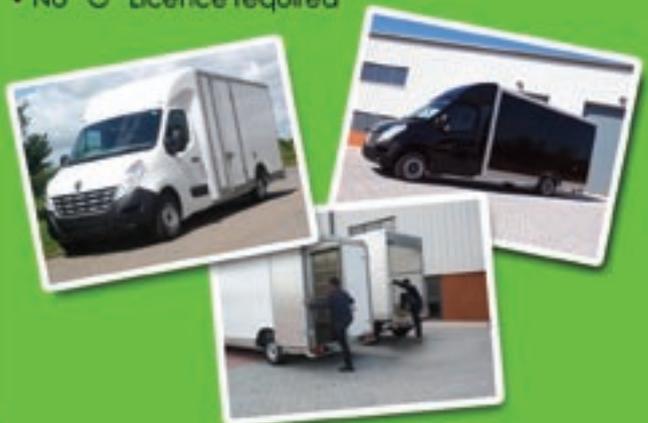
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● Ecotaxe will apply to around 15,000 kilometres of French roads.

## French Ecotaxe to start in June 2013

The Ecotaxe system, an environmental truck tax, begins its trials on 20 June, 2013, in Alsace and will then be extended to the rest of France. DKV says that operators need to start planning now to make sure they don't get caught out.

The Ecotaxe applies to vehicles over 3.5 tons, which represents between 200,000 and 250,000 non-French vehicles, and will be charged on approximately 15,000km of national roads, motorways and national roads. Prior to June 2013, companies regularly transporting through and within France will need to undertake multiple steps to maintain efficient and profitable business operations, from ensuring their vehicles using Ecotaxe roads will be equipped with a certified satellite-based, On Board Unit to considering renegotiating transportation contracts to pass the costs of the Ecotaxe on to their clients. Over 15,000km of national roads and motorways not included in the Tis-PL network plus some secondary roads will apply for Ecotaxe levy. The amount payable will be approximately 0.12 euro cents per kilometre, final costs will be determined on the basis of the category of vehicle (laden weight and number of axles), emission class and distance of kilometres travelled on the Ecotaxe network.

All concerned vehicles have to be equipped with a certified satellite based On Board Unit. The DKV Box will handle post-payments for both toll systems in France (TIS PL and Ecotaxe). DKV Euro Service is urging companies to register as soon as possible with either Ecomouv' (for sporadic users who wish to pre-pay

the taxes) or one of the Certified Tax Collectors appointed by Ecomouv', such as DKV Euro Service, to ensure timely delivery of the new On Board Units. Advantages of registering with one of the five Certified Tax Collectors such as DKV Euro Service is that companies will be able to apply for the post-pay scheme and that discounts of approximately 10% will be provided on the applied levy. Registration for the new DKV Box and Ecotaxe can be done at: [www.dkv-euroservice.com/ecotaxe](http://www.dkv-euroservice.com/ecotaxe).

Besides having to order new On Board Units, transportation and logistics companies regularly using the Ecotaxe roads will need to take the increase of transportation costs in 2013 into account. Expectations are that the cost per tonne of transporting freight in France will increase by 2.9%. In addition to this the expected usage of Ecotaxe roads will be higher than currently estimated.

"When talking to stakeholders in the transportation industry, we notice that the industry is adopting a 'wait and see' approach," said Gertjan Breij, Director of DKV Euro Service Benelux VOF. "Given the business implications of the introduction of the Ecotaxe in June 2013 we strongly urge transport and logistics companies to take appropriate measures now to ensure that they will be able to maintain efficient and profitable business operations throughout 2013."

## Dutch Transport Association (TLN) opposes liberalisation of transport

The Dutch Transport Association TLN (Transport en Logistiek Nederland) has recently voiced its opposition to further liberalisation of the country's transport market.

A working group set up by the European Commission (EC) is proposing a substantial relaxation of domestic transport by foreign hauliers – what is known as cabotage. However, TLN is of the view that the socio-economic differences between the old and new Member States are still too great for there to be talk of anything approaching a level playing field.

The organisation said that opening up the transport market further at this juncture would have very negative consequences for Dutch hauliers. Moreover, the way in which this cabotage is upheld and enforced leaves much to be desired. There are clear rules in force concerning cabotage within Europe, but a lack of monitoring of compliance with these rules means that foreign hauliers are in fact being given a free hand in the Netherlands. Illegal transport by foreign operators distorts competition, resulting in Dutch companies being squeezed out of the market. TLN blames lack of funds and a lack of clearly defined priorities for the failure of the inspection bodies to control illegal activities.

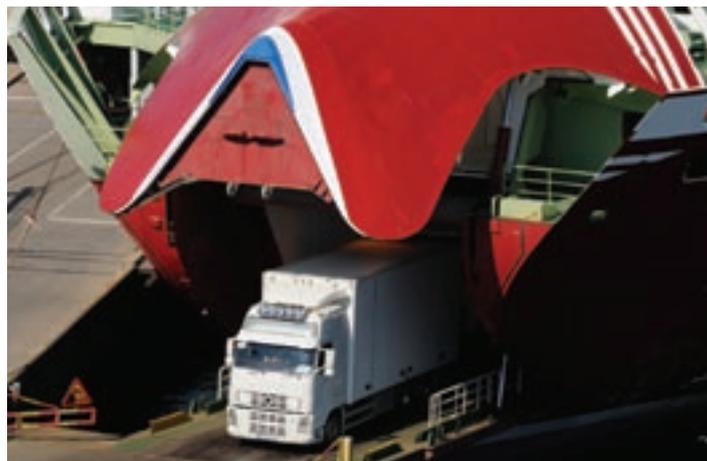
TLN has always been an advocate of deregulated cabotage, but feels that right now it is still far too soon to further deregulate it in Europe. TLN President Alexander Sakkers

commented: "As long as the socio-economic differences between the old and new EU Member States have not been reduced, unrestricted cabotage will have too much of a negative effect on the Dutch market."

**"As long as the socio-economic differences between the old and new EU Member States have not been reduced, unrestricted cabotage will have too much of a negative effect on the Dutch market."**

Alexander Sakkers

Minister Schultz van Haegen has announced even more cutbacks on enforcement in her budget for 2013, resulting in the budget being reduced by more than euro two million. This will reduce the number of inspectors which the TLN believes is already too low. "TLN fears that before long it will be possible to count the inspectors on two hands," said Mr. Sakkers.



● It's not the time for unlimited cabotage between old and new EU Members States, says TLN.

# Santa Fe Annual Charity Run at IAM



Santa Fe has once again held its annual charity run on behalf of Johns Hopkins cancer research. The event always coincides with the IAM conference so, this year, the 5k route was around Washington DC.

“Our Charity Run is an event that Santa Fe employees and our industry partners look forward to each year,” said Robert Cormier, Managing Director of Santa Fe Malaysia. “We established The Johns Hopkins Fund almost a decade ago and we are very much proud of this initiative. Johns Hopkins is one of America’s pre-eminent health care institutions, and its researchers have made a tremendous contribution in deciphering the mechanisms of cancer and discovering new treatments. We are thrilled to be able to contribute to Hopkins’ work in this area. The Charity Run helps us not only raise money for the

cause and the fund, but also to build the hope that one day cancer will be defeated and many human lives saved.”

The event is part of Santa Fe’s continuing commitment to Corporate Social Responsibility (as part of its UN Global Compact registered Respect programme) and its support of Hopkins in its quest to find innovative ways to diagnose and treat various forms of the disease. Over its years of involvement the company has raised around US\$1.2million for the cause. While in Washington, Robert Cormier, Bill Cain and Lars Lykke Iversen had the opportunity to visit Johns Hopkins in Baltimore where they got to meet some of the research



● Left to right: Robert Cormier, Managing Director Santa Fe Malaysia, Lars Lykke Iversen; Santa Fe Group CEO, Bill Cain; Managing Director - Santa Fe Singapore, outside the Johns Hopkins Building in Baltimore. (Photo courtesy of Johns Hopkins Medicine.)

staff involved. Robert said that it was wonderful to offer to fund a piece of vitally important equipment for the organisation. “The doctor was over the moon,” he said. “It was great to see his reaction.”

Colin LaBrie won the men’s event; Lisa Drewry won the women’s.

## Quartix vehicle tracking teams up with the Groupauto network

Quartix, the vehicle tracking company, has announced a new partnership with Groupauto in France.

Groupauto is one of the major European players in the distribution of spare parts and services for cars, light vans, trucks and commercial vehicles, and operates in 40 countries including the UK.

With Quartix, the distributors that are part of the network in France can now offer a comprehensive vehicle tracking system to their customers at a very competitive price. The system offered by the distributors, Quartix’s InfoPlus option, is entirely available online and offers a wide range of services: real-time tracking with Google Maps; daily, weekly and monthly Excel reports via e-mail and online; geofencing and vehicle maintenance alerts; driver identification; and the Driving Style Monitoring suite which analyses driving with a view to making it more economical, ecological and safe.

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## NEWS: ON THE ROAD

### Commercial vehicle registrations down

In October, demand for new commercial vehicles was down by 9.4% in the EU compared to October last year, amounting to 147,211 units. All major markets shrank: by 3.8% in Germany, 8.6% in the UK, 9.8% in France, 16.4% in Italy and 20.4% in Spain. Ten months into the year, contraction also prevailed across all significant markets, leading to an overall 10.6% downturn in the region. New registrations decreased by 3.6% in the UK, 4.1% in Germany, 8.0% in France, 25.2% in Spain and 33.0% in Italy. In total, 1,429,287 new vehicles were registered in the EU.

### Continental's winter truck tyres grow in popularity

An increasing number of transport companies are using Continental's latest generation of winter tyres for heavy commercial vehicles.

In several European countries, the use of winter tyres on trucks is prescribed by law and in some cases there is a minimum tread depth requirement of 6mm. Operators could be fined up to euro 5,000 if they fail to comply with winter tyre regulations.

Continental claims its Scandinavia winter tyre allows safe goods transport on ice and snow without having to put up with poor ride comfort, greater wear or increased fuel consumption. The tyre designs, which have been specially configured for their axle positions to guarantee optimum traction and directional control, are marked with a distinctive snowflake symbol on the sidewall.

Advertise in *The Mover* and get a free banner advert on [www.themover.co.uk](http://www.themover.co.uk).



### Save fuel with Volvo advice service

Volvo Trucks' new Fuel Advice service helps operators reduce their fuel costs.



A fuel advisor assists them with both planning and follow-up of their fuel consumption. The results are long-term, with savings as high as 5%.

"In order to succeed in cutting fuel consumption, the part played by the drivers is vital. Our driver training courses in eco-driving have proven themselves to be effective, but without professional follow-up the results are often short-term," said Mikael Lidhage, Fuel Management Director at Volvo Trucks.

