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TheMover



LIVING THE DREAM

Matt De-Machen takes delivery of his pride and joy. Page 34



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LEADER

Everyone loves a good story

Steve Jordan, Editor



I have always liked a good story and this issue is full of them. Mark Radcliffe, from rags to riches and back to rags again; the Popes making a successful business in NW10; Matt De-Machen taking delivery of the most extraordinary removals truck I have ever seen; and I've managed to track down Aussie Man and Van to find out what the new owners are planning for it. Thanks to all those who let me into their lives for a while, especially Matt who drove me around the Kent countryside for four hours in his shining palace – a real treat.

It might be too early to tell, and I am a confirmed optimist as some might have noticed, but do you get the feeling that the moving industry in the UK has turned the corner? This month has been particularly marked by the number of people who are reporting brisk business. Now April is not a bad month for removals but it's not exactly the height of the summer season yet. Perhaps things are looking up. What do you think? If you have an idle moment, I'd appreciate a quick e-mail to editor@themover.co.uk to let me know how you are getting on. Tell me whether business is up or down compared to 2010 and 2011. Let's try to build up a picture nationwide.

The conference season is upon us again to the delight of some. I've just returned from the Euromovers conference in Nice; David is frantically writing a report on the Britannia conference in Newcastle; tonight I shall be packing my bags for the OMNI convention in Miami Beach; then there's FIDI in Boston; and, of course, BAR, this year in Windsor. I shall, of course, meet some of you during my travels. For those who are not coming I shall write as comprehensive reports as I am able. If you have never attended a movers' convention, perhaps it's time you did: it is after midnight, in the bars of the world, where the real business is often done.

Finally, next month we will be launching an exciting new competition! It's something that you can all join in and involve the rest of the family too. Intrigued? Thought you would be ... more next month.

Steve Jordan



● Nick Flaxman (right) secures the deal with Gareth Hilton at JBM's site.

Pluscrates to supply crates for relocation specialist Johnson Business Moves

Crate rental company Pluscrates has been appointed sole supplier of crate rental services to long established business relocation specialist Johnson Business Moves (JBM).

The partnership, which began in February, is expected to continue beyond 2017.

According to JBM, which celebrates its 141st anniversary this year, the Pluscrates appointment is part of a quality initiative intended to bring continuous, planned improvements across its portfolio of services, which include commercial relocation, project management, IT and PC moves, asset recycling and archive records management.

JBM's Operations Director, Gareth Hilton said, "Ongoing commitment to quality and stringent attention to detail is essential to genuinely differentiate service delivery. We make no apology for setting high standards and it is refreshing to find a supplier who shares our passion for excellence in service."

Pluscrates' Regional Director, Nick Flaxman said, "JBM have always kept us on our toes and we don't expect their declared commitment now to change that.

"...we are very proud to have gained the trust of JBM and will continue to deliver the levels of service they demand..."

Nick Flaxman

On the contrary, we are very proud to have gained the trust of JBM and will continue to deliver the levels of service they demand and make sure that their trust in us is rewarded in full."

JBM works with corporate clients across the UK from its offices in Manchester, Birmingham and London. Pluscrates will service the account from its distribution centres in Livingston, Manchester, Birmingham, London and Bristol.

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NEWS: UK

Directors banned for 11 years for interfering with tachographs

Two directors of Landmark Haulage Ltd, a haulage company in Northern Ireland, have been disqualified from acting as company directors for 11 years after devices for interfering with tachographs were found in 12 of their trucks.

More than 40,000 kilometres of driving had not been properly accounted for between October 2009 and November 2009. Magistrates fined the firm £500 on each of 12 counts of producing, supplying and/or installing a device designed to interfere with the proper operation of tachograph recording equipment. The company was also fined a total of £2,700 for 16 other offences. Eight drivers had previously been to court and fined a total of £2,900 for tachograph and drivers' hours offences.

Superintendent Muir Clark said the operator and its employees had risked the lives of other road users. He hoped the "fines and disqualifications will serve as a strong warning to others".

Get the latest moving industry news at www.themover.co.uk



● Berin Riley of Move-it Channelmoving (left) and Steve Auty of Pilgrims Hospices.

Calling all Kent moving companies!

Ashford removals firm Move-it Channelmoving has teamed up with Pilgrims Hospices to help with the collection of donations of bric-a-brac, books and clothing to sell in their 30 shops across East Kent from people who are moving house. Other removal firms in the area are invited to join the initiative.

Berin Riley at Move-it Channelmoving commented: "When we survey a property prior to a house move we always suggest to clients they only move the items they really want and to have a good sort out to dispose of the items they no longer need. We can now take along the Pack-it for Pilgrims boxes to enable them to do this and also collect them on moving day, or boxes can be returned directly to a Pilgrims Hospices shop."

"We also find people have items of good quality furniture they no longer need and so we refer them

"What's great about the idea is that it makes donating really easy."

Steve Auty

directly to Pilgrims Hospice and their team who will come and collect large and heavy items for sale in their furniture stores."

Chief Executive of Pilgrims Hospices Steve Auty explained:

"We regularly invite local business people in to all three hospices to show them what we do and look for opportunities to work together creatively for the benefit of the charity and to build strong community relationships. We met Berin Riley from Move-it Channelmoving who made this fantastic suggestion and we are excited about rolling it out to the community."

"Berin will help us to encourage his colleagues from other removal companies to come on board and support the scheme so hopefully every house mover in East Kent will soon be offering Pack-it for Pilgrims boxes. What's great about the idea is that it makes donating really easy. Every house move turns up a stack of books, some old ornaments or bric-a-brac that although was once loved, no longer have a place in a new home."

Berin Riley concluded: "We are delighted to be helping Pilgrims Hospices and to support the fantastic work they do across East Kent."

For more information about the Pilgrims Hospices Moving Day Collection go to www.move-it.co.uk or www.pilgrimshospices.org.

Gliderol - award finalists

Gliderol Self Storage Solutions was a finalist in the North East Business Awards 2012, sponsored by UK Trade and Investment and HSBC Bank plc. The awards were presented by the North East Chamber of Commerce.

To enter the awards, Gliderol had to provide information on

this year's export figures, which were up 50% on last year, with exports going to all of Europe, the Far and Middle East. The main factory in Peterlee was also filmed and showed to be a bustling hive of activity.

Peter O'Loughlin, MD, attended the awards. "I am very proud of the work we are achieving at

Gliderol. Self storage is a growing industry in the UK, Europe and further afield. With more of the public purchasing smaller properties, the need for storage has grown exponentially. We are there to help build, design and supply the components needed for investors to build their own facilities."

Harrow Green to move Wakefield library

Harrow Green has been appointed to manage the Wakefield library's move to its new location.



● How Wakefield's new flagship library will look.

The new flagship library will have new furniture but there is a significant amount of material to be transferred, in particular the library reserve book stack and archive material. Some lending stock will also move to the new library along with essential pieces of furniture.

Among the items being moved are the library book stack of some 4,400 linear metres of stock, 36 filing cabinets, plus cupboards, drawers, map cabinets, a wide range of library and archive material and a huge solid oak display case donated to the authority by Charles Skidmore in 1906. The display case will be dismantled and reassembled at the new library. A further 22,500 books will be moved from open shelves.

Terry Gibbs, Head of Regional Sales for Harrow Green said, "The contract was awarded within the Pro5 Framework Agreement, to which we were recently appointed. We have built considerable expertise in library moves for local authorities, and we are very pleased to have the opportunity to work with the council to help bring about the transformation of its services."

"We have built considerable expertise in library moves for local authorities..."

Terry Gibbs

Automatic pension enrolment dates put back

The deadline for small businesses to enrol all employees in a company pension scheme has been delayed. This is due to fears that the requirement might impose undue burdens on companies during the current difficult economic climate. New employers with 50 to 240

employees will have to enrol staff between April 2014 and April 2015. Businesses with fewer than 50 employees will have to be enrolled between June 2015 and April 2017.

Larger organisations will still be required to start the process from October this year.

Rogers Removals moves Rachel Stevens

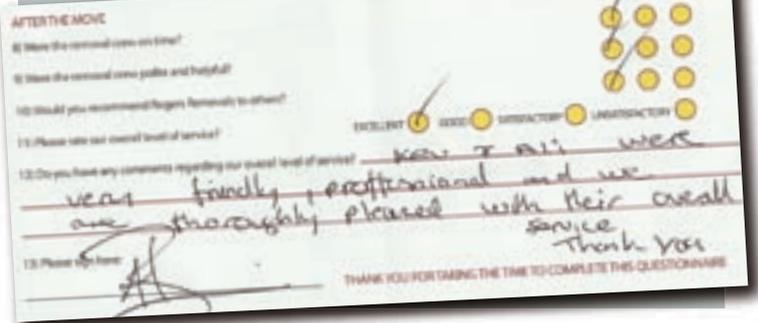
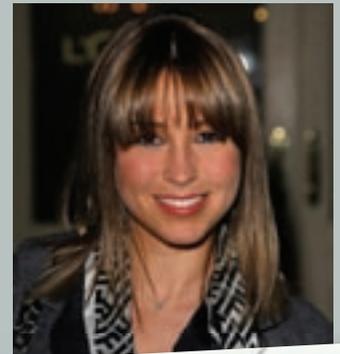
Rogers Removals of Finchley recently moved S-Club 7's Rachel Stevens to her new home in North West London.

She and her husband were delighted with the work and gave Rogers a glowing testimonial on the satisfaction report.

"Ms Stevens and her husband Mr Bourne were a real pleasure to work for and gave our team some really nice feedback on the client questionnaire," said Dennis Rogers. "Every member of staff wanted to be on this move so we had to draw straws and Kevin Lamont and Ali McGifford won. Until the order was received we had no idea that all of our staff were such S-Club fans!"

It was also something of a reunion for Dennis and Rachel as they went to school together.

● Rachel Stevens (below) and her comments on the client questionnaire.



New small van livery for Whites

White and Co has introduced a livery for all its fleet of small vans up to five tonnes. Pictured is one of the company's new 'Jumbo' Ford Transits with 16m³ capacity for export packing work.



BUSINESS: FUEL PRICES

CAN PEOPLE-POWER TRIUMPH OVER FUEL PRICES?

There can't be anyone in the UK that hasn't had enough of high fuel prices. By Steve Jordan.



At every turn, it seems, we are faced with yet another world event that puts the prices at the pumps up again: war in Libya, rumblings in Iran, gas leaks in the North Sea and now, as I write, the tanker drivers threatening to strike over nebulous 'health and safety' issues that concern Unite but leave the HSE unruffled. Whether, by the time this issue of *The Mover* goes to press, we'll all be commuting by bike, it's too early to tell.

All these things considered, is it any wonder that many of us are both angry and disappointed that in the March budget Mr. Osborne decided to dish out another cause for despair: a further 16p/gallon in August. "A slap in the face for every family and business in Britain," said Quentin Willson of FairFuelUK. This rise will mean that the government will be taking 86p out of every litre we buy at the pumps.

