

Expansion of envelope market

Envelopes can economically only travel a relatively short distance to your customer. How can an envelope manufacturer still enlarge his geographical scope?

The Challenge of Envelope Manufacturers

The European market for envelopes is very competitive. Envelopes can be considered as a commodity, and the pressure on price is enormous. Given the low value density of envelopes the percentage of logistics costs is considerable.

However, given the sensitivity of the product, cartons with envelopes can only be packed up to approx. 1,60 meters high on a pallet. This in order to avoid the lower boxes to be damaged during transport, rendering its content worthless.

With these low pallet heights, the cube utilization of trucks is very low, leading to very high transportation costs per cubic meter of product. The big question: how can the movement of truckloads be optimized to reduce the cost of transportation per envelope?

Emons Cargo

Emons Cargo is a transport operator exclusively specialised in international double deck transportation by means of its specialised 2WIN trailer.



Enabled by a combination of a very low ground clearance and individual wheel suspension, the 2WIN trailer offers a loading capacity of 54 Euro pallets whilst standard trailers can only carry 33 Euro pallets. Consequently the 2WIN trailer offers a reduction of transport movements by 33%, and thus a reduction of cost, pollution and congestion.

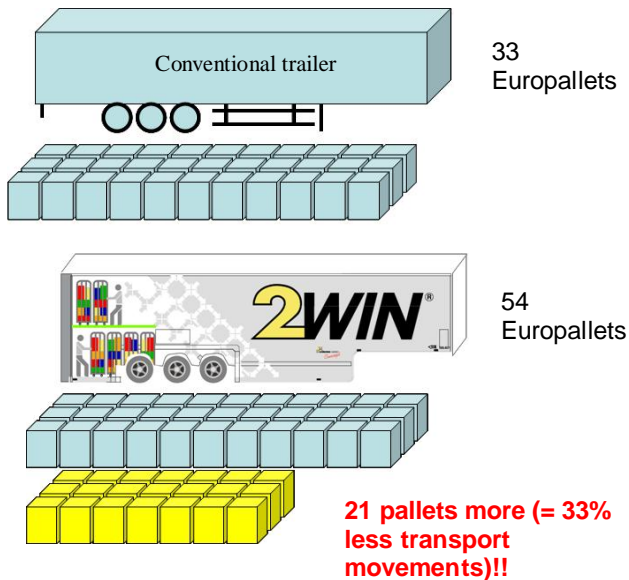


The Issue

Company %A+ is an envelope manufacturer from Germany delivering their products domestically in Germany, with some exports to the neighbouring countries. They were looking to expand the geographical scope of their sales, but found the cost of transportation blocking them from doing so competitively.

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%A+got in contact with Emons Cargo. Given that the 2WIN trailers have a free height of 1,80 meters between the decks, these double deck trailers can easily fit the pallets with envelopes, without %A+having to adjust palletisation patterns or stacking heights. The 2WIN trailer can load 54 pallets of product, compared to 33 pallets in a standard trailer, leading to a 33% saving of freight movements, and consequently a reduction of transport costs.



This reduction of transport costs by company %A+was passed on to their customers through attractive pricing of their product. As a consequence, the radius within which %A+ can profitably sell their products are significantly enlarged. Thanks to the Emons 2WIN trailer, today, company %A+also delivers envelopes to customers in the UK, and consequently they were able to enlarge their business revenues.

Conclusion

- Enabler to enlarge your geographical envelope market
- Lower transport cost per envelope
- Less trucks needed
- Reduction of carbon emission
- Increase of competitive advantage

Your contact at Emons Cargo B.V. can show the benefits for your business:

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