That is why Volvo Trucks is now launching Fuel Advice, a personal fuel advisor whose aim is to help hauliers cut their fuel costs while at the same time maintaining these improvements in the long-term perspective. The service consists of three modules: Fuel Coaching, Fuel Management Toolbox and Fuel Management Support. The system requires that the firm also appoints

● Volvo driver eco-training courses can result in savings of 5% with the addition of Fuel Advice.

a specialist who is responsible for fuel efficiency and who handles all contacts with Volvo's advisor.

The whole point of the service is to improve the quality of all fuel-saving measures. By giving the customer ongoing feedback, these measures become increasingly natural and easy to use. "An engaged and focussed customer who has open channels of communication with his drivers, with the company's own fuel economy specialist and with Volvo's fuel advisor, can fairly easily cut fuel consumption by between 3 - 5%," said Mikael Lidhage.

Fuel Advice is available with the new FH Series. For previous models equipped with Dynafleet it will become available as of the start of next year. The service will initially only be available in Europe.

### Volvo's three Fuel Advice modules:

#### Fuel Coaching

The fuel advisors register and analyse each driver's individual driving techniques, the data is summarised in monthly reports. The advisors provide practical tips on how fuel consumption can be reduced, as well as help with planning and with structuring the necessary follow-up. If a driver suddenly changes his or her driving style in a way that requires fast feedback and perhaps also action, the haulage firm's fuel economy specialist is notified.

#### Fuel Management Toolbox

A web-based toolbox with tools that provide inspiration, guidance and practical information about the best and simplest ways of working with fuel savings.

#### Fuel Management Support

The customer's interface for contacts with his or her individual fuel advisor, who is there to answer questions and offer advice.

### Scania Fuel Card brings bulk fuel prices to all

In a move designed to help the transport industry mitigate the effects of ever-rising fuel prices, Scania has introduced its own fuel card.



● The Scania Fuel Card.

The card will be available to all UK transport operators from single-vehicle owner-drivers upwards and will enable companies of all sizes to enjoy bulk fuel prices.

In practice, the Scania Fuel Card will work like a cooperative; by joining forces and purchasing fuel together through a single source – in this case, Scania – the buying power of each individual operator is enhanced. Operators can apply for the Scania Fuel Card by calling 0844 870 6937 or visiting [www.scaniafuelcard.co.uk](http://www.scaniafuelcard.co.uk)

"While larger fleets are able to benefit from bulk purchases of fuel, the same does not hold true for smaller operators," said David Hickman, Director – Services Development and Service Sales for Scania (Great Britain) Limited. "Not only does that cost them, it also puts them at a considerable competitive disadvantage. So the Scania Fuel Card has been specifically designed with owner-drivers and smaller fleets in mind – although we'd be happy to welcome larger players into the scheme too."

With no card charges for the first 12 months, the Scania Fuel Card programme offers a choice of fuel networks, meaning there is a card that's right for every operation. Regardless of the supplier-network option selected, the Scania Fuel Card offers a host of benefits in addition to low prices.

The Scania Fuel Card is not restricted to Scania operators, although *The Mover* understands there are additional benefits to Scania customers.



● The logistics industry believes the current speed limit to be costly.

## DfT to consider raising 40mph speed limit for HGVs

The Department for Transport (DfT) has announced the launch of a consultation entitled: Examining the Speed Limit for Heavy Goods Vehicles (HGVs) over 7.5 tonnes on Single Carriageway Roads.

**T**he logistics industry believes that a 40 mph speed limit causes unnecessary costs to vehicle operators, congestion and avoidable overtaking collisions.

According to the DfT the policy objective is to maximise the benefits of travel to society, taking into account the sum of economic, environmental and safety outcomes by considering a change to the current 40mph maximum speed limit for HGVs over 7.5 tonnes on single carriageway roads. The intention is to ease unnecessary congestion that creates time delays for motorists whilst reducing the temptation for risky overtaking manoeuvres. The intention is also to level the playing field for businesses, as HGVs which are travelling above the maximum speed limit currently have a competitive advantage over those that are adhering to the maximum 40mph speed limit.

Malcolm Bingham, FTA Head of Road Network Management Policy said: "We believe that firstly it will reduce the number of incidents where drivers overtake or attempt to overtake slower moving HGVs who are simply complying with the national speed limit. We know from observations by FTA members drivers on these roads often become

**"We believe that it will reduce the number of incidents where drivers overtake or attempt to overtake slower moving HGVs who are simply complying with the national speed limit."**

Malcolm Bingham

impatient and take unacceptable risks to get by goods vehicles."

DfT figures show that many HGV drivers exceed the 40 mph limit on single carriageway roads and it is felt by many that driving at a speed much lower than other traffic creates stressful situations which may increase the risk of accidents.

In conclusion Bingham said: "Legitimising a new speed limit will take away the stress felt by all drivers in these circumstances which we believe will lead to improved road safety."

## Flashing blue in your rear view

Simon Elstow, Head of Driver Training at IAM Drive & Survive gives his top tips on how to respond when an emergency services vehicle is approaching.

### 1 Keep your cool

If you see or hear an emergency vehicle approaching, aid concentration by turning off your music, and take a few seconds to plan your next move. Acting in a state of panic could be dangerous and delay the emergency vehicle more.

### 2 Stop

Look for somewhere to pull over and stop if it's safe to do so, even if the emergency vehicle is on the other side of the road. Indicators can be used to show that you have acknowledged the approaching blue lights and intend to move, but avoid usage if it could confuse other road users.

### 3 Staysafe

Avoid pulling onto kerbs, pavements and verges - verges can mask numerous hazards and mounting the pavement can put pedestrians at risk.

### 4 Abide by the law

If you go through a red light or into a bus lane to make way for

an emergency vehicle, unless directed to do so by a police officer, you are breaking the law and could be fined, irrespective of your good intentions.

### 5 Stay alert

Be aware that there may be more than one emergency vehicle on the approach. Listen for more than one siren, look all around before moving off, and bear in mind that you may need to move over again.

Elstow said: "Loud sirens and flashing blue lights cause many motorists to panic, mainly because drivers are not routinely taught how to respond to them. Emergency vehicle drivers want you to help them reach the emergency at hand as quickly as possible. Behave calmly, legally, safely and predictably and move out of the way as soon as it is safe to do so to facilitate their route."



**FEATURE:** MOVING IN SCOTLAND



# MOVING NORTH OF

*The Mover's* editor, Steve Jordan spoke to Oliver Greaveson from Britannia Greers of Elgin, Speyside, to get an insight into how his team deals with the many challenges of being a removals man in a wintered Scotland.

For companies struggling to cope with the congested cities and roads south of the border, the open spaces and spectacular landscapes of Scotland would seem like a breath of fresh air. But although Scotland is undoubtedly one of the most beautiful countries in the world, running a removals company - especially in winter - is far from easy.

"At this time of year we only get around six hours daylight a day so it's important to get an early start if you don't want to work in the dark," said Oliver. "We fit all our vehicles with winter tyres from about the beginning of December until March. They're narrower and give a lot more grip than the standard tyres, that makes them much easier to drive on when the roads are covered with snow and ice. We keep the standard tyres in the warehouse and switch them back when the weather improves. It takes very little time and because the annual mileage is spread across both sets of tyres the overall cost is about the same."

It's not just the roads that are affected by the treacherous winter weather, getting to the front door of the property can prove difficult too, especially when the owner hasn't done any snow clearance before the move. "We often have to clear the snow before we can start the job," said Oliver. "You'd be amazed how many people don't prepare for us coming. We always carry salt and snow spades to clear a safe pathway and that can take

quite a long time, sometimes the snow can be several feet deep."

Moves to the Scottish islands present their own problems for the removals teams and the weather can cause mayhem to schedules, especially during the winter months. Conditions can change very quickly and a calm sunny day can turn into a raging storm in the space of half an hour. All large vehicles have to be secured

"At this time of year we only get around six hours daylight a day so it's important to get an early start ..."

**Oliver Greaveson**

to the decks of the ferries using special lashing points at the front, middle, and rear - such is the severity of the stormy waters. Sometimes crews can be marooned on an island for days, so it's important to make contingency plans. Food is always carried on the vans as shops can be few and far between and may not be accessible because of the snow and ice.

Crossing water is always an expensive business for removals companies, but in recent years fares to many Scottish islands have actually come down. For example, Greers used to pay about £1,700 to take a van over to Shetland, but now it's around £900. Increased competition and the

## Britannia Greers' boss designs revolutionary new truck



Oliver Greaveson is a man of many talents and before joining Britannia Greers in the 1970s worked as an engineering draughtsman for ICI. Always keen to find new solutions to practical problems Oliver applied his inventive mind to removals vans and came up with a unique design that would simplify loading and improve payload.