Alistair Bingle, Managing Director of Bishop's Move, made his point very forcefully about the Chancellor's failure to address fuel prices in a press release issued immediately after the budget. "This is very disappointing news for the removals industry, businesses and not to mention hard-working families who use the roads. Petrol prices could well be above 150p a litre by August when the planned 3p a litre increase takes effect. With VAT added, pump prices will rise

3.62p a litre. This has a significantly negative impact on the performance of businesses in the road haulage industry. With the amount of fuel that's consumed throughout the removals industry on a daily basis, even a small hike in price means our costs increase significantly. We can't always pass on these costs to customers, so we take the hit."

The Mover is not a political publication, but hang on chaps. There must be a point at which the increase in fuel prices inhibits travel to the point where the government actually loses money not makes it. Meanwhile business, and social intercourse, is strangled. In fact FairFuelUK presented evidence of this principle to government before the budget, without effect. "The government has not listened to our evidence that it could have reduced petrol and diesel tax and been no worse off in overall revenue," said Quentin Willson.

Of course the environmentalists will be delighted that we all have to stay locked in our offices for fear of burning a drop of the precious liquid. But to criticise them would be taboo and I could easily risk a spell in The Tower or at least an enforced trip to Coventry on the orders of those who think differently. Perhaps we should all stick to public transport and cripple the economy inside a fortnight. Belting ideal!

The question is whether we are prepared to accept our fate or try to do something

"THE GOVERNMENT HAS NOT LISTENED TO OUR EVIDENCE THAT IT COULD HAVE REDUCED PETROL AND DIESEL TAX AND BEEN NO WORSE OFF IN OVERALL REVENUE ..."
QUENTIN WILLSON



about it. I have always believed that people-power was an irresistible force. Those who feel the same should write to their local MPs to ask them to act on our behalf – that's what we pay them for. We should also sign up to FairFuelUK at www.fairfueluk.com and give them a little encouragement. Quentin Willson thinks the government took no notice last time, but maybe they did – just not quite enough. By keeping up the pressure, perhaps we'll tip it over the edge.

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NEWS: UK



Harrow Green moving 1,100 people for Southend Council

Southend-on-Sea Borough Council is undertaking a major reconfiguration, re-fit and enhancement programme of works within the Civic Centre in partnership with the building consultancy firm E C Harris. Harrow Green is providing the relocation services for around 1,100 staff.

The planned works are aimed at enhancing the Civic Centre and enabling the interior space to be used as a more flexible working environment with greater occupancy, allowing other council buildings to be vacated. The works are part of a wider programme, 'New Ways of Working', taking place over three core phases with a mix of internal moves and building to building moves to free up floors for works to commence.

"We have successfully completed the first phase," said Scott Poulton, Harrow Green's Sales Manager responsible for project co-ordination. "We have a well-thought through plan to complete the project in October 2012."

Harrow Green will be responsible for the relocation of around 1,100 staff and effects, 1,500 linear metres of filing, along with furniture, safes and other equipment. Harrow Green will also handle the decommissioning and relocation of the Civic Centre IT.

"The first phase went extremely smoothly," said Sally Holland, Corporate Director, Support Services, at Southend. "Staff were up and working at their new locations at the start of business on the Monday following the moves, with the minimum of disruption. Harrow Green's expertise and professionalism made what had the potential to be an extremely stressful period, one of relative calm and order."

Know your PQQs

The Pre-Qualification Questionnaire (PQQ) is a key stage in the tender cycle, assisting buyers in evaluating the capability and capacity of bidders.

The PQQ ensures that contracting authorities are able to select the most suitable contractors to take part in the tender process.

On 22 May, 2012, PASS training events will be holding a one-day workshop in London to address a number of key areas relevant to the pre-qualification process, including standard selection criteria, considering sustainability, adding value - and social, economic and environmental drivers.

The workshop will identify the key areas with which suppliers must comply, and will also include opportunities for discussion and a practical exercise, enabling delegates to look at the practice as well as the theory of successful pre-qualification.

Topics covered at the workshop:

- The Legislative Framework;
- Procurement Process;
- Pre-qualification Questionnaire;
- Considering Risk;
- Debriefing;
- Case Studies.

Preparing Perfect Tenders

The PQQ workshop is complemented by a second workshop entitled 'Preparing Perfect Tenders' on 29 May, 2012, also in London. This helps bidders to increase their company's tendering success by addressing a range of key issues across the preparation, presentation and evaluation stages of tendering to aid bidders in optimising their response.

Further information from: www.passprocurement.com/events.

Nissan's Zero Emission Centre of Excellence to be based in the UK

Nissan recently signed a memorandum of understanding with Gateshead College to develop a Zero Emission Centre of Excellence (ZECE).

At the heart of this new agreement will be the creation of industry-leading electric vehicle technology, jobs and apprenticeships, while further establishing the UK as a global leader in low carbon technology. Nissan already has a long-standing relationship with Gateshead College for the training and development of staff at its Sunderland plant and established the Gateshead College Skills Academy for Sustainable Manufacturing and Innovation.

The new centre will provide the manufacturing base for Nissan's cutting edge quick charger technology, which allows ChadMo compliant electric vehicles to charge to 80% in just 30 minutes. ZECE will also focus on renewable energy storage and exploring opportunities for employing used lithium-ion batteries from Nissan electric vehicles.

Etienne Henry, Vice President Product Strategy and Planning, and Head of Nissan's Zero Emission Business Unit in Europe said, "This project will help Nissan to investigate the unique opportunities that our electric vehicle business brings as regards to charging infrastructure and battery second life. With production of the Nissan Leaf coming to Sunderland in early 2013, the North East will become the epicentre of electric vehicle expertise in Europe."

Richard Thorold, Principal, Gateshead College said, "This exciting new development will build upon recent investments by Nissan, the North East of England, the UK government and the college, and takes us forward as a centre at the forefront of international automotive and low carbon technology."



● The Nissan Leaf.

STOP PRESS

BAR release statement on Robert Ross

On Friday 27 April, 2012 The British Association of Removers released the following statement:

Robert Ross, who served as the BAR Financial Controller until early last year, appeared at St. Albans Magistrates Court on 16 April on six charges relating to the miss-appropriation of funds. The hearing was attended by the BAR Director General Stephen Vickers. Owing to the sums involved the case was referred to the Crown Court. Mr. Ross is required to attend the St. Albans Magistrates Court on 15 June, at 10.00am when he will be given a date for the trial. His current bail conditions were upheld. There will be an updated financial statement at the BAR



● Robert Ross.

AGM on Friday 18 May in Windsor during the Annual Conference. BAR are unable to make any other comments until completion of investigations and the Court case.

TIMELINE 2012

June

May Bank Holiday

The late May bank holiday has been moved to Monday June 4 and Tuesday June 5 is an additional bank holiday to make a long weekend in celebration of The Queen's Diamond Jubilee. Whether you need to honour both these days depends on your contractual arrangements so let your staff know whether they have to work or not. (The statutory provision is that you are required to give a minimum of 28 days' leave to cover annual leave and public holidays.)

July

London Olympics start

The London Olympics start on 27 July. Anyone travelling in the Capital at that time can expect delays on prescribed routes.

August

London Paralympics start

After two weeks of diversions and hold ups for the Olympic Games the Para Olympics, starting on 29 August, will add another ten days of misery for anyone trying to work in London. Both will have been great events but most Londoners will be glad when normality returns.

September

New pension rules

New compulsory pension rules take effect for the largest companies. Smaller companies will gradually be brought into the scheme between 2014 and 2017.

October

New national minimum wage rates

New national minimum wage rates will take effect from 1 October:

- The standard adult rate (workers aged 21 and over) will rise to £6.19 per hour;
- The development rate (workers aged between 18 and 20) will remain at £4.98 per hour;
- The young workers rate (workers aged under 18 but above the compulsory school age; who are not apprentices) will remain at £3.68 per hour;
- The rate for apprentices will rise to £2.65 per hour;
- The accommodation offset will rise to £4.82 per day (up 1.9% from £4.73).



The London Olympics start on 27 July.

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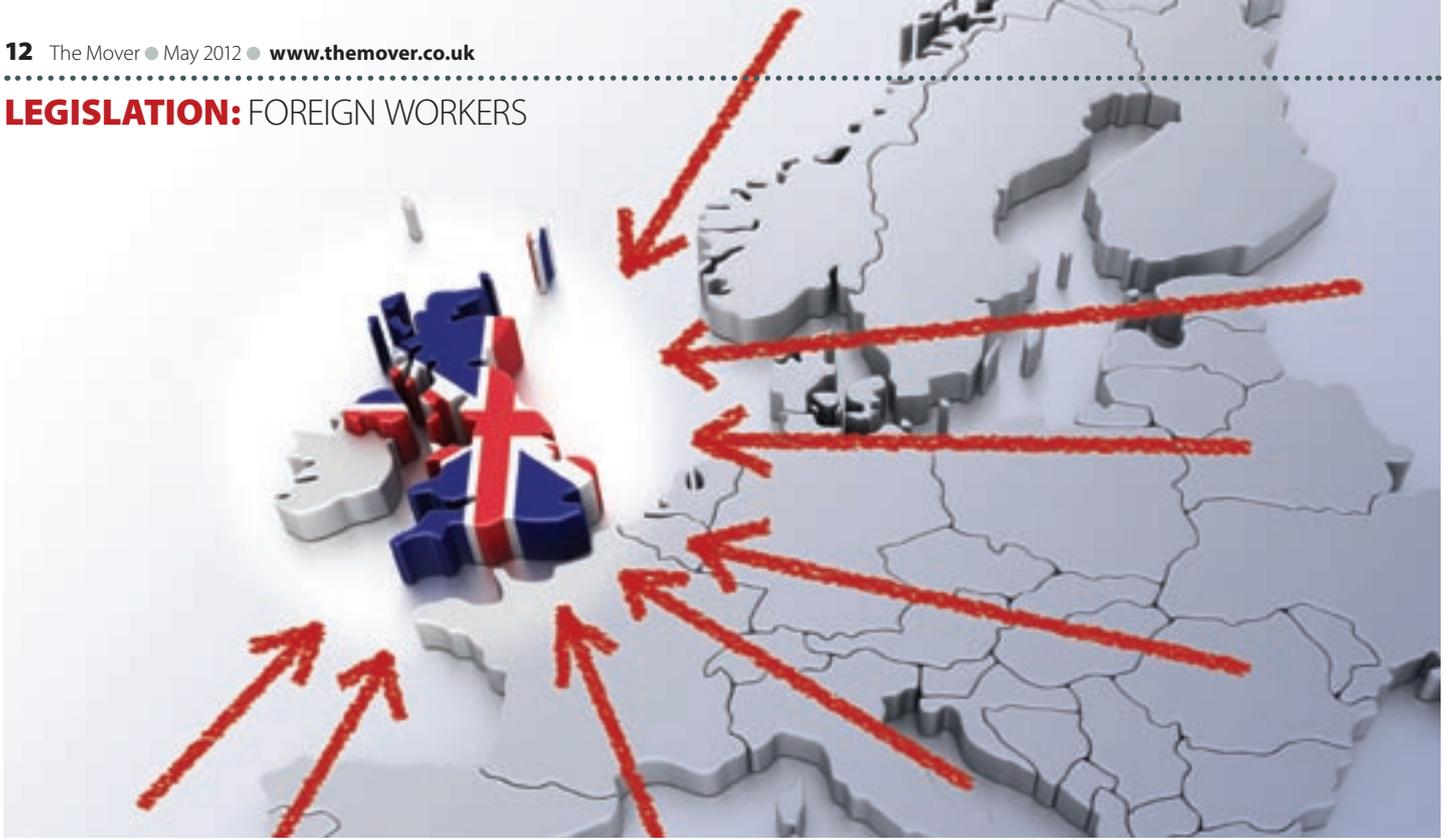
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LEGISLATION: FOREIGN WORKERS

Stricter border controls for foreign workers

Make sure you don't get caught out when employing foreign workers

New regulations affecting the entitlement of people from overseas to work in the United Kingdom were highlighted in a presentation by Paul Jones from immigration consultants Emigra Europe Ltd at the Corporate Relocation Conference in London recently. The new regulations are complex and have serious implications, especially for companies employing skilled foreign workers in unskilled jobs. Here are some of the main points from Paul's presentation.

The new legislation will create severe restrictions to global mobility here in the UK. It will be twice as difficult to get sponsorship for work visas and the administration process will cause time delays for applications which will make careful planning essential.

Despite the UK rules being stricter than the governance of the EU, the new regulations that have been set in place are in accordance with EU guidelines and will limit the number of people being granted visas for the UK. The new legal regulations put the responsibility squarely at the employer's door and failure to comply could lead to fines and business suspension.

Since 1977, it has been an employer's responsibility to ensure that legal requirements are met for any employees, making sure that they are legally allowed to work in the UK and annually checked for any changes they may have to their circumstances.

Obtaining a visa is based on a points system with five tiers of visa types. Changes to the rules last October has meant that tier one for highly skilled workers has been closed down. In practice

this has stopped foreign graduates from entering the UK and obtaining unskilled work. Graduates who have studied and graduated in the UK have two years to gain themselves a skilled job and this does not give them any settlement rights in this country.

Tier two visas are aimed at skilled workers who work for global organisations which are constantly moving key staff around the world using intercompany transfers.

Employers must go through extensive procedures and paperwork to apply for a sponsorship licence. All workers on the tier two system have to be sponsored and it is the responsibility of the employer to sponsor the migrant with a minimum salary of £24,000 per annum. The visa is linked to the employer and if the worker moves to another company, then a new visa needs to be obtained.

Using the sponsored work visa is a very good way of moving staff around the globe. Staff can be brought in for 12 months initially on a starting salary of £24,000 and can then move to another country, returning to the UK after another 12 months.

The number of visas and restricted visas are subject to national quotas and a certificate of entry must be applied and paid for, for each individual. If there is a problem with their visa on application, then the certificate must be reapplied for.

The Border Agency is taking steps to break the link between work permits and settlement rights in the UK. To get a visa issued for a migrant worker, a company must undergo a labour market test. The company must prove that the role cannot be filled by the resident workforce, and

"All workers on the tier two system have to be sponsored and it is the responsibility of the employer to sponsor the migrant with a minimum salary of £24,000 per annum."

Paul Jones



must be advertised in accordance with regulations, which are updated regularly. A Standard Occupational Classification (SOC) vocation code is issued for each job and the salary must be set before a certificate of sponsorship can be issued.

The registration process for employers applying for a sponsorship licence has become stricter. Employers now have responsibility for the work that used to be done by the Border Agency and now have an obligation to track their workers. A good HR department is essential if your company employs a large number of migrants so that tracking, checking, logging and updating information on your employees is kept under control. The Border Agency will check your records and any non-conformance may affect your licence and ability to employ.

The biggest problem with the legislation on a practical level has been the large number of changes that have and are taking place, keeping up to date with those changes and remaining compliant. **For further information and advice about employing foreign workers visit the UK Border Agency website at www.bia.homeoffice.gov.uk or contact Emigra Europe Ltd. Call 020 7766 5005 or visit www.emigra.com.**



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Sleeper pod, 5 container, air suspension.
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High roof sleeper cab, 3 container.
- 2007 MERCEDES 1323
High roof sleeper, 4 container, air suspension.



2 x 2008 Scania P230

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PROFILE: MARK RADCLIFFE

Full circle

Mark Radcliffe rose from being a man with a van to running a successful international removals business. Now he's back driving a van. This is his story. By David Jordan.

Like many people in the moving business Mark Radcliffe started small, with a Luton van, a small ad in yellow pages and a big overdraft at the bank. That was back in 1988, he was a young man with a van and determined to make it big.

Mark's business career began over 30 years ago when he moved from Manchester to Eastbourne, bought an old pick-up truck and set himself up as a general carrier, clearing rubbish for local businesses, collecting scrap metal and even, from time-to-time, tarmac people's driveways. "I soon realised there were easier ways of making a living," said Mark. "So I swapped the pick-up for a Luton van, bought a junk shop and started doing house clearances instead; I called the business A1 Removals."

Soon the moving side of the business began to take off and it wasn't long before a second van was needed to cope with demand. "Business was booming in the late 80s and I decided to expand," said Mark. "I was making a very good living and thought, if I can make this much with a couple of small vans and a junk shop, what could I do with a proper warehouse and a fleet of real removals vans?"

"I was making a very good living and thought, if I can make this much with a couple of small vans and a junk shop, what could I do with a proper warehouse and a fleet of real removals vans?"

Mark Radcliffe

Mark devoted his life to building his business. "I was a single man but I was really married to the company, the vans were my children. For nine years I worked seventeen hours a day seven days a week and I loved it." Soon I had twelve trucks including three road-trains doing European work, a 26,000ft² warehouse and 20 people working for me, life was sweet." In 1997 Mark changed the name of his company to A1 Worldwide Movers and became a member of the British Association of Removers (BAR), the transition from a man with a Luton van and a junk shop to a successful business entrepreneur was complete.

But things were about to change. It was the day after his 40th birthday that Mark began to question his way of life and what the future might hold. "We had a big party at the Cavendish Hotel in Eastbourne, it was a great evening and lots of

people from the moving industry came to help me celebrate. My girlfriend had organised a 'This is Your Life' for me and lots of people said very nice things about me when they came onto the stage. But the following morning I began to think about my life and realised that everything in it revolved around the moving business – I had nothing else. It sounds crazy but at that moment I lost interest in what I had achieved and decided to make a radical change. Not long after, I put A1 Worldwide Movers on the market and headed off to Thailand for an extended holiday. I fell in love with the place; I loved the people and the culture, their way of life was so different from here in the West and although most of them had nothing by way of material possessions they were happy and content."

Selling the business proved to be more difficult than expected and

after three years a buyer had not been found. Mark was spending long periods of time in Thailand and the business suffered as a result. In 2006 A1 Worldwide Movers went into administration and a year later Mark, burdened by credit card debts, was declared bankrupt. A1 was eventually sold by the administrator and continues to trade today, but for Mark the days of running a large removals company were over.

Today Mark's life has turned full circle and once again he makes a modest living doing small removals with a Luton van and driving trucks for some of his old friends in the moving business. He's even bought another junk shop. "It's a far cry from the way of life I enjoyed back in the 90s, but I certainly don't miss the £26,000 a week overhead and all the stress you get running a big company," said Mark. "I've been working as a self employed van driver now for four years and I'm loving it. I never thought I'd be able to revive my interest in the moving business but going back to my roots in the industry seems to have done the trick. Some people say small is beautiful and I for one believe them."

IMC kicks off in Bangkok

The Inaugural meeting of the IMC (International Movers Convention) kicked off in Bangkok at the beginning of March. The 50 delegates included visitors from all over the world including the UK.

One key feature of IMC was the opportunity to take part in one-to-one meetings. This was organised to break the ice and help people network. "Everyone was extremely impressed with how it was done especially organising the meetings and selecting other parties," said Paul Dado from IMC. "The time spent together was very productive. Everything seemed to work out very well."

The second night of the conference included a gala dinner and river cruise on the Chao Phao river, with fireworks and a live band to add a little spice to the evening. "Those who were able to attend agree that it was worth every minute of their time," continued Paul. "We feel that our conference will be unlike any other conference currently available to our industry. It's a new standard of conference for the moving industry. Next year we will have our hands full trying to equal the quality of this year's event with double or even triple the number of attendees."



● Top: one-to-one networking; above: cruising the Chao Phao river.



● Cut by 9%: Maersk's Asia – Europe vessel capacity.

Maersk Line cuts capacity on Asia – Europe trade

Oversupply of container vessels operating on the Asia – Europe trade lane has pushed Maersk Line's container freight rates to unsustainably low levels.

In order to rationalise its service, Maersk Line is removing 9% of its vessel capacity currently operating on the Asia – Europe trade.

"With this adjustment we are able to reduce our Asia – Europe capacity and improve vessel utilisation without giving up any market share we have gained over the past two years. We will defend our market share position at any cost, while focusing on growing with the market and restoring profitability," said Maersk Line CEO, Søren Skou.

The 9% capacity reduction will be facilitated by a vessel sharing agreement with the French container shipping line, CMA-CGM. With this agreement, Maersk Line says it is able to remove 9% of its vessel capacity while still maintaining full and competitive coverage for its

customers. In addition, the cooperation helps Maersk Line cut the cost of serving West Mediterranean markets, enabling Maersk Line to deploy its own vessels to areas where they are most needed as well as pursue further slow-steaming.

"The Asia – Europe trade remains the world's busiest trade lane, however the supply of vessels currently operating on this trade simply outweighs the demand. We are therefore rationalising our service by taking out vessel capacity and thereby reducing costs," said Vincent Clerc, Chief Product and Yield Officer for Maersk Line.

Where commercially appropriate, Maersk Line will also consider additional opportunities to reduce capacity, including redelivery of time charter tonnage, the use of lay-ups and slow-steaming.

Money-back guarantee from Anglo Pacific

As part of its celebrations to acknowledge its 35 years in business, Anglo Pacific has launched a money-back guarantee for all its trade customers from 1 May, 2012.

In the unlikely event that the transit time from receipt of goods at our London depot to arrival at North American ports exceeds nine weeks, or 12 weeks for Australasian and other worldwide ports, we will commit to refunding all our groupage charges for receiving, handling and shipping plus customs clearance, delivery and unpacking," said Teresa Connolly, Anglo Pacific's Trade Shipping Manager. "Naturally

this guarantee will keep us on our toes but it sends out a strong message about Anglo Pacific's confidence and commitment to deliver on time."

Anglo Pacific is unable to guarantee the transit time through customs. The money-back guarantee applies to any late delivery excluding those subject to force majeure or any other circumstances beyond Anglo Pacific's control.

Santa Fe opens in Qatar

Santa Fe has opened a new office in Doha, Qatar.