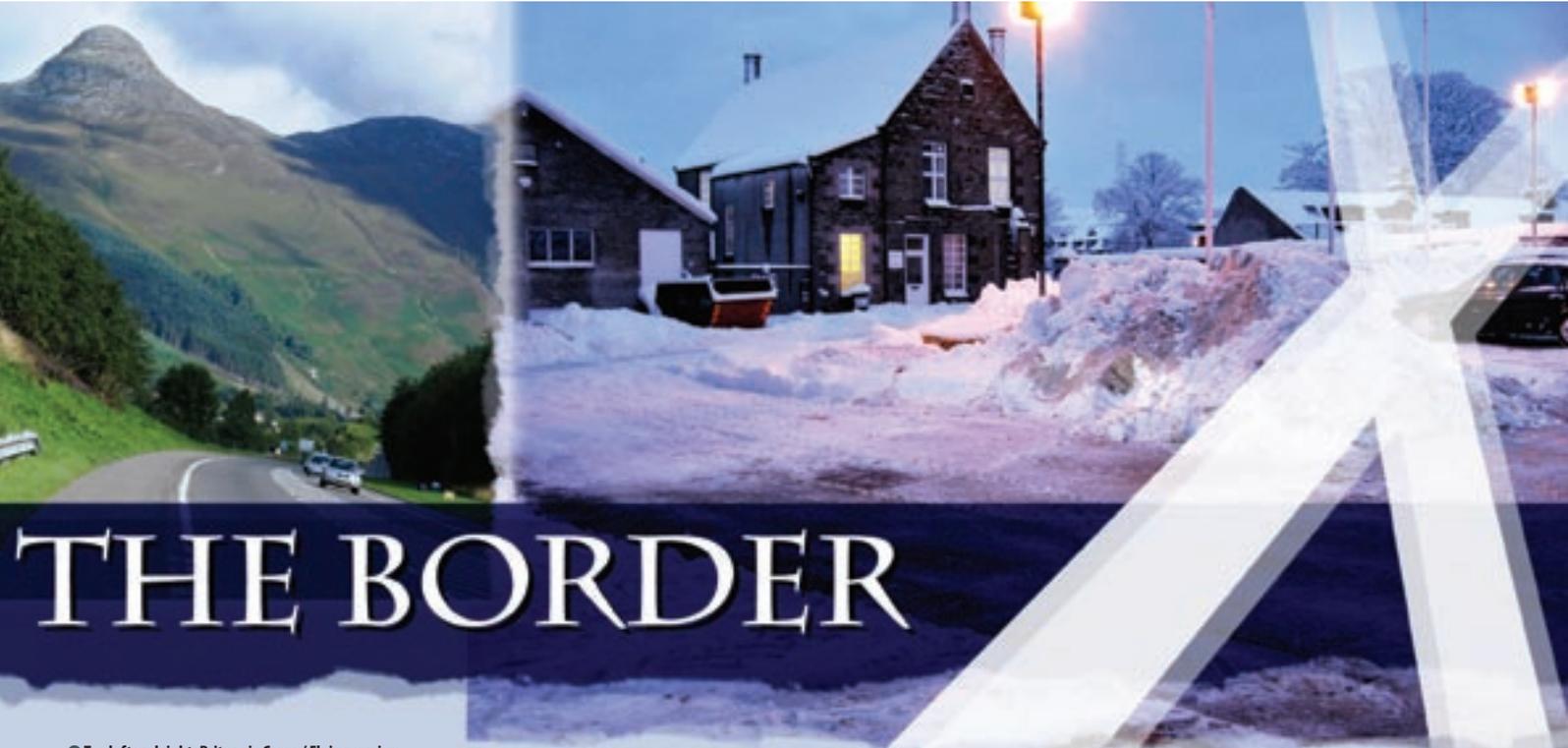
His revolutionary concept provides all the benefits of a curtain-sided vehicle without sacrificing security, while a clever system of internal dividers allows part loads to be carried safely. The five dividers, or gates, are hinged from posts and supported by wheels to prevent them dropping. When not in place they can be swung out to become side walls within a special steel reinforced outer curtain,

● Left: interior of the truck showing dividers. Photos courtesy of David Gordon, KnockNews.

providing increased security.

Five years ago Oliver had a prototype vehicle constructed by Sparshatts and has since built a second vehicle using lighter materials to further improve payload. The original vehicle is still in service and is currently being upgraded using the same materials.

The base vehicle is a 26 tonne Scania 3G320 Hi-Line with Euro 5 engine; payload is around 13.5 tonnes. Other features include a diff-lock - essential for traversing icy Scottish roads - and an external Anderson Connector to power flood lighting for loading after dark. A digital battery guard gives the crew early warning of a low battery to avoid starting problems.



# THE BORDER

● Top left and right: Britannia Greers' Elgin premises in winter; centre: in the highlands every route is the scenic route.

downturn in the economy have hit margins and forced operators to find ways of reducing their costs. Bad news for the ferry companies, but good news for their customers.

Scottish roads are for the most part very good, but because of the often mountainous terrain and long meandering lochs road closures can cause lengthy diversions. "We keep a close eye on the weather during the winter and advise the crews on the best route to follow," said Oliver. "We also keep the customers informed as to when the crew is likely to arrive. If they have to take a detour to avoid a blocked road it can sometimes take several hours."

"We keep a close eye on the weather during the winter and advise the crews on the best route to follow. We also keep the customers informed as to when the crew is likely to arrive."

Oliver Greaveson

Despite the freezing weather, working in Scotland's Speyside does have its compensations. The area is famous for its Malt Whisky Trail and is home to over half of Scotland's malt whisky distilleries. A 'wee dram' after a hard day's work on the vans no doubt brings cheer to many a weary removals man on a cold winter night.



See over for BAR Scottish Area Chairman David Woodhouse's thoughts on doing business in Scotland.

## RB Steel feels the benefit of own port haulage

Unlike many moving companies, RB Steel of Scotland has chosen not to use contract haulage for the collection and delivery of containers to and from port. James Steel said that it was too expensive and less convenient for customers.

"We regularly collect and deliver to Grangemouth, Greenock and Rosyth, and even use our own transport for Felixstowe," he said. "Handling the

transport ourselves gives us much better control on all aspects of the delivery. We also avoid demurrage on the vehicle as we don't have the usual three-hour limit. That means we can take our time with the loading and delivery and make sure the customer is happy."

RB Steel is one of the leading trade groupage operators in Scotland and the only Scottish member of EUROMOVERS.

● RB Steel uses this 18-tonner for port collections and deliveries.



# MOVING NORTH OF THE BORDER

## Thoughts on doing business in Scotland

Comments from David Woodhouse, Chairman of the BAR Scottish Area.

David Woodhouse is Executive Director for Matt Purdie Ltd operating out of the company's East Lothian depot and the Chairman of the BAR Scottish Area. *The Mover* asked him to give his thoughts on the current trading conditions in Scotland and any other burning issues that are peculiar to the region.

David said that trading conditions in Scotland are difficult. "We're finding the level of enquiries erratic with some weeks good and others not so good," he explained. "We're trying to hold our rates to allow a fair margin for profit but we constantly come up against some 'silly' prices for removals from both BAR members and non-BAR members." As an example David said that he had recently quoted a job from North Yorkshire to Kilmarnock involving extremely poor access at both load and delivery addresses. The volume quoted was just under 3,000ft<sup>3</sup> and the quote was based on 2 x 7.5 tonners and a 3.5 tonne Luton and four men over three and a half days. "If I'm to believe the customer when I followed up on our quotation, a well known UK national moving group quoted more or less exactly half our quote!" He also said that overseas enquiries are down and there is little in the way of commercial moves as companies are less and less likely to move staff or upgrade to newer premises.

### Standards matter

Despite difficult trading David said that maintaining a high quality service was still important as a way of keeping an edge over the competition. "We're seeing more and more customers wanting to move with us as a result of creating a good impression at the time of the survey. With our approach, being the only Scottish mover to hold all UK and overseas moving standards, operating a fleet of modern trucks and highly trained staff,

we quote what we feel is a fair price but invariably there will be cheaper quotes and we're asked to try and match them." David said that he was often under pressure to reduce his prices and that this trend was more pronounced than he had known in the past. "We might budge a little on the quote depending on the job but 'haggling' is more and more common – something I've not seen so much previously in my near 35 years in the industry."

### Scottish BAR Area

The BAR Scottish Area holds five meetings a year and has always enjoyed good, regular attendance even though the geography of the region often requires attendees to undertake a 250-300 mile round trip to get to the meetings. He also paid tribute to the Area's hard-working Secretary, Georgina Berry from Richard Healey Removals near Glasgow, who gets some interesting and relevant speakers to the meetings. "We are also well supported by BAR – the last two meetings have seen Timon Thorncroft travelling up from London to act as our Area's delegated Directly Elected Director wanting to get feedback from members in our Area," David explained. "We're especially thankful for the support of our affiliates who, almost without exception, attend BAR meetings."

### Holding up despite difficulties

David said that he was both "surprised and confused" that more moving companies haven't gone bust since the recession started to bite. "I've seen economic dips in the 1980s, 1990s and early in 2000 when the foot and mouth epidemic hit my family business in Mid Wales badly – but movers tend to be resilient creatures; they (as Matt Purdie & Sons has done) diversify into other areas of revenue stream and we all seem to muddle through. All I can say is that we all seem to work harder

and harder each year and make the same small margins as we have had since this recession started."

### Euro Trucks adding expense

According to David the introduction of the next level of 'Euro emission' trucks is causing a bother as the trucks get more and more expensive to buy in the first instance. "We're not finding huge improvements in fuel economy on the many trips we make from Scotland to the south," he explained. "We can only hope that the governments in Scotland, the rest of the UK and into Europe know what they are doing and we get some first-time buyers able to get, and more importantly afford to take, a mortgage with some confidence and start to see some growth from the bottom up."

## PHS Teacrate in Scotland

PHS Teacrate's Livingston service centre was first opened in January 2002 and by 2003 the centre was servicing more than 200 customers. In 2006, a second adjoining unit was acquired to allow the business to expand into the space it required. This 30,000ft<sup>2</sup> facility services the whole of Scotland offering next day delivery as standard and is strategically located on the Edinburgh-Glasgow corridor. From its Livingston centre, PHS Teacrate has supported many prestigious projects in the Scottish region including the supply of removal crates

for the Scottish Parliament building at Holyrood in October 2004. This was a huge undertaking with around 6-7,000 crates being used. PHS Teacrate has also supported a number of large scale hospital moves including the Royal Infirmary Edinburgh, the new Stirling Hospital, Monklands Hospital in Airdrie and the Aberdeen Hospital.

The Livingston team is headed up by Depot Manager Andy Green, and between them they have many years' experience in crate hire and packaging supply as well as a wealth of local knowledge.

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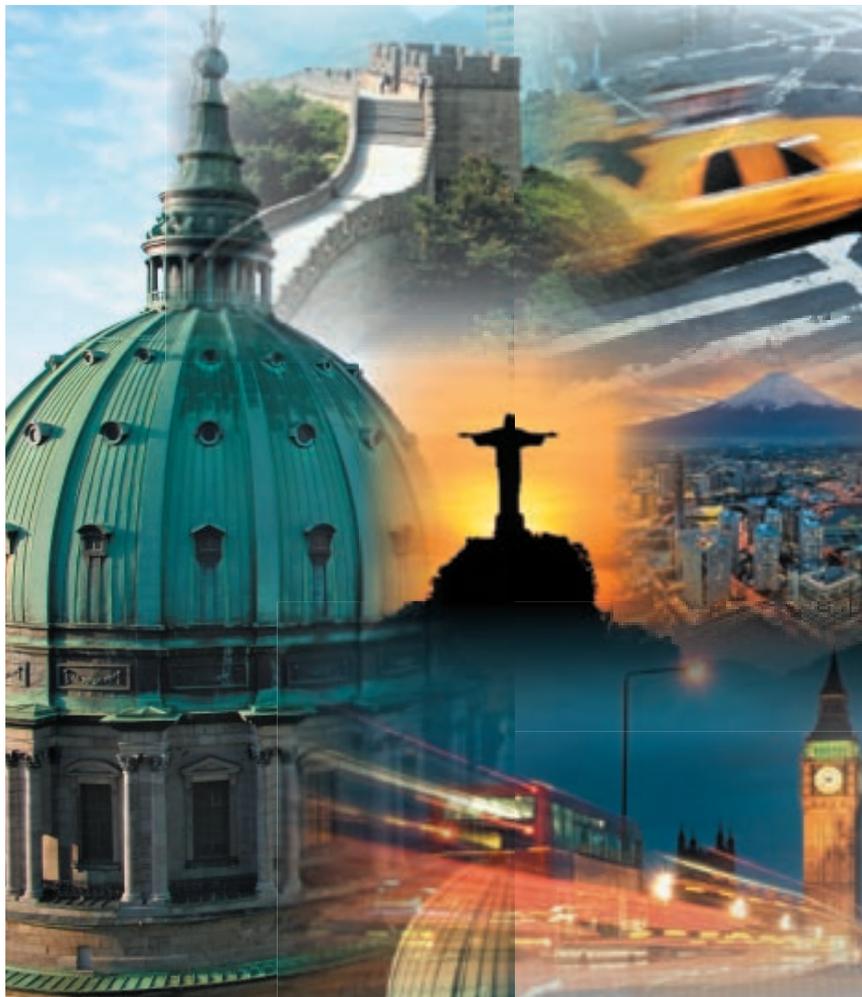


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**NEWS: ON THE ROAD**



● Tests showed that texting diminished drivers' abilities more than drinking.