The State of Qatar, rich in oil and gas resources, is a front runner amongst the world's 25 most rapidly growing markets. Kim Creutzburg, Managing Director - Middle East (UAE and Qatar) commented: "Our Qatar office provides the full range of relocation and moving services, with the peace of mind that the Santa Fe Group's 'Red Horse' brand stands for."

The company has also appointed Ravi Rajamani as General Manager in Qatar. Ravi has 21 years of experience in the business and is very well known to many of Santa Fe's clients and partners.



● Ravi Rajamani is the General Manager of the new Santa Fe office in Qatar.

LEZs: Napoli, Wiesbaden, Erfurt

The LEZ in Napoli, Italy, has been extended to 30 June, 2012. Vehicles must be Euro 4 or above to be allowed in between 07:30-10:30 on Mondays, Wednesdays and Fridays, and 15:00-17:30 on Thursdays.

From 1 October, 2012, Erfurt in Germany will have an LEZ.

From December 2012, Wiesbaden in Germany will have an LEZ.

For up to date information on LEZs in Europe visit www.lowemissionzones.eu.

BUSINESS: AUSSIE MAN AND VAN

● Below: Anthony Ward Thomas; right: teamwork gets a truck loaded; below right: William Karslake shows off the Bluetooth headset he relies on to stay in touch with the office.

Aussie Man and Van under new management

After months of trying to track down Aussie Man and Van, Steve Jordan finally succeeded – but got more than he expected.

I had been trying to get an interview with Aussie Man and Van for a year or more. I had put in many calls to its offices but was beginning to feel a little unwanted. I was interested to talk to someone there as I knew little about the company except that it had grown from nothing to one of the biggest moving companies in London in a few years. I was interested to know how.

I realised a few weeks ago that I had missed the boat. The company had gone bust and I would never then have the chance to satisfy my curiosity. Imagine how pleased I was, therefore, to bump into William Karslake from Anthony Ward Thomas in Park Royal London and to find out that his company had bought Aussie Man and Van and the company was, once again, hale and hearty. An interview was duly booked.

Anthony Ward Thomas, Master

“Aussie Man and Van had been overtrading. A number of their vehicles were old, badly maintained, overloaded and a number of the staff were not on PAYE.”

Anthony Ward Thomas

Removals, was also a company I confess I knew little about. I was immediately impressed by the array of gleaming red vans in the yard all sporting their individual slogans such as ‘If you want loyalty get a dog’ and ‘Anger is a short madness’. I didn’t quite get the connection to the business but it did, at least, let me know that this was a company that had a personality.

Anthony Ward Thomas was started in Battersea in 1985 with one lorry by Anthony and his brother. William Karslake joined the company a year later. The company has grown

organically since then with a very slim marketing budget and most of their new business coming from referrals. That’s probably why I didn’t know the company well. Neither Anthony nor William were great fans of networking either so I had no opportunity to bump into them at BAR conferences or meetings. They preferred to keep themselves to themselves.

The company specialises in good quality moves, largely in the London area. It acquired The Moves Group and Bishopsgate and moved into the old Moves Group building in

Park Royal. 2007 was the company’s busiest year with around 100 men employed, but now it finds a workforce of 50 – 60 is manageable with a fairly consistent fleet of 17 – 25 vehicles.

Aussie Man and Van operates in a different side of the market from Anthony Ward Thomas: mainly small moves that do not involve solicitors, with their busiest days being at the weekend. Enquiries are all Internet driven with little repeat business. “It’s all to do with your position on Google,” explained William. “The more you spend, the more enquiries you get.”

Nevertheless the company was taking some market share from Anthony Ward Thomas and, as it spread its wings into larger moves, was holding prices down. “Aussie Man and Van had been overtrading,” explained Anthony. “A number of their vehicles were old, badly maintained, overloaded and a

THE PAST IN PICTURES



Two wheels are better than four

In 1997 William Karlslake was a pioneer in the trend that has become common practice for sales people in big cities: two wheels better than four. His chosen steed is a 1050cc Triumph Sprint ST that gets him to his appointments on time. "Time on the road is absolutely wasted, if I spend all day sitting in a traffic jam, I'm not getting on with my other tasks," he said. The bike enables William to get to appointments and back quickly and gives him a better range. He even has a waterproofed navigation system and mobile phone, complete with Bluetooth headset on his bike. "It could fall in the Thames and still work," he said.

Although the 170mph Triumph is a powerful creature for the London traffic compared to the more humble 'Twist and Go' bikes used by many – including the Aussie Man and Van chaps – it does give him the extended

range necessary for working around the home counties.

Meanwhile, Anthony goes one stage further by choosing a push bike to get around. "It's a good mode of transport in central London. With short cuts on pavements and cut throughs, it's often even quicker than William's motorbike."



"...if I spend all day sitting in a traffic jam, I'm not getting on with my other tasks..."

William Karlslake

Aussie Man and Van separately from the parent company, complementing each other. The purchase has allowed Anthony to transform what many would have called a rogue trader into a legitimate business and has secured the future of its experienced and hard working staff.

number of the staff were not on PAYE. Something had to give and we were delighted to have been able to take this unfair competition out of the market." This, coupled with an extensive storage business made the new acquisition an attractive proposition.

"The branding is strong," explained William, "and has the potential for franchising south of the river and other parts of London."

Immediately after acquisition, Anthony weeded out all the unsuitable and worn out vehicles, keeping only those in the best condition. He also took on every member of staff that was working legally. Until new vehicles can be bought he has augmented the fleet by hiring. The old Aussie Man and Van had about 100, 35cwt vans on the road, that is now down to around 20 with plans to increase the fleet up to 35 by the end of 2012.

The plan is to continue to run



● Tom Stevens (centre) accompanied by one unidentified man and one unidentified horse.

Tom Stevens, setting out

This photograph was sent into Pickfords by Joanne Cockram of Burnham on Sea. Joanne is interested in family history and was trying to establish when it was taken and maybe identify the people.

Through discussions with Pickfords, and by a process of elimination, Joanne is pretty convinced that the little boy is her great grandfather, Tom Stevens. Tom was born in 1890 so we reckon this photo was taken between 1903 and 1905 when he would have been around 14, just right for setting out into the world of work.

Little would that innocent face have known what was just around the corner: although Tom, like most of his generation, fought in the Great War, unlike many he survived and had two children. He died in 1976 and was recorded then to be a millwright.

The photo was taken, probably, in Birmingham, as that was where Tom lived. It's interesting to note that even that far back, the moving industry was providing 'free estimates'. It seems as though it was always thus.

The man is so far unidentified ... as is the horse.

Dan Start, setting out

Another young mover, just setting off on his journey through the world of work is Dan Start, son of Russell Start, Pickfords' Managing Director. His interview with Editor Steve Jordan is on page 32.



TheMover

The Mover wants your archive pictures and stories. Send your submissions to David Jordan, david@themover.co.uk.

TECHNOLOGY: BIO-DME



● A BioDME Volvo FH test vehicle.

What is Bio-DME?

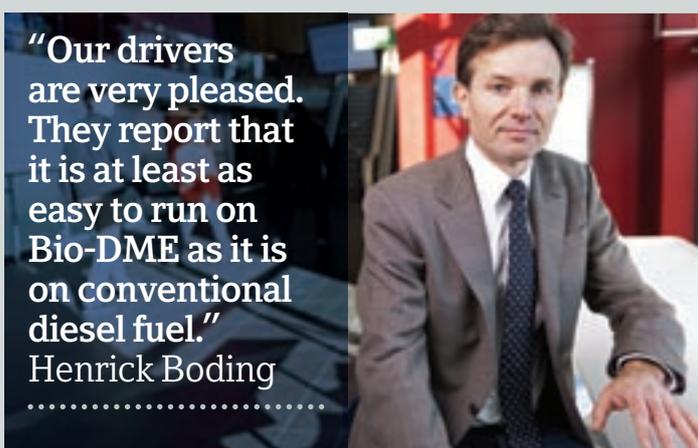
Di methylether (DME) is a non toxic gas that liquefies at about 5 bar. It is simple to handle, similar to handling propane. DME can be produced from natural gas and also from various types of biomass. When it is produced from biomass, it is known as Bio-DME. It has similar properties as LPG. It is an ideal fuel for the highly efficient diesel processes providing ultra-low exhaust emissions and reduced noise levels.

Promising future for Bio-DME as a vehicle fuel

A two-year project to show the practicality of Bio-DME as a vehicle fuel has shown that the gas has the potential to reduce CO₂ emissions by 95%.

The project is being run by Bio-DME producer Chemrec, fuel distributor Preem and Volvo. Ten Volvo Bio-DME trucks have now been in regular operation since last autumn and halfway through the project, the results surpass expectations. A short while ago the first of the ten trucks broke through the 100,000 kilometre barrier. All told, the trucks have covered 400,000 kilometres.

"This is the first time Bio-DME is being used as a vehicle fuel on a large scale and following the first evaluation of the field test we can see that the Bio-DME trucks function very well on the road, way exceeding our expectations," said Per Salomonsson, Project Manager Alternative Fuels at Volvo. "The technology is reliable and the entire process is characterised by energy-efficiency, from production and distribution all the way to the vehicles themselves," PostNord and DHL are two of the haulage firms that are participating in the project. Both aim to drastically cut their CO₂ emissions by 2020 and for both these companies participation in



"Our drivers are very pleased. They report that it is at least as easy to run on Bio-DME as it is on conventional diesel fuel."
Henrick Boding

the field test was a natural move. "Our drivers are very pleased. They report that it is at least as easy to run on Bio-DME as it is on conventional diesel fuel. This is an entirely new technology but we have nevertheless experienced very few technical problems and, what is more, the trucks run much more quietly with Bio-DME in the tank," said Henrik Boding, Environmental Affairs Manager for the Logistics business area at PostNord.

"Since 98% of our carbon dioxide

emissions come from truck transport, we see considerable potential in the excellent carbon dioxide efficiency of Bio-DME," said Ulf Hammarberg, Manager Environmental Affairs, DHL.

The biofuel in this project is made from black liquor, a by-product of pulp production, at the Chemrec gasification plant in Piteå. The production system works smoothly and the possibility of delivering the fuel on a large scale depends to a considerable extent on the incentives available for renewable fuels.

"Bio-DME can also be made from other renewable raw materials and we feel this is a vehicle fuel with a great future. We've developed technology that makes it possible to use the fuel in commercial operations. The biggest challenge in the future is to establish a market and an infrastructure for a new vehicle fuel and this requires investment. Here society's decision-makers play an important role in creating the essential preconditions by taking long-term decisions and developing incentives," said Per Salomonsson.

The field test will continue until the end of the year, followed by an evaluation to chart the viability of a future market for Bio-DME. When used as a fuel in a diesel engine, Bio-DME gives an equally high efficiency rating and a lower noise level compared with a conventional engine. Compared with diesel, Bio-DME generates an impressive 95% lower carbon dioxide emission. What is more, its combustion produces very low emissions of particles and nitrogen oxides. All told, this makes Bio-DME an ideal fuel for diesel engines.