## Texting at the wheel!

Consumer magazine *Which?* has revealed alarming figures for the impact of using social media when driving including a 79% reduction in attention when texting.

The qualitative research follows an RAC study of more than 1,000 motorists which highlighted concerns among motorists of the growing danger of other drivers texting and tweeting at the wheel.

*Which?* sent three researchers to a test centre in Berkshire, where simulators gauged their driving ability and reaction times in various states of distraction. They drove while sober (as a control), and while at the legal alcohol limit. On a separate day they drove while using their phone to chat and text.

In all but one of the tests, texting diminished the drivers' abilities more than drinking, or any other type of phone use tested.

For all three researchers, the average time taken to react to hazards when sober and not distracted was just over a second. After drinking, their reaction time rose to 1.2 seconds, and it was fractionally higher still when speaking on a hands-free kit or handheld mobile phone. But when attempting to write

a text message, the average reaction time jumped to two seconds.

The results build on concerns raised by RAC's own *Report on Motoring 2012* which revealed that three of the top five concerns held

**In all but one of the tests, texting diminished the drivers' abilities more than drinking, or any other type of phone use tested.**

by motorists are now about the behaviour of other drivers and only 22% said they feel safer on the roads now than ever before. In particular, respondents highlighted other drivers using mobile phones and using social media as a big fear factor for their own safety.

### Some key findings of the RAC Report

- 21% of motorists admitted to holding a mobile phone while either driving or stationary at the lights, 17 to 44-year-olds are the worst offenders with 28% admitting doing this
- 11% of motorists admitted to accessing social media and e-mails while driving, rising to 19% for the 17 to 24 age group
- 11% of drivers also accessed other websites while on the move

## Tyre labeling good news all-round

On 1 November EU regulation (1222/2009) came into force requiring all new tyres on sale in Europe to be classified and labeled for fuel efficiency, wet grip and noise performance.

The new legislation will ensure that all new tyres are labeled with clear ratings, and aims to provide end users of vehicles with clear and relevant information about the choosing of a product which is more fuel efficient, has better wet braking, and is less noisy.

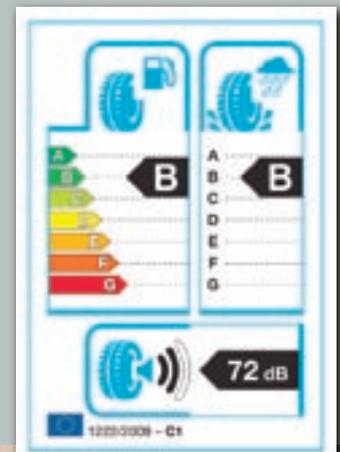
The EU directive known as 'tyre labeling' is the biggest change to the industry and the way tyres are sold for more than 50 years.

The labeling will be similar to that required for household appliances and potential buyers will be able to compare tyre characteristics before making a purchase.

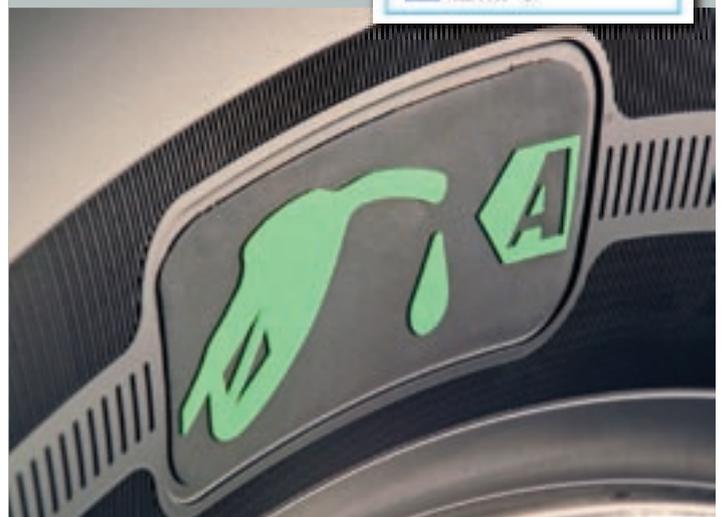
Like the European energy label, the tyre label will use classes ranging from best-performance (green 'A' class) to worst (red 'G' class). Besides indicating how much the tyre affects the vehicle's fuel efficiency, it will also give information about its performance in wet conditions and its external rolling noise in decibels.

Andy Mair, FTA Head of Engineering said, "The new tyre labeling requirements are likely to have more of an effect on drivers of passenger cars than commercial vehicle operators. The

road transport sector in recent years has seen an increasingly focussed approach on tyre selection and maintenance, and commercial fleet managers are well ahead of the game when it comes to specifying tyres for commercial vehicles. Larger tyres for the heavy end of the commercial vehicle application, which are defined as C3 class tyres, are not required to be fitted with the label, but the required information must be detailed in any technical promotional material. The labeling regulations do of course provide valuable like-for-like guidance which will enable buyers to see at a glance the specification of a particular tyre which should help inform purchasing decisions."



● Tyre labeling will be similar to that required for household appliances.





## Faster road improvements on the way

**T**ransport Secretary, Patrick McLoughlin, announced that three of England's motorways would see increased capacity by spring 2015 thanks to acceleration of upgrades to the roads benefitting motorists and hauliers.

Thanks to a new way of working which is planned for the future, lanes will be added to motorways in up to half the time it normally takes. The planned acceleration of work will be achieved by taking more work off-site and bringing pre-fabricated/pre-assembled

units to site, and moving toward a 24-hour operation with more people on site working on multiple phases at once.

The three schemes being accelerated are: M3 J2 to 4a, Surrey; M6 J10a to 13, West Midlands; M1 J28 to 31, Derbyshire.

In addition vital improvements to the A160/A180 route to the Port of Immingham are scheduled to start construction in the summer of 2015 and complete in autumn 2016 - cutting 18 months off the original construction timetable.

## Michelin celebrates 60th anniversary of first radial truck tyre

The launch of the first Michelin X Radial truck tyre in 1952 helped to transform the road transport industry, which until then was using cross-ply tyres.

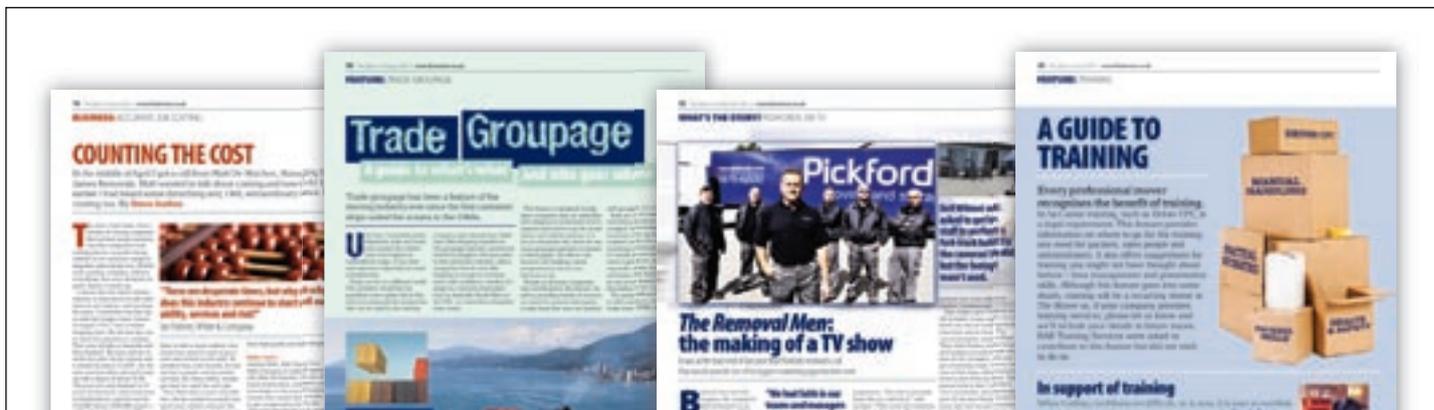
**T**he introduction of radials made trucking safer and more efficient – and incited other manufacturers to pursue the same path. In 2011, radial tyres accounted for 100% of the Western European truck tyre market.

Michelin researcher Marius Mignol invented the first Michelin X steel radial tyre for cars in 1946, following it with the launch of the X Radial truck tyre in 1952. The 'X' is Michelin's trademark for its radial tyres and is making its most recent appearance in the truck market on the revolutionary X MultiWay 3D tyre, which has just been launched in the UK's most popular commercial vehicle tyre size, the 295/80 R22.5.

Sharn Samra, Head of Michelin Truck Marketing for the UK and Republic of Ireland, said: "Michelin's history has been

shaped by innovation and there's no better example of that than the radial tyre. Marius Mignol conducted secret research in occupied France during World War II to develop the Michelin X, and all these years later his dedication to innovation continues to run through our technical culture – just look at the euro 592 million of investment we channel into research and development every year! That is more than any other tyre manufacturer."

A decade after launching the X Radial truck tyre, and as word about the tyre's benefits was spreading throughout the transport industry, Michelin ran a series of high-profile field tests across Europe in 1962. One test compared the performance of a set of Michelin X Radial truck tyres with conventional cross-ply truck tyres on two trucks undertaking a 435 kilometre journey from Thiviers, in the Dordogne region of France, to Paris. The truck running Michelin's X Radial truck tyres used 6.7 litres per 100 kilometres less than the truck running on cross-ply tyres, a saving of 13.8%.



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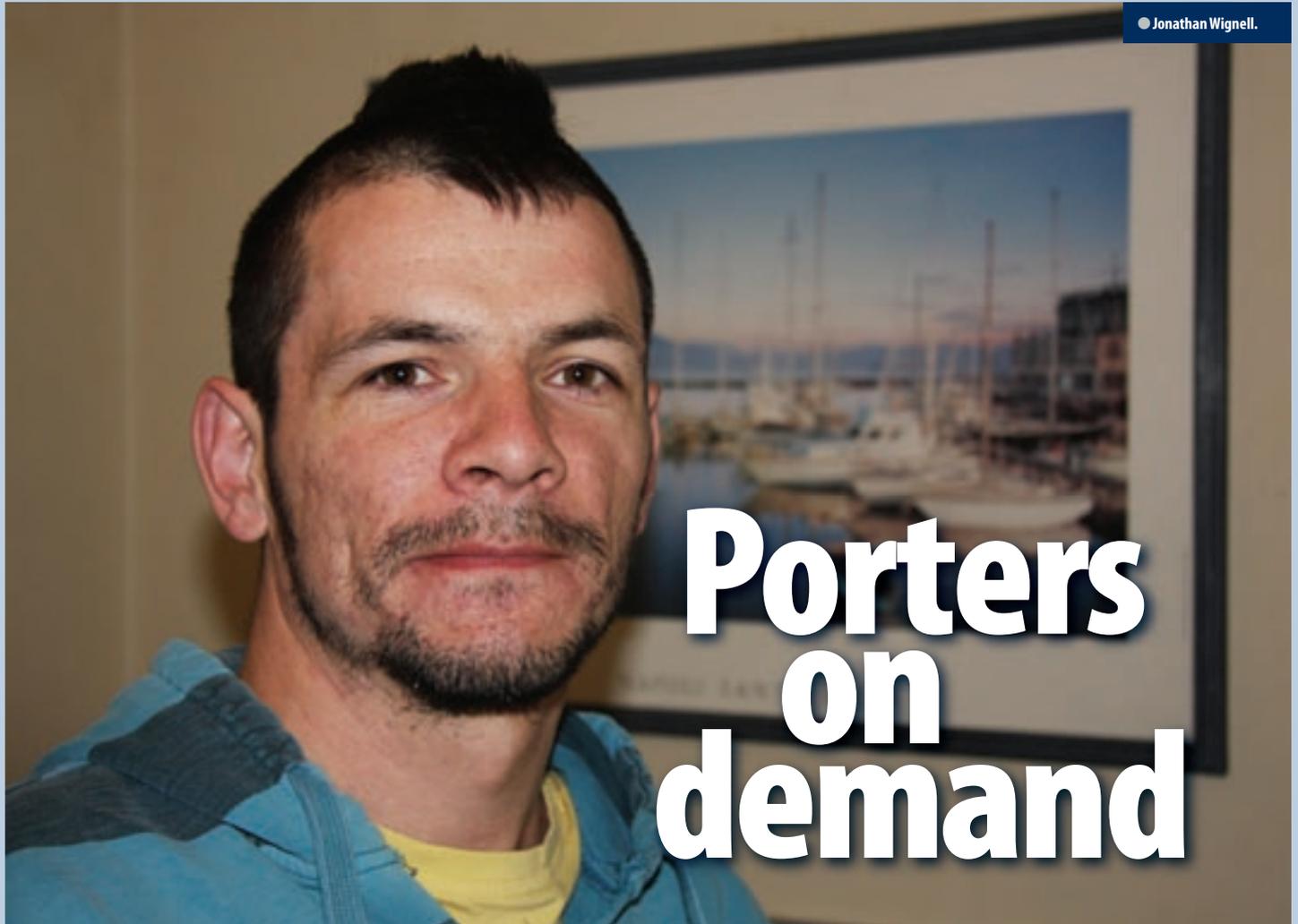
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# TheMover

**INTERVIEW:** JONATHAN WIGNELL

Jonathan Wignell.



# Porters on demand

It was four years ago that Jonathan Wignell started his company Porter Assist. Steve Jordan caught up with him in the depths of Northampton, to find out how the business was doing.

**J**onathan Wignell has been involved in the moving industry all his working life. In fact his introduction to the industry started when as a child he would accompany his dad, David, to work as transport manager for Pink and Jones in Kettering. David spent 45 years in the moving industry and was a winner of the Michael Gerson Medal, so he was the ideal role model for Jonathan and gave him a secure grounding in the workings of the industry.

On leaving school Jonathan worked as a porter for a number of moving companies in his local area before getting the urge to start something for himself in 2008. He doesn't hide that his dream was to have a moving company of his own but, at the time, finances wouldn't allow, so he started Porter Assist instead. It has proved to be a great success.

The concept is simple. Jonathan noticed that porters were only available from other moving companies at rates of around £150/day. "If you tried Googling 'Porters' all you could get was 'Portaloos'," he said. "There didn't seem to be companies

specialising in supplying porters."

He started by contacting as many moving companies as he could find by e-mail, post and on the telephone. He got in touch with about 200 companies, then the business started to flow in. "It was like letting off a firework," he said. "For the first six months I worked seven days a week."

**"If you tried Googling 'Porters' all you could get was 'Portaloos'. There didn't seem to be companies specialising in supplying porters."**

Jonathan Wignell

When the down-turn arrived in 2009 it affected Porter Assist but not significantly. Work from moving companies slowed down a little but Jonathan was able to replace it with work for home delivery companies. "The moving business has come back now and I'm as busy as I was at the start."

Rather than employ his own staff, Jonathan prefers to use fellow self-employed, experienced porters to serve his customers. He currently has five people working with him and many more waiting in the wings. "There are plenty of experienced porters around that I can call upon as we become busier."

Customers like to work with Jonathan because they see the benefit of employing porters on demand rather than having staff hanging around during the quiet times. In fact the recession has probably helped Jonathan as companies were forced to let staff go and, as the business has returned, have increasingly used experienced contract labour to fill the gap. The costs are lower, with Jonathan charging a daily labour rate and transport at cost, because there's only the need to employ staff when they are needed.

Many companies, including some of the UK's household name brands, have chosen this approach. As the moving industry becomes more polarised into the companies that handle the work and those that do it (see Anthony Robinson interview, *The Mover* June 2012) the likelihood is that the trend for fewer employed staff in favour of a staff-on-demand, is set to increase.

● E-mail [porterassistuk@gmail.com](mailto:porterassistuk@gmail.com).



● Transit Custom ECONetic.

## Ford launches ultra-frugal 1 tonne Transit Custom

Ford's all-new Transit Custom ECONetic 1-tonne van, delivers class-leading fuel-efficiency matching that of a large family car.

**T**he new Transit Custom achieves best-in-class fuel consumption from 46.3mpg, a reduction of 8% against its predecessor, and CO<sub>2</sub> emissions from 162g/km – placing it on a par with a family car such as the Ford S-MAX.

“Transit Custom already delivers great fuel economy and the new ECONetic model pushes the bar higher, into the realm of the family car,” said Barb Samardzich, Vice President Product Development, Ford of Europe. “The Transit Custom ECONetic is packed with advanced fuel-saving technologies that help businesses keep running costs to a minimum and reduce their carbon footprint.”

The ECONetic version, recently named ‘International Van of the Year 2013’, delivers many low-CO<sub>2</sub> features as standard, including

Acceleration Control, an innovative new technology that limits the acceleration to levels achievable when the vehicle is fully laden, enabling significant fuel savings when the vehicle is unladen or part-laden. Field tests show that Acceleration Control can reduce real-world fuel consumption by 4 - 15% and cut wear and tear on brakes, tyres and other components.

Additional fuel-saving features include a switchable 70mph speed limiter, a unique engine calibration, a coolant bypass valve for quicker warm-up, optimised gearing with a 6% longer final drive ratio, low rolling resistance tyres and aerodynamic wheel trims. As an option, customers can also specify fixed speed limiters for speeds of 56mph, 62mph and 70mph to suit their own operating requirements.

## Moving cars the easy way

Anyone who has ever tried to load a car into a container knows that it can be fraught with difficulty.

**P**ush it in without a driver and it's difficult to steer. Sit a driver behind the wheel and he won't be able to get out other than through the tailgate or the sun roof and then only if he's not eaten for four days.

But for moving companies that load a lot of cars, a new gadget from Finland looks likely to make the whole process much easier. The Stringo 450 is a vehicle mover that can transport cars up to three tonnes in weight around the warehouse and store them cleanly in tight places.

But when it comes to loading the vehicle into the container the Stringo really comes into its own. The operator platform has the ability to swing around to face the car. This means that the driver can steer the car and position it

accurately in the container without needing to be behind the wheel.

“The new operator platform puts the driver in full control of loading as well as transport,” said Anders Bergkvist, Marketing Director at Famek AB, the designers and manufacturers of the Stringo product line. “In addition, the working position is ergonomically correct and comfortable. The steering handles are angled and can be individually customised to the driver with a simple one-handed adjustment.”



● Moving cars of up to 3 tonnes around the warehouse made easy by the Stringo.

## New low-bridge avoidance option for Paragon users

Paragon Software Systems has announced a new low bridge avoidance mapping option for all GB versions of its routing and scheduling optimisation software.

**T**he new optional NAVTEQ mapping functionality eliminates the need to enter bridge height data into Paragon manually, which simplifies and streamlines the creation of cost-effective, feasible transport plans that avoid low bridges on British roads when using high vehicles.

The software shows low bridge locations on the digital maps and users can define the height of each vehicle and trailer type in

their fleet. This enables the Paragon system to create routes that avoid low bridges according to the height of the vehicle or trailer being used and prevents drivers having to take detours that can add more mileage to the route.

“Low bridge restrictions can have a significant impact on routing accuracy for rigid and articulated fleets and so we are offering this new data option to make it

easier for users to take account of them,” said Paragon Support Director, Phil Ingham. “As a result, more accurate routing will mean more acceptable routes for drivers, fewer unplanned driver detours and less mileage discrepancies during driver debrief.”

● For more information visit [www.paragonrouting.com/uk](http://www.paragonrouting.com/uk).



● Right: low bridges can add mileage to routes.

# Flexible parental leave – good news or bad for movers?

In November, Deputy Prime Minister Nick Clegg announced radical reforms to allow both parents to share up to a year's leave to look after their new-born children.

**T**he changes will allow fathers to play a greater role in raising their child, help mothers to return to work at a time that's right for them, and create more flexible workplaces to boost the economy.

Under the new system of flexible parental leave, parents will be able to choose how they share care of their child in the first year after birth. Employed mothers will still be entitled to 52 weeks of maternity leave. However, working parents will be able to opt to share the leave.

Mothers will have to take at least the initial two weeks of leave after birth as a recovery period, but following that they can choose to end the maternity leave and the parents can opt to share the remaining leave as flexible parental leave. It will be up to both parents to decide how they share the remaining weeks of the leave.