Dumping the furniture

East Riding of Yorkshire graphic designers, Colin Wilson and Graham Jenkinson, spent five long years restoring a two hundred year old 'Priest's House' in the mediaeval village of Sos del Rey Católico in northern Aragón.

Everything went to plan (even conversing with constructors and architects) until the boys needed furniture and equipment transferring from Yorkshire to the casa. Britannia came to the rescue.

Sos del Rey is the birthplace of Ferdinand, who later married Isabel and united all of Spain, their daughter, Kathryn famously married our own King Henry VIII and escaped the axe. Consequently, Sos is a place of pilgrimage and the stone architecture pretty much resembles the village at the time of his birth.

Being romantic about a place is all very well until it comes to transporting heavy

Mexican furniture through the narrow streets of a pueblo – cars can only get to eight hundred metres of the casa which is at the top of the hill!

After frantic conversations with local friends and a builder, it was agreed that the team would utilise a dumper truck, perfectly lined with padding, to transport the chattels to their final resting place.

The Britannia team coped extremely well with the problem from start to finish, using a smaller van to help negotiate the narrow streets. Colin and Graham said that the most memorable sight was the liveried truck turning into the mountain approach to the village.

Vertrauen Sie den Experten





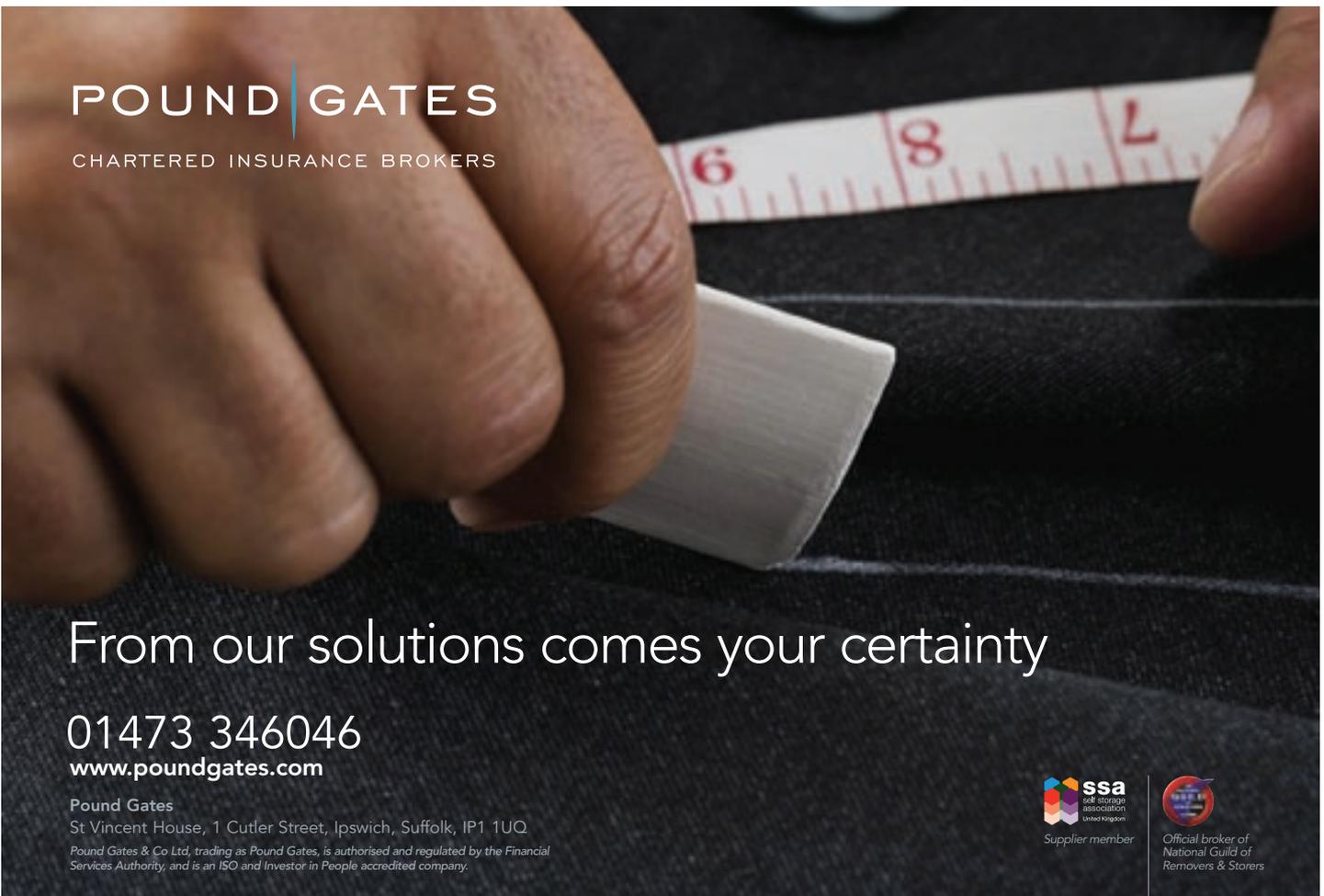
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INSIGHT: INTERNET REVIEWS

Feedback, reviews, testimonials – what's the deal?

Do you believe online reviews or do you have a sneaky suspicion that someone has given them a helping hand? Do you want your customers to see the good, the bad and the ugly? By Rosemary Rogers of Reallymoving.com.

A recent survey by social commerce company Reevo found that 68% of consumers trust reviews more when they see both good and bad scores, while 30% of users suspect censorship or faked reviews when they don't see anything negative at all.

That's a tricky statistic to swallow when it's your own business that's at stake.

In the last century a set of photocopied and laminated hand written letters was all that you needed to show potential clients. There was no question that your customers should ever get a whiff of any bad feedback on your company unless it was by word of mouth. Nowadays there is a plethora of review sites, all offering differing levels of validation criteria and all found in different ways when searching online.

Review sites can be a minefield, and I think it's safe to say that one of the world's largest review sites - Trip Advisor - is reviled and respected in equal proportions. This site has come under fire for allowing damning reviews to be written and many hotels rue the day they ever got a mention on the website. The Advertising Standards Authority (ASA) has recently forced Trip Advisor to stop claiming the reviews they publish are

"trusted." Trip Advisor responded robustly to the ASA stating that reviewers are asked to sign a declaration that their review is 'genuine and honest'.

It is a well-known fact that customers will tell, on average, twice as many people about bad service than they will about good service. Having the Internet at their fingertips makes publishing bad feedback even easier and more tempting if you really believe you have been 'wronged'.

There are several websites that review removals firms. Some have star ratings that are now picked up by Google in searches, so the user can see the customer feedback instantly before they've even clicked through. This can be fantastic if you have a shiny five star rating. We know of many removals firms who convert jobs on the strength of their sizeable excellent feedback listings which can open doors that may have been shut before online feedback became so influential.

However, some review sites allow anybody to log on and add a review, whilst others are more stringent. As a removals firm, you will need to decide how to deal with these different styles of feedback websites. Remember that customers are also increasingly aware of how to 'read' a reviews website and they will also

place greater importance on well moderated review sites.

Needless to say, any questionable feedback that you receive needs to be investigated internally so you can continue to build on and improve the service you are offering. We believe it is important that review websites allow a window of time for you to conduct an investigation before the feedback is published. This should provide you with the time to look into any complaint privately, deal with the customer privately and compose an appropriate public response if necessary.

The way in which you deal with negative reviews is another chance to show off your professionalism to potential customers. Replying with a kind and well-reasoned response ending with a positive suggested outcome can help the reader to feel confident to trust your company in the unlikely event that something does go wrong

To summarise, here is a list of top tips in dealing with online reviews and feedback:

- 1 Set up a Google alert so that you are automatically sent an e-mail if your company name appears anywhere on any website.
- 2 Remember that you do not need to suffer any review that is legally contentious, defamatory or breaches privacy. If any of these are included in a review, ask to have it removed immediately. The longer you wait, the more potential customers you lose.
- 3 If you decide to sign up to an independent online review site, ensure it has a 'right to reply' facility.
- 4 Have a look at some of the reviews sites. If you see a firm that has a bulge of reviews in a short space of time, you can guess that the owner of that business e-mailed all their mates for reviews, rather than the steady stream of genuine customers.
- 5 Do you know whether each review is manually reviewed prior

to publication? This can help to filter false reviews before they reach publication.

6 Reply to any questionable feedback via the reviews site. Show that you are reasonable, list what reparations you can offer and explain why there may have been an issue. Refer the reader to the other excellent feedback you have received.

7 Select a review site that has neat, easy to complete review services. Your customers are unlikely to spend more than five minutes clicking and completing forms online unless they have a grudge, which is not the type of review you want to encourage.

8 If you are lucky enough to have a set of good online reviews, USE THEM! Include a link to your feedback in the footer of all your e-mails – set this up as part of your company signatory.

9 Link from your website back to your specific reviews page, not the home page of the reviews site.

10 Tweet your good reviews via Twitter.com, add them to your Facebook account, Like them on Google+. Spread the love!

11 Remember to create plenty of opportunity for your customers to leave feedback. E-mail them a nice message after their move with the correct link, or leave a postcard at their new home with the correct website address.

REVIEWS SITES

Here is a short list of some of the better reviews sites. Some will charge for the service, some won't:

- ◆ Feefo.com
- ◆ Freeindex.co.uk
- ◆ Reallymoving.com
- ◆ Checktrade.com
- ◆ Qype.co.uk
- ◆ Referenceline.com

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NEWS: ON THE ROAD

DAF Advanced Transport Efficiency

DAF launched its Advanced Transport Efficiency (ATE) programme in the summer of 2011 with the introduction of a large number of enhancements to the 12.9-litre PACCAR MX engine for increased fuel performance.



● Three new DAF ATe Edition models. Below: the cab interior.

Enhancements include: new pistons, optimised fuel injection and a unique, fully encapsulated exhaust manifold unit, ensuring 3% lower fuel consumption and lower CO₂ emissions. The CF85 and XF105 ATe Edition models are equipped with a complete set of side skirts, roof spoilers and side fenders, tyres with a low rolling resistance and adaptive cruise control. An AS Tronic automated gearbox with a shifting strategy fully optimised for fuel consumption is fitted as standard, which only

allows the driver to change gear himself when manoeuvring or using the PACCAR engine brake. DAF also provides EcoDrive driver training to help reduce fuel consumption further.



Intelligent lights cut congestion

London Mayor Boris Johnson and Transport for London (TfL) recently announced progress in cutting delays on the Capital's roads thanks to a sophisticated programme of works to make traffic signals more efficient and adaptive to traffic flows. More than 40% of traffic signals across London now 'self regulate', cutting disruption by up to nearly 20% at upgraded junctions.

TfL has been introducing innovative technology known as Split Cycle Offset Optimisation Technique (SCOOT). This allows traffic signals to detect vehicles passing along a road and work together to amend their signal timings on a second by second basis to adjust traffic flows accordingly through an area, making journeys more reliable.

Around 40% of the Capital's 6,000 traffic signals now use SCOOT and work continues apace to have half of London's traffic signals running with the system by spring 2014.