Deputy Prime Minister, Nick Clegg, said: "Our current system of maternity leave is antiquated and out-of-step with the wishes of modern

parents who want much greater flexibility in how they look after their children. Reform is long overdue and the changes we are making will shatter the perception that women have to be the primary care-givers. In the future, both mothers and fathers will be able to take control of how they balance those precious first months with their child and their careers. This is good news not only for parents and parents-to-be, but employers too who will benefit from a much more flexible and motivated workforce."

**"Our current system of maternity leave is antiquated and out-of-step with the wishes of modern parents who want much greater flexibility in how they look after their children."**

Nick Clegg

Parents will have much greater flexibility about how they 'mix and match' their leave. They may take the leave in turns or take it together, provided that they take no more than 52 weeks combined in total. For example, the mother could take the first eight months, with the father taking the remaining four months; or the mother could return to work for a period in the middle of

the year with the father taking care of the child at that time; or the parents could choose to both stay at home together with the child, for up to six months.

The new entitlement will allow both parents to keep a strong link with their workplace, helping employers to attract and retain women in their organisations and preventing women dropping out of the workforce following childbirth. The aim is that women will face less of a 'career penalty' for taking an extensive period of time off. Employers will benefit from being able to make the most of the entire talent pool that the increased flexibility allows.

Minister for Employment Relations, Jo Swinson said: "If we are to deliver sustainable, strong growth we need to get the best out of both men and women in the workforce. Current arrangements are old-fashioned, inflexible and gender-biased. People should have the right to choose how they balance their work and family commitments. These proposals bring good news for business – not least a more motivated and productive workforce. Employers will be able to recruit and retain staff from a wider pool of talent in turn helping to diversify our economy and drive growth. Extending the right to request flexible working will enable all employees to discuss flexible working with their employer, and move the discussion away from why the employee needs to work flexibly, and onto how flexible working will work for the business."

Should they choose to take advantage of flexible leave, mothers and fathers can opt into the flexible parental leave system at any point from the initial two-week recovery period after birth. Parents will be required to provide a self-certified notice of their leave entitlement to their employers, with the government intending to consult fully next year on the detail of how the new system will be administered. Parents will be expected to give their employers eight weeks notice of intention to take flexible parental leave.

The government is creating a new statutory payment for parents on

## @ Comment

**This might be good news for business in general, but for the moving industry, with a heavily male-dominated on-road workforce, is it likely to create more uncertainty and disruption for employers?**

Have your say at [comment@themover.co.uk](mailto:comment@themover.co.uk).



flexible parental leave, with the same qualifying requirements that currently apply to statutory maternity and paternity pay.

Fathers are also to gain a new right to take unpaid leave to attend two antenatal appointments. Statutory paternity leave will remain at two weeks, but the government is to keep this under review and look at extending this period once the economy is in a stronger position.

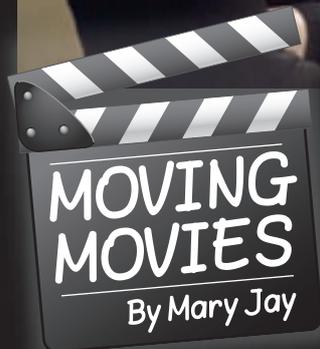
New proposals were also announced to extend the right to request flexible working to all employees, to give greater choice and freedom to workers and businesses. This will remove the cultural expectation that flexible working only has benefits for parents and carers, allowing individuals to manage their work alongside other commitments and improving the UK labour market by providing more diverse working patterns. For example, grandparents could apply for flexible working to help care for their grandchildren. The government will also remove the current statutory procedure for considering requests. Instead employers will have a duty to consider all requests in a reasonable manner. Businesses will have the flexibility to refuse requests on business grounds but the new laws are expected to bring benefits to employers as well.

**“If we are to deliver sustainable, strong growth we need to get the best out of both men and women in the workforce. Current arrangements are old-fashioned, inflexible and gender-biased.”**  
Jo Swinson

Evidence from the Employers Worklife Balance survey in 2007 shows flexible working creates a productive and motivated workforce, saves employers money from reduced absenteeism and lower turnover costs, and allows them to retain highly skilled staff. The government plans to legislate on this next year and will introduce the changes to flexible working in 2014 and to flexible parental leave in 2015.



● Love is a four-letter word for Jennifer Lawrence and Bradley Cooper.



**Title:**  
Silver Linings Playbook

**Director:**  
David O. Russell

**Starring:**  
Bradley Cooper, Jennifer Lawrence, Robert De Niro, Jacki Weaver, Chris Tucker

**Running Time:**  
122 minutes

**Rating:**  
12

**Genre:**  
Romantic comedy/drama



Mary Jay is a student of film at Redborne College in Bedfordshire.

## Please excuse the language

It seems that a lot of good films are either based on a true story or a novel. *Silver Linings Playbook* is no exception. It's based on the novel of the same name by Matthew Quick and is about Pat Solitano (Bradley Cooper) and Tiffany Maxwell (Jennifer Lawrence). Pat has bipolar disorder and Tiffany is depressed after the death of her husband. At the beginning of the film Pat is released from a mental health facility having been admitted after finding his wife having an affair and nearly beating her lover to death. He goes into the loving care of his over protective mother (Jacki Weaver) and gambling father with severe OCD (Robert De Niro). He meets Tiffany at a dinner with a friend who is her brother-in-law and they realise they have a lot in common with their depression/bipolar. Tiffany enters a dance contest and her and Pat channel their anger into learning to dance.

Bradley Cooper is often seen in comedies or action films, so to see him in a romantic comedy drama, and to see him do it well, is a very nice surprise. Jennifer Lawrence has had a brilliant couple of years showing she can

do well in any genre including action, horror and drama. She can definitely tick rom-com-drama off her list of successful films. Already Cooper and Lawrence have both been awarded and are nominated for awards for their roles.

A word of warning; there's a lot of swearing. Both the bipolar and the depression suffered by the main characters makes them angry throughout a lot of the film. Saying this, the amount of swearing doesn't tear away from the emotion that is brilliantly brought to the screen by both actors. You may initially go to see it because you like the look of the people, but you enjoy it for the emotional and heart warming story.

## Upcoming films:

*Les Misérables* is due to be released on 11 January. It stars Hugh Jackman, Russell Crowe, Anne Hathaway and Amanda Seyfried. It's based on the book and the musical so if you're a fan, go and see it.

NEWS: PEPOLE

## Francis Docherty joins Interdean Relocation Services

Interdean Relocation Services has appointed Francis Docherty, a well-known figure in the global mobility industry, to work with clients in Switzerland and Italy to help develop their international relocation and global mobility programmes including their inbound relocation DSP (Destination Service Provider) requirements into the region. He will be based at the company's office in Zurich.

"I joined Interdean and the Santa Fe Group because I was attracted by the company's proactive approach and global capabilities," said Francis. "It is all very exciting!"

Francis' specialties include mobility planning, expatriate policy development/benchmarking and European immigration matters. Before joining Interdean he held senior positions at other relocation companies, including Geneva Relocation, Sirva, Primacy (now Cartus) and Ernst & Young.

Mark Muss is the company's Regional Director of the Alpine Region. "Over the years we have continued to invest in our local Swiss and Italian relocation capabilities," he said. "Interdean offers HR and mobility managers in Switzerland the support they need for combined local relocation, moving and immigration services. I am delighted that Francis has decided to join us."



● Francis Docherty.



● New PAIMA President Laura May Carmack.

## AIReS' Quality Manager becomes president of PAIMA

Laura May Carmack, AIReS' Quality Manager, was named the new president of the Pan American International Movers Association after an election at PAIMA's annual General Assembly meeting on October 9.

In her new role, Laura will provide leadership for the Board of Directors and General Assembly while overseeing the continuing growth of the organisation.

Following the election, Laura delivered an acceptance speech in which every PAIMA member present handled a piece of textured fabric and pulled out a thick thread, demonstrating that each member

of PAIMA is important to the strength of the PAIMA fabric, and that each thread has a special place in the organisation, and only that one thread can fit into that special slot and contributes by providing ideas, tonnage, and their vote at the PAIMA General Assemblies.

Laura has been on the Board as Secretary for the last two years. Her appointment as president will run until 2014.

## Paul Barnes joins TheMIGroup

TheMIGroup has appointed Paul Barnes as Vice President, Client Relations for Europe, Middle East and Africa (EMEA). In his role, Paul will focus on enhancing partnerships with the company's existing European clients and regional contacts of global accounts. In addition, he will be working to bring new opportunities to TheMIGroup within the region.

"Over the past several years we believe that TheMIGroup has made significant progress in developing a talented team and growing brand awareness in the European marketplace," said Mark Bennett,



● Paul Barnes.

Executive Vice President and Chief Client Relations Officer of TheMIGroup.

## Lynda celebrates thirty years with Patrick

Lynda Rafferty from Irish Relo is this year celebrating 30 years of unbroken service with Patrick Oman's company in the Irish Republic. Well done Lynda.



● Lynda Rafferty.

Lynda is the General Manager of the Irish Relo moving division and she oversees the company's extensive IntraEuropean Moving Service. Lynda's sister, Lorraine, also works with Irish Relo's moving division as its Accounting Manager and her niece, Kirsty, is the Imports Manager. It's a real family affair. Lynda also met her husband, Gary, in the business and they now have two daughters, Rachel and Sarah.

"Lynda is the life and soul of our office and her infectious good humour carries everyone through the busy season," said Patrick. "She'll be the life and soul of the Christmas Party when we'll celebrate her 30th anniversary. I'm looking forward to it!"

Download  
The Mover  
back issues at:  
[www.themover.co.uk/back-issues](http://www.themover.co.uk/back-issues)



## Promotion for Tara at Teacrate

PHS Teacrate's Tara Dawson has been promoted to Telesales Manager.



● Tara Dawson.

Tara has been part of Teacrate's Telesales team since joining the company in 2007. Known fondly as 'Teacrate Tara', she has built strong relationships with a wide range of customers. Patrick Sheehy, National Sales Manager, and Tara's Line Manager commented: "Tara is an invaluable member of the team. Her can-do attitude and friendly approach make her very effective in her role."

Tara will now be managing a team of sales executives, at Teacrate's head office, Scrubs Lane, as well as continuing to provide support to her existing client base. Tara's

**"Tara is an invaluable member of the team. Her can-do attitude and friendly approach make her very effective in her role."**  
Patrick Sheehy

promotion is indicative of PHS Teacrate's policy of developing and promoting talent from within.

## YourComments

### Re: Vehicle for sale

*The Mover*, November 2012, page 44.

#### Sean Simpson

Shore Porters

Just thought I'd let you know that we have had huge success with the adverts we placed in *The Mover* to sell two of our vehicles. I have sold both vehicles. My phone never stopped ringing and I could have sold them ten times over. As I sell six or seven vehicles a year, I am sure I will be back.



## Trade Shipping Services



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# DIRECTORS' DUTIES: YOUR OBLIGATIONS EXPLAINED

Lance Feaver, from Keystone Law emphasises the need for directors to understand their duties fully and seek advice when unsure.

## Directors of group companies facing financial problems

Within a group, certain group members may employ the group's employees, or own its premises, or provide services, and make these available to other members of the group. It is common for payments between group members to be left as intercompany debts and credits, rather than settled in cash. Arrangements such as these may give rise to difficulties for directors when companies within the group become insolvent. In this situation, the directors of each company must act in relation to each company without regard to their duties as directors of other group companies. This may give rise to problems where there is a conflict between duties owed to different group companies, and in these circumstances it may become necessary for directors to resign from some or all of their other directorships.

It may be that the solvency of one group company is dependent on the solvency of another. This may be because the assets of one substantially comprise shares in or debts owed by the other, or the liabilities or debts of one are guaranteed by the other, often as part of group borrowing arrangements. Although the overall objectives of all companies within the group may be the same, in these circumstances the directors of each company must principally have regard to the effect which actions taken, or permitted, by that individual company may have on the creditors of that company, rather than the creditors of other companies within the group or the overall solvency of the group as a whole.

## Ignore corporate manslaughter at your peril

Earlier in July of this year, Lion Steel Limited decided to plead guilty to the

offence of corporate manslaughter under the Corporate Manslaughter and Corporate Homicide Act 2007 on the basis that (with the agreement of the prosecution and the court) the charges of gross negligence manslaughter against three of its directors would be dropped.

The company was fined £480,000 making it the largest fine to date, albeit still below the £500,000 starting point stipulated in the relevant sentencing guidance. The period for payment of the fine and costs was extended to up to three years, reflecting submissions made regarding the company's ability to pay such a significant sum immediately without prejudicing the prospects of current employees.

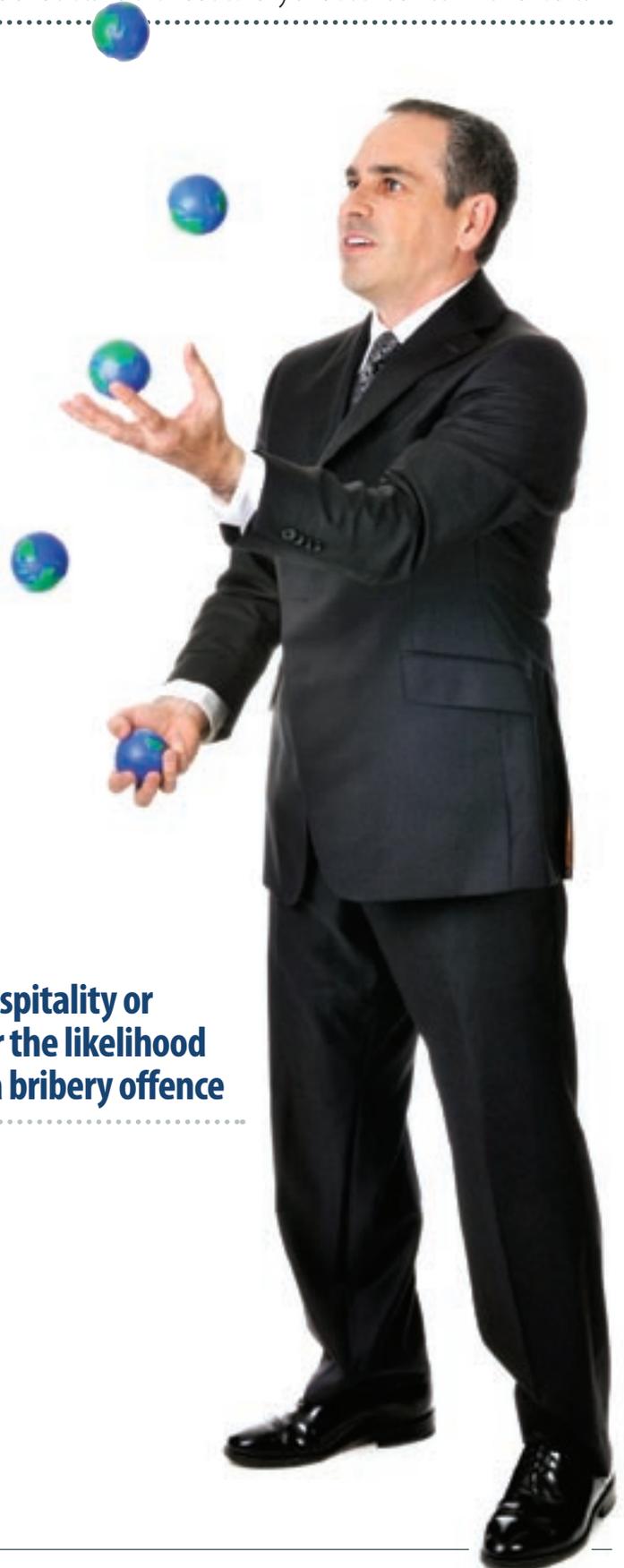
## Beware the Bribery Act 2010

Since 2011, Britain has one of the harshest anti-corruption regimes in the world and one particular area of on-going concern is hospitality and entertainment.

The more "lavish" the hospitality or expenditure, the greater the likelihood that it could amount to a bribery offence but the current lack of interpretation in the courts surrounding what would constitute "lavish" expenditure is continuing to cause uncertainty amongst many businesses, particularly over the

## The more "lavish" the hospitality or expenditure, the greater the likelihood that it could amount to a bribery offence

summer with events such as Ascot, Wimbledon and Lords, and more recently the Olympics. Although the Department for Justice states that bona fide "hospitality and promotional expenditure ... is ... an established and important part of doing business", without clear guidelines, or some decided case



### Lance Feaver

Lance Feaver is a solicitor in the Keystone Law Corporate and Commercial team.

law, as to what is acceptable, companies need to tread carefully as their actions will only be judged after the event.

**Directors' personal liability and insurance cover**

Directors must be prepared for the unwelcome possibility of claims for personal liability being brought against them in these recessionary times. There are a number of ways in which potential liability could arise, including:

- Breach of statutory duties under the Companies Act 2006;
- Liability for wrongful or fraudulent trading under the Insolvency Act 1986;
- Claims against individual directors under the Equality Act 2010;
- Breach of health and safety and environmental legislation; and
- Prosecutions under the Corporate Manslaughter and Corporate Homicide Act 2007 and the Bribery Act 2010.

carefully considered and any exclusions, notification requirements and time limits are properly understood before the policy is purchased, particularly as some insurers may seek to avoid or mitigate their exposure to a claim.

**Directors need to be human!**

Companies which had only corporate directors were given a grace period under the Companies Act 2006 to appoint a natural person - a real human being - as a director. This grace period expired on 1 October, 2010. If you haven't already done so, companies that currently only have corporate directors should appoint at least one natural director over 16 years of age. This is to ensure that there is always at least one person in every company who can be held accountable for its actions.

Failure to appoint a natural director could lead to penalties and fines being payable by the company, (plus additional daily default fines)

**Companies which had only corporate directors were given a grace period under the Companies Act 2006 to appoint a natural person - a real human being - as a director. This grace period expired on 1 October, 2010.**

However directors are permitted to put in place directors' and officers' insurance (commonly referred to as "D&O" cover) for liabilities incurred by them in their roles as directors of the company. This includes cover for liability in respect of negligence, default, breach of duty or breach of trust by the director in relation to the company. It is important that the terms of the D&O policy are

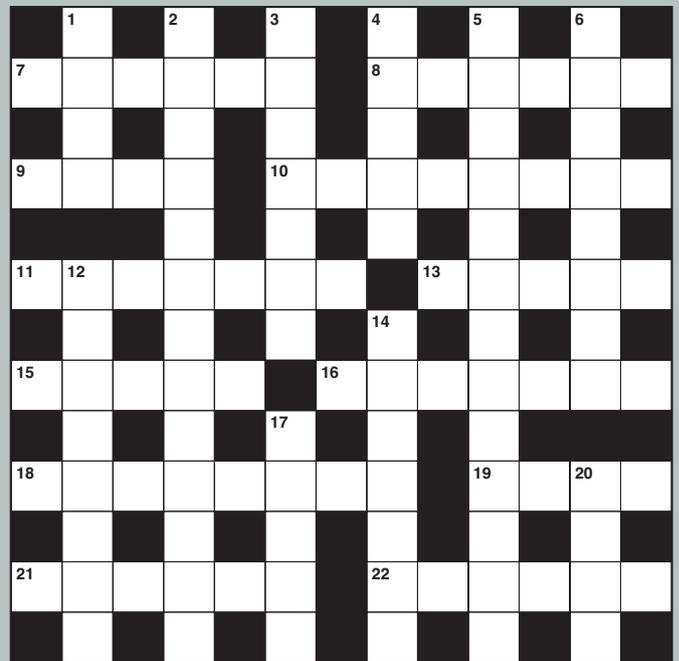
and problems filing the company's accounts (if there is only one corporate director).

**Protect your home address**

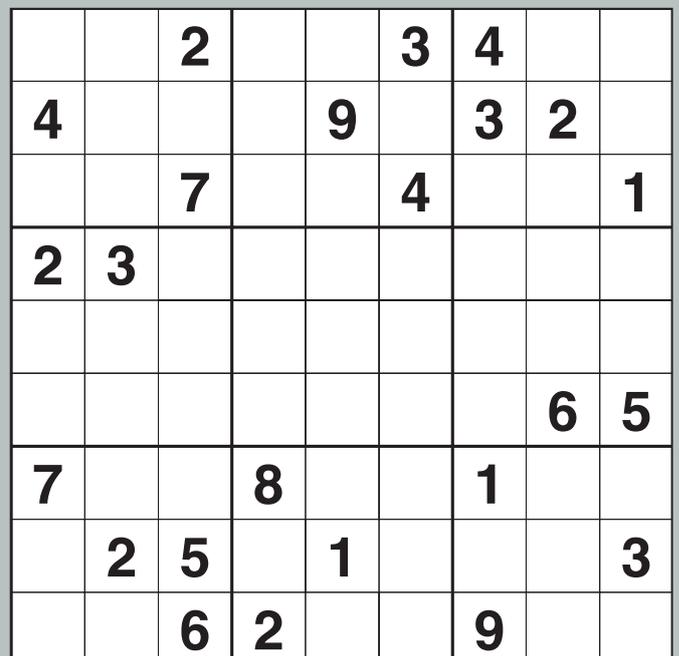
It is now possible for directors to provide a service address as opposed to having their home address as a matter of freely searchable public record. Simply file form 288C.