VOSA makes changes to OCRS

VOSA introduced a series of changes to the OCRS (Operator Compliance Risk Score) from 30 April to make the system more accurate, more robust and more flexible.

Predictive scoring

VOSA has replaced predictive scores with a zero score – a 'grey fleet' marking. This will show that VOSA has no data with which to rate that operator's risk of non-compliance. VOSA staff will be asked to target grey fleet vehicles immediately after 'red' rated vehicles to reduce the number of 'unknowns' in the system.

Available data

To make the OCRS more robust, VOSA will move from a rolling two-year dataset that calculates OCRS from the end of the previous month, to a rolling three-year dataset, that will start from May 2009 and will calculate the OCRS from the end of the previous week.

Weighting by age

All points are now weighted by age. As defects/offences slip into the past, their weighting will reduce and the operator's score will become greener.

Points system

Point allocation for traffic offences will be moved to the same system as

for mechanical defects, graduated based on the severity of the offence. A set number of points will be allocated based on the seriousness of the defect or offence.

Red shift

However, some events will trigger an operator to red whatever their baseline score. Some of the most serious infringements will result in a red status for a six month period, after which the operator will revert to the status merited by their baseline score.

Fixed RAG bands

VOSA is also looking to move to a system where operators are rated as Red, Amber or Green depending on their baseline score – rather than continuing with a fixed percentage of operators in each band.

This means that operators will only move between the bands as a result of a vehicle inspection or because of a weighting factor.

VOSA e-mails out regular updates to keep customers informed of changes to regulations and enforcement policy via VOSA Direct. Subscription is free and simple – just enter your e-mail address in the VOSA Direct box at www.dft.gov.uk/vosa.

More information on the new system can be found at www.vosa.gov.uk/ocrs-faqs.

Weight restrictions in both directions on M4 in London

The Highways Agency has introduced a weight restriction on the M4 in west London; between junctions 1-3 westbound and junctions 3-2 eastbound. These restrictions will remain in place until further notice.

Vehicles weighing more than 17 tonnes will be directed to follow a signed diversion route between these junctions via the A312 and the A4. The restriction is a precautionary measure

after a scheduled inspection on the Boston Manor viaduct, just west of junction 2, identified a possible need for maintenance work.

The restriction is not expected to increase journey times on the M4. Drivers on the A4 and the A312 are advised to keep up to date with traffic conditions and allow extra time for their journeys if necessary.

For live traffic information visit www.highways.gov.uk/traffic.



Renault Trucks launches PARTS4U

Renault Trucks has launched Renault Trucks PARTS4U, a parts discount programme available to all operators.

Members receive a booklet of 25 vouchers for exclusive offers and promotions, three times a year. For example until the end of April members were entitled to £200 off any spend of over £1,000 on Premium DXi Approved parts, £100 off a fog lamp kit, a £15 reduction on brake pads plus a whole host of other savings.

James Lister, Customer Service Marketing and Administration

Manager, Renault Trucks UK said: "The club rewards customers for their loyalty, offering them discounts as well as excellent service to help grow their business."

Membership cards and voucher booklets containing the latest savings can be used at any UK Renault Trucks authorised dealership.

To join visit www.renault-trucks.co.uk/parts4u-application.



● www.renault-trucks.co.uk/parts4u-application.

New campaign urges drivers to think biker

A £1.2 million THINK! campaign urging drivers to see the person behind the motorcycle helmet has been launched by Road Safety Minister Mike Penning.

The TV adverts show bikers with flashing neon signs attached to their bikes. The signs show the rider's name and information about them such as 'shy retiring type' or 'new dad'. The voiceover at the end asks drivers to look out for motorcyclists next time they are out driving.

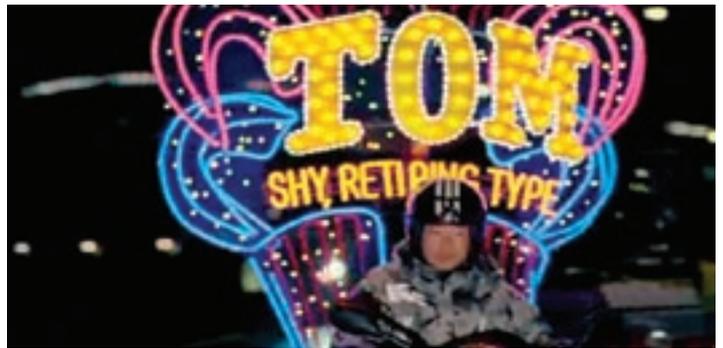
Research for the new 'Named Riders' campaign showed that drivers are more likely to notice motorcyclists on the roads if they know a biker themselves. The adverts put motorcyclists at the centre of the campaign in a bid to tackle the huge over-representation of motorcyclists in road casualty figures. Despite only accounting for 1% of traffic, motorcyclists make up 22% of deaths on Britain's roads.

Mike Penning said: "As a biker myself I know how great motorcycling can be but as Road Safety Minister I know that the statistics show bikers are tragically over-represented in road casualties and I want to see this number come down."

He concluded: "The campaign aims to get drivers to think again about how they look at bikers when they're out on the road. I hope this will help to reduce the number of bikers killed and injured in crashes with cars."

The new 'Named Riders' TV campaign started on Friday 2 March with radio and petrol station advertising running from Saturday 10 March.

Watch the advert on YouTube: search for 'Think Biker TV commercial'.



● Two of the 'Named Riders' featured in the 'Think Biker' TV advertisement.

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FEATURE: HAND-HELD DEVICES

Hand-held survey tools

It seems that moving companies are abandoning the old fashioned paper pad and biro in droves in favour of more digitally efficient means of collecting information. But are they all they are cracked up to be?



If you are using survey software, you need some sort of hand-held device to gather the information. For the purists (or is that the Luddites?) a paper pad is by far the best way. It's easy to use and allows the surveyor to maintain eye contact and a conversation with the customer, rather than scrolling through digital menus searching for the right icon. Yes it does mean that someone back at the office has to input the information into the back office system but that's a small price to pay by comparison to learning new ways.

For others a hand-held device is either a logical business decision or, in the case of some large contracts, such as the MOD, an essential requirement.

Which one to choose is largely a matter of personal choice. The only primary requirement is to ensure that the device is capable of running the necessary platform required by your software provider. Colin Wynn from Administer Software explained that his software runs on Windows (XP Tablet, Vista or 7), but it does not run on any Android or Apple device. Apart from that, he has no opinion as to which works best. "Some say they want small devices, so we used to sell devices with 7" screens but most moan that the screen resolution is too small. We've recently sold devices with 10" screens and these seem to be well received. Some of our clients use A4 slate tablets but others moan that they are uncomfortable to hold and can be heavy, as well as hot under lots of usage." It really is just a matter of choice.

Colin also explained that users need to choose between a touch screen or one operated with a stylus. "Stylus is great, but if lost the device becomes practically unusable until you've a replacement. Touch screen is great, and can work with a stylus, but some moan that every part of the screen is touch sensitive, so laying your hand over it to click on something on the left for example often means that the rest of your hand has clicked on something else." It's probably best to have a go with someone else's before making a decision.

From a user's point of view, Andy Shotbolt from Britannia Reeves, prefers

the larger tablet device. He uses the hand-held for all his military and international surveys and is phasing it in for domestic moves too. "It is particularly useful for part loads where not everything in the house is going," he explained. "We can give the customer an inventory during the survey and get them to sign it off before we leave. That way there is no confusion about what's going and what is not."

Some who have not tried using a hand-held believe it to be slower and more

"Some say they want small devices, so we used to sell devices with 7" screens but most moan that the screen resolution is too small. We've recently sold devices with 10" screens and these seem to be well received." Colin Wynn

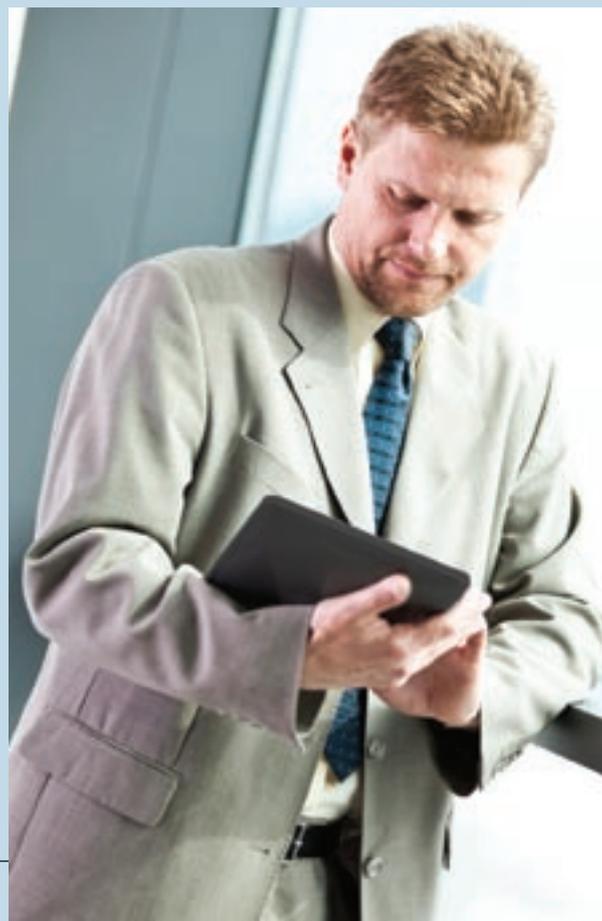
difficult to use. "But it's a question of changing attitudes. After a bit of practice it's just as quick and you get much more comprehensive information." He did say, however, that it is important to make sure the software you use is sufficiently flexible to accept adjustments in descriptions or volume quickly and easily. Anyone who has been on the road for more than a few weeks will know that there is no such thing as a 'standard' anything.

Maria Russell from Britannia Lanes in Bridgewater has used hand-held devices for years. Like Andy she started using them for military contracts but now uses them for everything. "We wouldn't be without them. The survey takes a little longer but it saves time overall. It also forces you to list everything rather than just putting something down as 'misc'. You end up with a more comprehensive inventory." She did say, however, that the accuracy of the information and the assessed cube does depend on entering the details correctly. "It's the old story, Garbage In – Garbage Out."

"We wouldn't be without them. The survey takes a little longer but it saves time overall." Maria Russell

Andy Wade from F&N in Grantham feels the same. He uses hand-holds for all international, European and military moves but not for domestic work. He feels that an experienced surveyor can do a domestic survey just as well. He has chosen both Moveman and Techmate software, depending on the job. "It's more accurate than doing it on paper," he said, "and it gives us a slick, professional image." Andy's sales people go as far as talking a small printer with them and printing out the inventory for the customer before leaving the house.

Nobody questioned had anything bad to say about hand-holds that was not refuted by those in the know. It just seems that it takes a while to get used to doing things differently. That's when the technology really begins to pay off.





Left: Tom Thiselton, Sales Executive with Destiny Plc at the recent workshop.

Back to paper? Not quite!

The most natural way in which we all record our thoughts and notes is with a pen and paper. But in this digital age we need more. Today we have to record digitally, upload immediately, avoid duplication and eliminate potential human error. The old biro no longer cuts the mustard ... or does it?

Administer Software has recently partnered with Destiny Plc, experts in digital communication technology, to provide a system of collecting electronic data just by using a pen. It appears to provide users with the best of both worlds: the flexibility and convenience of using a pen and paper, with automatic data capture.

On 21 February, Colin Wynn from Administer Software hosted a workshop presented by Tom Thiselton, Sales Executive with Destiny Plc at which current users of Administer Software could explore the opportunities for the technology.

Tom explained that the technology uses a digital pen and paper that is printed with a unique dot pattern. The dot pattern allows the pen to 'know' where it is on the paper and, therefore, which field it's completing. When the form is complete, the pen pairs with most mobile phones* to send the information back to the office immediately. There is no delay, no opportunity for documents to be lost or damaged, and no chance that information

"Each pen has a unique identity so can be attributed to a particular person or vehicle. It recognises where it is on the piece of paper, but that's all. The data is completely safe as it is meaningless without the unique dot pattern that goes with it." Tom Thistleton

will be transcribed inaccurately. The system is ideal for inventories, crew sheets, delivery notes and survey sheets. It could also have applications in the warehouse for recording container positions.

"Each pen has a unique identity so can be attributed to a particular person or vehicle," he said. "It recognises where it is on the piece of paper, but that's all. The data is completely safe as it is meaningless without the unique dot pattern that goes with it."

The system uses a sophisticated handwriting recognition system so that all but the most illegible handwriting can

be accurately deciphered by the software. It has the ability to see how a sentence is written to establish individual words or letters making it much more accurate than Optical Character Recognition that looks at each character individually. When the information is transmitted back to the office it can be sent direct to the back office system or via a verification process to eliminate any errors in transcription. "The system also knows what each field is supposed to contain," explained Tom. "So, for example, it would never mistake a '5' for an 'S' in a date field."

The technology is not new. Tom explained that there were already 6,000 pens in use within the NHS, for example, and Pickfords have been using the system for almost two years. Administer Software, however, wishes to bring this technology to smaller companies by providing an interface to its own system and amortising some of the development costs to make it more affordable.

The pens represent a significant cost for smaller movers but it is designing the forms that costs the real money. Whether the technology can be adopted by the wider moving industry will depend on whether companies are willing to co-operate by using universal forms rather than insisting on designing their own. If a set of industry-standard forms, identical apart from each individual company's branding, could be agreed, then the system would be well on the way to gaining general appeal. Administer Software is looking for at least ten companies to come together to use each form.

Participants at the meeting voiced a number of concerns. In particular people were concerned about the possibility of people losing the pens as, they said, they already had a problem with mobile phones. However none of the objections were show stoppers and the attendees identified many advantages of the technology including: improved paper trail for documentation; speed and prevention of documentation loss; saving on surveyors' time; time saved avoiding manual data entry of survey, job and inventories; clients receiving quotations quicker; and more accurate volumes.

In a survey after the meeting, inventories, surveys, waybills, and crewsheets were identified as the forms most likely to benefit from development for use with a digital pen.

Administer Software is currently working closely with its existing users and Destiny Plc to establish the best way of taking the project forward.

* The digital pens will not pair with an iPhone as Apple blocks the sending of data through Bluetooth.

FEATURE: HAND-HELD DEVICES



iPhone app for inventories

Until now, making effective inventories has relied on expensive hardware and software. Inventory Photos for the iPhone allows anyone to take time and date stamped, geo-tagged and watermarked image inventories.

Developed by professional insurance claim handlers, Inventory Photos is an intuitive visual inventory app allowing both service providers and clients within the rental and global removals industries to swiftly and accurately log faults and damages, along with all stock and possessions. Based around a series of intuitive icons, the user simply selects the most relevant icon to take high definition images. Once a title and description is added, the time and date-stamped images can be uploaded to a secure server, along with geo-tagged location information for retrieval in the event of any claim or disagreement. Watermarked, the images are also tamperproof for increased credibility.

Removal, rental and storage companies now have the ability to log identified damages at their origin, saving time and effort and avoiding any potential misunderstandings from the outset. In addition, the app provides clear savings on insurance premiums with the reductions in claims that it can bring. This is not to

mention potential claim reductions from all parties witnessing insurers and handlers publicly making the inventory using their iPhones. This conspicuous usage reinforces that a reliable inventory is being compiled, something that will reduce the probability of false claims and disagreements arising.

Paul Baker, Director of Baker and Co, commented on his company's motives behind developing Inventory Photos: "We've seen time and time again the barriers to making reliable and thorough inventories, from language and IT restraints, through to time and expense. The iPhone allows for a solution to these limitations, enabling people of all competency levels to accurately and effortlessly log damages and possessions of all types with the simple click of a button."

Users can purchase the app to store images locally on their iPhone or opt to upload and store on a secure server. In this case, in addition to time and date stamping, images will be geo-tagged with GPS location, available to access at a later date. For a limited period of time, the app and this service is free of charge.

Inventory Photos

Inventory Photos simply features a small set of icons as follows:

House Icon:

Capture geo-tagged images of belongings prior to collection to highlight condition.

Car, Motorcycle and Boat Icons

Designed with prompts to the user to take pictures of specific areas, e.g. door, wheels, interior. Ideal for parking, storage and leasing scenarios.

Jewellery Icon:

Capture and store images of valuables to make available to insurers as proof of ownership in the event of a claim.

Warehouse/Office Icon:

Create a simple survey of an office or commercial premises. Video capture planned.

Packing Crate/Carton Icon:

Photograph cartons and crates prior to collection to demonstrate correct construction and loading.

For Rent Icon:

Register the exact condition of a property prior to rent/lease. Provides invaluable photographic evidence to both tenants and landlords in the event of a dispute regarding dilapidations.



Removal, rental and storage companies now have the ability to log identified damages at their origin, saving time and effort and avoiding any potential misunderstandings from the outset.

Already accumulating satisfied users, Baker and Co plans to add further features to Inventory Photos, including video and the ability to map the movement of possessions. Although ideal for rental and removal markets, the app is also geared towards creating inventories of property and most business and household possessions.

Inventory Photos app for iPhone can be downloaded at: <http://itunes.apple.com/gb/app/inventory-photos>.

MoveMan Mobile and the rugged option

MoveMan Mobile is software designed to help surveyors produce electronic surveys of customers' property.



Left: Motion Computing's CL900 rugged Tablet PC.

durable and rugged for use with its MoveMan Mobile software. Phones or iPads can easily be damaged if dropped. To prevent the problem Moveman has partnered with Motion Computing for over six years. Motion Computing is a specialist Tablet PC manufacturer and only make devices for the field worker. All its hardware conforms to drop test standards and is dirt and dust resistance. The company's current offering, the CL900, provides a rugged machine resistant to a 4ft drop onto concrete from any angle and

MoveMan claims that its mobile software was the first of its kind in the UK and has been developed to become the complete package for surveyors: it automatically cubes contents including ad hoc items, records damaged or high volume items and collects electronic signatures providing a fall back position if there is a dispute over the content to be moved or any damage sustained.

MoveMan operates solely on Windows devices so operators need little extra training as the platform is familiar to most people. Windows Tablet PCs enable the

user to collect images of items, premises or access with notes written directly on the image so that this information can be passed easily to the crew without having to spend too much time collating information. It is also a laptop replacement allowing it to be plugged into a screen and used as a laptop in the office, without the need to switch between what's used on a survey and the office machine.

Rugged hardware

The choice of hardware is often based on fashion rather than practicality. However, MoveMan promotes hardware that is

MoveMan operates solely on Windows devices so operators need little extra training as the platform is familiar to most people.

a gorilla glass screen four times more resistant than that of retail-based tablets.

Whilst the price is an immediate factor in any purchase, Moveman has found that the total cost of ownership, when everything is considered, makes the rugged option the best buy.

Information supplied by Chris Elson of Enhanced Operating Systems.



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Mobility industry – the thermometer of the global economy

If confidence is the key to a strong global economy, the debt crisis in the Eurozone has imposed a deep sense of self-doubt in markets throughout the world. The mobility industry is a clear thermometer for what happens within the global economy: when the multi-nationals sneeze, relocation providers get the flu. By Dominic Tidey.

With the recent second bailout for Greece and the announcement of euro 530 billion of cheap loans to 800 banks across the EU, we all hope to see growth kick start again across the continent.

Jacqueline Biersma, Relocation Director for TEAM Relocations agrees that the mobility industry is amongst the first to be at the receiving end of corporate change. "By tradition, our industry is one of the first to be hit when economies slow down," she said. As the traditional mobile workforce is more expensive than employees recruited locally, programmes may be temporarily stopped, and across Europe companies are acting with caution.

Greece has so far been the most wounded casualty in the debt crisis and the lack of confidence that markets have in its ability to service its debt is leading to profound social and political change and this is having a big impact on mobility.

"The relocation industry in Greece has been affected by the general economic crisis for two years now, but it is in the last few months that Greece has experienced the roughest time we have seen in decades and our everyday lives have changed," said Maria Christina Kouris, CEO for Corporate Relocations in Greece.

Other factors will impact on Greece's immediate future and its relocation industry. The privatisation of large state-owned enterprises and land will bring in foreign capital and investment and already mostly Russian capital has begun to flow in

"By tradition, our industry is one of the first to be hit when economies slow down..."

Jacqueline Biersma

to take over failing private companies, factories and touristic land developments.

Spain is also undergoing a profound change to its social and economic infrastructure.

"Spain is currently going through one of the bigger crises of its history with an unemployment rate of over 20%," said Susana Bourne, Managing Director of Antares Relocation in Spain.

A new government was elected last November and has started to implement new reforms, much anticipated by the Spanish people. Historically there were few companies investing overseas, which is a big change. "It seems that many more are doing so now and therefore there has been a shift from incoming multinational expatriates to outbound Spanish professionals," explained Susana.

A change in assignment structure is one of the major changes that the relocation companies are seeing first hand. "Multi-nationals and expatriates are a part of Greece's economy and have been very affected by the current crisis," said Maria. The support for assignees'

relocation and assignment durations has been reduced and companies are not re-filling those expat positions. "Over the next two years we expect a further decrease in relocations within existing multi-nationals," Maria concluded.

Susana Bourne also confirmed that the issues facing the Spanish economy are translating into big changes in assignment types. It has been noticeable that the relocation packages for international companies bringing people into Spain have been reduced to just covering basic local registrations. "Bringing nannies over, for example is now almost impossible," she said.

Ireland was the first nation in the Eurozone to get into a debt repayment crisis and provides an interesting model for countries that may be going through this at present. Now a year or more after the Irish bailout, the austerity measures imposed seem to be having an effect and the outlook is more positive.