**What directors should be doing**

- Understand what your duties are; pleading ignorance (or simply resigning) will not work;
- Comply with your statutory requirements including filing annual accounts and annual returns on time;
- Satisfy yourself as to the company's Bribery Policy and Health and Safety procedures;
- Regularly review the company's financial position, and understand its possible dependency on other group companies;
- Consider D&O insurance or review the terms of your existing insurance;
- Record your decisions, and why actions have been taken;
- If the company or group is facing financial difficulties, be careful with creditors (particularly preferring one creditor over another), review your position as a director of other group companies, and think hard before incurring more credit;
- Take professional advice when necessary and particularly when you have concerns about your continued ability to trade.



- ACROSS**
- 7 Shoved forward (6)
  - 8 Bird sounds (6)
  - 9 Sixty minutes (4)
  - 10 Barely (8)
  - 11 Given; bequeathed (7)
  - 13 Youngsters (5)
  - 15 Act of going in (5)
  - 16 Hopes to achieve (7)
  - 18 A period of 366 days (4,4)
  - 19 Require (4)
  - 21 Willow twigs (6)
  - 22 Edge (6)
- DOWN**
- 1 Martial art (4)
  - 2 Musical dance co-ordinator (13)
  - 3 Adventurous journey (7)
  - 4 Tiny morsel of food (5)
  - 5 Optional (13)
  - 6 Wealth (8)
  - 12 Gibberish (8)
  - 14 Assign (7)
  - 17 Sumptuous meal (5)
  - 20 Level (4)



## DIARY DATES

# DiaryDates

E-mail your  
Diary Dates to  
nikki@themover.co.uk

**2nd IMC International Movers Convention**  
Bangkok, Thailand  
20 – 23 February 2013

**10th Annual Road User Charging Conference**  
5 – 6 March, 2013, Radisson Blu  
Royal Hotel, Brussels, Belgium

**LACMA Convention**  
9 – 13 March 2013,  
Quito, Ecuador

**IMHX 2013**  
19 – 22 March, 2013  
NEC, Birmingham, UK

**CV Show 2013**  
9 – 11 April, 2013,  
NEC, Birmingham, UK

**16th Annual EuRA International Relocation Congress**  
24 – 26 April, 2013,  
Bucharest, Romania

**OMNI Annual Conference**  
7 – 10 May, 2013,  
Monte Carlo

**FIDI Annual Conference**  
12 – 16 May 2013,  
Athens, Greece

**BAR Annual Conference**  
16 – 18 May 2013,  
Newcastle, UK

**Young Movers Conference**  
16 – 19 May, 2013  
Amsterdam, Netherlands

**Annual General Meeting of CSD**  
17 – 19 May, 2013  
Paris, France

**EUROMOVERS Conference**  
22 – 26 May, 2013  
Istanbul

**MöLo International Fair**  
19 – 21 September 2013,  
Kassel, Germany

**AMÖ General Assembly**  
21 September 2013,  
Kassel, Germany

**IAM 51st Annual Meeting**  
7 – 10 October 2013,  
Vancouver, BC, Canada

**FEDEMAC General Assembly**  
25 – 27 October 2013,  
Sofia, Bulgaria

## Take out an overseas subscription to *The Mover*.

*The Mover* magazine is distributed free in the UK but if you'd like your own copy sent to you in another country, just take out a subscription for £100 a year and it will be delivered to you every month anywhere in the world.

### Send in your stories too

Although *The Mover* is published in the UK it tries to include as many stories from around the world as possible. So, don't be shy. If you have something to say about what's going on in your country or a message for the members of the global moving industry, just tell *The Mover* and we'll tell the rest of the world.

Don't forget that all stories published in the magazine itself will be reproduced on [www.themover.co.uk](http://www.themover.co.uk) allowing anyone the opportunity of reading them at any time. What's more, your stories will all carry a live link to your company website making it easy for search engines and real people to find you.

So, what are you waiting for? Time to get typing.

To take out an annual subscription to *The Mover* just e-mail [adverts@themover.co.uk](mailto:adverts@themover.co.uk) or telephone Nikki on +44 1908 695500. It's the easiest way to keep in touch with news from the moving industry worldwide.



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**Reach 1000s of moving companies every month in print and online ... advertise in *TheMover*.**

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## "Total coverage for total exposure."

e-mail [adverts@themover.co.uk](mailto:adverts@themover.co.uk) or call Nikki Gee on 01908 695500.



# Did you know?

We've dug up a few facts that we thought you may (or may not) find interesting.

The 2nd and 3rd presidents of the United States - John Adams and Thomas Jefferson - died within a few hours of each other on the same day: July 4, 1826.

Almonds are members of the rose flower, or rosacea, family. The peach is also a member of the rose family.

The construction on the Parisian Notre Dame Cathedral began in 1015 AD and took over 400 years to complete, finally being finished in 1439 AD.

A year on Mars is 687 days long.  
A year on earth is 365.25 days long.

The colour of a hen's earlobes will usually determine the colour of the shells of the eggs that it lays. Hens with red or darker earlobes are most likely to lay brown eggs and hens with lighter or white earlobes will usually lay white eggs.

Glass is 100% recyclable and doesn't lose quality, durability or purity during the recycling process.

Fear of the number 13 is called Triskaidekaphobia.



## Puzzle solutions



J	C	O	S	D	O							
P	U	S	H	E	D		C	H	I	R	P	S
D	O		Y				R	S		U		
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O		G	Y		A	T	C					
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L	E	A	P	Y	E	A	R		N	E	E	D
N		H	A		I	A	V					
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E		R		T		E	Y		N			

6	9	2	1	5	3	4	7	8
4	5	1	7	9	8	3	2	6
3	8	7	6	2	4	5	9	1
2	3	4	5	8	6	7	1	9
5	6	8	9	7	1	2	3	4
1	7	9	3	4	2	8	6	5
7	4	3	8	6	9	1	5	2
9	2	5	4	1	7	6	8	3
8	1	6	2	3	5	9	4	7

## FEATURE SCHEDULE

Over the coming months we'll be putting together in-depth features concerning aspects of the moving industry. If you'd like to contribute, please e-mail [editor@themover.co.uk](mailto:editor@themover.co.uk).

- Features coming up:  
February: Training  
March: Trade Groupage  
April: Pet Shipping



**MARKETPLACE**

# MarketPlace

Marketplace ads are booked per unit or multiples thereof, and run for a minimum of 12 months. 1 unit measures 30mm (height) x 60mm (1 column).

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**Call 01403 330097, 07791 310363.**

**CITY & WEST END RELOCATIONS LTD**  
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**WANTED - TOP SPEC REMOVAL VAN,**  
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# TheMover Advertising Rate Card 2012

## Booking advertisements

E-mail adverts@themover.co.uk or contact Nikki Gee on 01908 695500 for more information or to make a booking. All prices are subject to VAT at the current rate.

## Overseas subscriptions

The Mover is distributed free of charge to UK movers. Annual subscriptions are available in Europe and the rest of the world at a cost of £100 per year. E-mail adverts@themover.co.uk or contact Nikki Gee on +44 1908 695500 to subscribe.

## Copy dates

Booking of adverts: 1st of the month preceding publication.  
 Artwork for adverts: 8th of the month preceding publication.

## Enquiries

All enquiries to:  
 Nikki Gee, The Words Workshop,  
 26 Swanwick Lane, Broughton  
 Milton Keynes MK10 9LD.  
 Tel: 01908 695500; Email: adverts@themover.co.uk

## PLEASE NOTE:

Advertising rates cover the cost of advert insertion only. Advertisers should provide their own advertising artwork. The Mover can generate new or amend existing artwork for an additional charge. All advertising must be paid for in advance by credit card.

\* Marketplace advertisements are booked per unit or multiples thereof, and run for a minimum of 12 months. 1 unit measures 30mm (height) x 60mm (1 column).

	1 - 4 insertions	5 - 8 insertions	9 - 12 insertions
<b>DISPLAY</b>			
Full page	£945	£920	£895
Half page	£600	£585	£570
Quarter page	£345	£335	£325
Quarter page single column	£345	£335	£325
Two column square	£260	£250	£240
Four by one	£260	£250	£240
Three by one	£200	£190	£180
Inside front cover	£1155	£1125	£1095
Outside back cover	£1210	£1175	£1145
Centre spread	£1470	£1435	£1395
<b>MARKETPLACE*</b>			
1 unit mono	£420 (1 year)	n/a	n/a
1 unit colour	£525 (1 year)	n/a	n/a
<b>CLASSIFIED</b>			
Lineage – up to 20 words	FREE	n/a	n/a
Semi-display – per column centimetre	£25	n/a	n/a
Vehicle for sale box	£190	n/a	n/a
Box number for confidential responses	£30	n/a	n/a
<b>INSERTS</b>			
Loose inserts (per 1000 A4 supplied)	£160	n/a	n/a

# vancraft

Commercial Vehicle Bodybuilders and Repairers  
Specialist Suppliers of Removal Vehicles  
Besthorpe, Norfolk NR17 2LB

Telephone 01953 457000 Fax 01953 454511

[www.vancraft.co.uk](http://www.vancraft.co.uk)



*Eight container semi-trailer.*



- Specialist suppliers of new & used vehicles to the removal industry



- Finance plans available



*New nine container road train.*



- Coachbuilding and repainting



- Part exchange welcomed

**Large selection of chassis/cabs available for new premium quality bodywork**

- ~ Repairs & refurbishment carried out to all types of bodywork, with fast turnaround
- ~ Insurance estimates and valuations
- ~ Mail order parts service available from stock
- ~ Non-slip aluminium ramps made to measure

**Vancraft – where all the best moves begin**  
**Outstanding quality and service for over 30 years**  
**Often copied - Never equalled**

# Trade Secrets

Find out what you can achieve on-line with our trade groupage shipping services, and make sure you're in the know.



We've been in the business for 30 years and offer frequent sailings on all routes to major destinations worldwide.

We'll arrange shipment on the vessel promised and nominate reliable FIDI agents at destination. With depots in London, Manchester and Glasgow we offer a competitive groupage solution wherever you are located.

At Anglo Pacific we understand your business and will ensure that your goods are handled professionally from start to finish.

Visit our website or simply call our friendly experts and **get the facts.**



Memb No: A026



## Our Services

- ◆ Continuous receiving in London, Manchester and Glasgow
- ◆ Worldwide LCL, FCL and airfreight services
- ◆ Regular groupage services to Australasia, North America, South Africa, S.E. Asia, Dubai, Cyprus
- ◆ On-line sailing schedule updates and shipment tracking

**FREEPHONE 0800 707 6093**

Or visit us at [www.anglo-pacific.co.uk](http://www.anglo-pacific.co.uk). London, Manchester, Glasgow