Germany remains the strongest economy in Europe and we have all watched as the debt crisis unfolded for Ireland, Greece, Spain and Portugal, economic recovery has hung on the willingness of the German government to continue to prop up the euro. The German economy is functioning well but the European debt situation is still on its impact. "Indicators for the immediate future of the German economy are contradictory," said Helmut Berg, CEO of RSB Deutschland. "What is certain to me," said Helmut, "is that this crisis will not take months to be solved –

"Over the next two years we expect a further decrease in relocations within existing multi-nationals..."

Maria Christina Kouris

it will take at least five to eight years for the financial system to re-align itself, but we all hope that that painful adjustment maps out a far better way forward for both global markets and national economies."

Innovation in service changes for clients seems to be the key to gaining business.

Portugal has been struggling for some time and although bailouts have hopefully begun to increase confidence and stability, the impact on the mobile workforce has been profound. "We are adapting our portfolio to the market," said Portuguese Isabel Cudell, Managing Director of Moving On, based in Lisbon. "Our service globalisation has to follow the country's economic development, which in our case is going to natural markets in the African Portuguese speaking countries of Angola, Cape Verde and Mozambique."

Mima Hiller is the founder and CEO of TTH Relocation and has tailored her company's services to meet the changing demands of her clients. "At TTH we have a very



broad range of clients with diverging service needs," said Mima. "What I am seeing with our clients is a difference in the type of expats coming into the UK and our successes over the past three years are due to our ability to tailor our services to their changing needs."

The same factors have encouraged Chris Winning, CEO of Corporate Care based in Cork, to look at the development of her company in the light of new service requirements. "The mood in the relocation industry in Ireland is very positive, but only for those who have listened to their clients and changed their service offerings to match the clients' new needs." There has been a big change away from the typical 'ex-pat family' to more short-term assignments (one to six months) for single individuals or to childless couples.

All countries have tightened their immigration rules to protect domestic jobs, but in most cases these rules, aimed at the blue collar service and administrative posts, are not the ones being filled by the globally mobile workforce and this is a great source of frustration for relocation companies and corporates alike.

"We see inadequate and inaccurate laws being passed to attract French voters," said Nathalie Gazal, the CEO of Expat Relocation France and on the Board of the National Mobility Association of

Dominic Tidey

Dominic is the Operations Manager for EuRA, the European Relocation Association, who have 375 member companies in 56 countries offering professional relocation support to corporate clients.



the SNPRM. She is seeing big changes in corporate mobility and believes that diversification is the key to the future.

There is a great deal of uncertainty about how the future of the Eurozone will play out, but in terms of mobility the issues seem to be about easing restrictions and cutting costs. So although there are no answers as yet, only trends, we can see that quality and talent retention coupled with diversification to meet client needs, will become the driving forces behind the future of international assignments.

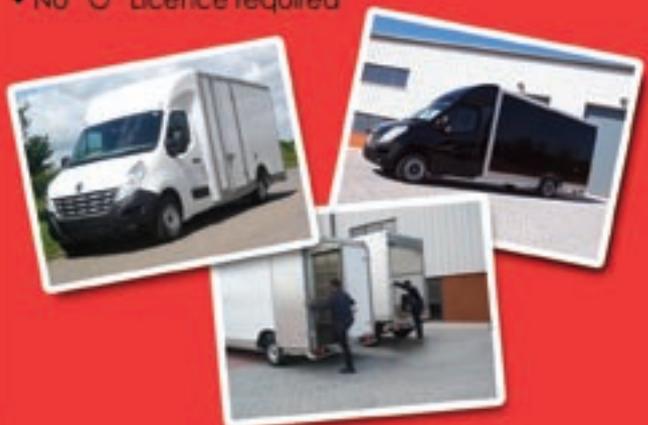
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One day at a time for Dan

A chat with Dan Start, Trainee Manager for Pickfords. By Steve Jordan

Joining the removals industry was not top of Dan Start's wish list when he was growing up. But having his dad, Russell, as the boss of the UK's largest moving company does, perhaps, make it more likely, if not inevitable that it would feature somewhere.

It had always been sport for Dan: basketball, cricket, golf, football ... anything really. Not being blessed with a natural talent as a player he set his focus on sports therapy.

"Gary Lewin was my idol," he told me, as if I should have the faintest idea who Mr. Lewin is. Turns out he's the Arsenal and England physio and young Dan was aiming high.

But it didn't turn out that way. After completing his A-Levels, university was the obvious next step. "But I saw some of my friends leaving Loughborough with degrees in sports science and still being unable to get a job. I decided to set some more realistic and achievable goals."

Dan had done a little holiday work for TEAM when he was 16, which he hadn't enjoyed much. But despite that, he thought he'd give the moving game another try. In June of last year, after some initial training at Pickfords in Milton Keynes, he started working at the company's Cambridge depot as a move co-ordinator.

"I was thrown in at the deep end a bit, but I guess that's the best way to learn. It was a small branch so I was able to have a go at every part of the business. Everyone had to

"I was thrown in at the deep end a bit, but I guess that's the best way to learn. It was a small branch so I was able to have a go at every part of the business. Everyone had to pitch in."

Dan Start

pitch in." The depot was handling two or three moves a day and Dan was the first point of contact for the customers and held their hand right through to the end.

After a short stop back at Milton Keynes to learn a little about the operational side and a few weeks covering in Norwich, Dan, now 19, found himself at the new Barking office, run by Branch Manager Stuart Hulbert. His job was to work with colleague Paul Mordey to run the company's new contract with Camden Council. It's not an easy job from anyone's point of view. The customers are all council tenants and many are in the process of being evicted. Dan said, "The jobs came in thick and fast and we had to do them within 48 hours. The packers did a fabulous job. They might have complained to us when they got back but when they were with the customers they just got on with it."

Dan's initial impression of the moving industry was that it was much bigger than he had expected. "I didn't expect there to be so many

companies involved," he admitted. "Nor did I have any idea of the amount of detail you have to deal with. One small mistake can ruin the whole day."

Of course it's impossible for Dan to get away from the fact that he is the boss's son. "I know that I have been lucky to get this opportunity and I am determined to work hard to prove myself. I suppose some people will think that I am too young but I want to prove that I am prepared to learn every bit of the business from the ground up."

As well as being prepared to work hard, Dan is also ambitious. One day he would like to run his own depot and, perhaps, get the chance to travel. "I'd really like to go to New York," he said. "It's the business capital of the world." He's also pretty keen on checking out a few American football games too it appears.

But for now, he's just concentrating on learning the ropes and doing the best job he can. "I'll take it one day at a time," he said. Now there's the sportsman coming out in him!

Pickfords Apprenticeships

Pickfords has always been known in the moving industry as a company that provides excellent training facilities. As part of this it is supporting the development of new talent with its apprenticeship scheme.

The scheme is a work-based training programme for young people aged between 16 and 24. Apprenticeships are paid jobs which offer the chance to learn and gain nationally recognised qualifications whilst earning a wage.

An apprenticeship is approximately 9-12 months involving about five hours per week for study - some done at work and some at home. The company says that it is currently supporting apprenticeships within the business areas of customer service, business and administration, and distribution and warehousing.

Apprentices are placed in a suitable department relevant to the NVQ (National Vocational Qualification, a nationally recognised, work-based qualification) they are working towards. When the period of the apprenticeship is complete the NVQ they have gained can then lead them on, if they wish, to further training at the next NVQ level. They can then go on, if they wish, to a higher education course such as a Foundation Degree.

Apprentices are paid directly through the payroll, at an agreed rate, the same as any other employee. Since the scheme started in 2012, Pickfords has taken on four apprentices.





What petrol stations are to supermarkets, self-storage is to a remover

Hang on, how does that work?

Supermarkets and petrol stations are likely to have the same customers when the supermarket has a petrol station on its premises. Consumers with cars may be more attracted to a supermarket that also offers petrol; it's convenient and, in some cases, the consumer can access both businesses 24 hours a day.

A remover and a self-storage facility are likely to have the same customers when the remover owns the self-storage facility. Consumers who need to move may be more attracted to a remover who also offers self-storage; it's convenient and, in most cases, the consumer can access his stuff 24 hours a day.

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COVER STORY: MATT DE-MACHEN'S CUSTOM SCANIA



● Dream drive - Matt De-Machen at the wheel.

Living the dream

Most moving men dream of running their own company. But for Matt De-Machen, owner of Matthew James Removals in Erith, running the company is not what he craves: it's driving the truck. So, after years of partially driving a desk, he's now back in the driving seat full-time: and what a seat!



● Top: That paint job in all its glory; above: stainless steel hub covers and straight through exhausts; above right: tail lights and more stainless steel; right: anyone we know, Matt?

Matt left school at 11. His dad had two Luton vans: he drove one, mum drove the other. Even then Matt was obsessed with trucks and would spend hours cleaning them on Sundays. By age 14 Matt took a job washing up in a local restaurant. He had one aim: to save enough for his own lorry. After two years he saved enough but was still too young to drive – he counted down the days to when he could start his own company.

Since then Matthew James has been successful. Even through the recession Matt's insistence upon perfection has served it well. But now that the company is established Matt has realised that it was not his own moving company he longed for – it was his own truck. The company was a means to an end.

So, now that he has the opportunity, Matt has decided to live the dream. He has built himself a home from home. It's more than just a truck, it's possibly (probably) the world's greatest removal lorry. Nobody would ever build a vehicle like this for someone else to drive. This one is for Matt, and Matt alone.

At its heart it is a high spec



Matt always buys Scania for his continental vehicles because he believes them to be the best vehicle for the job.

Scania 480 'R' series: 480hp, straight six, 12-speed automatic, including the fitting of a retarder to help on long mountain descents, with a five-box body and a four-box trailer. Matt always buys Scania for his continental vehicles because he believes them to be the best vehicle for the job.



● The entire interior was stripped and refitted in cream and cocoa brown leather in a flat, modern style.



● Cream marbling detail throughout and subdued lighting for a quiet night in. All supplied by Special Interior in The Netherlands.



Fittings and bodywork

The bodywork was built to Matt's own design. Custom-designed lockers run both sides along the whole length of the lorry and trailer. These have been lifted to provide sufficient clearance for driving over rough roads and the ramps and the false floors they house are accessible from both sides for easy access. Everything is doubled up to give both the lorry and the trailer the same level of equipment.

Other fittings include: personal lockers both sides for the driver and porter; reversing cameras on the lorry and trailer with rear-facing reversing lights along the full length; running lights housed in custom-designed stainless steel bars; stainless steel hub covers; stainless straight-through exhausts for showing; 1,000-litre fuel tanks; an array of spot lights that wouldn't look out of place in Blackpool in October, and a chrome rear drop-down bar. All the exterior fittings are stainless steel supplied and fitted by Bailey Truck Parts.

Matt has also designed in two special features to make the vehicle even more practical as a working tool. The trailer has its own power supply from an on-board battery, charged by the engine but capable of running all the trailer lights should the lorry be disconnected. This allows the trailer to be dropped and worked separately even at night.

The vehicle also has a sliding beam between the lorry and trailer to extend the gap from 750mm to 900mm if needed to give more clearance, and avoid the two colliding, on uneven or mountain roads.

Many will see the outside of the truck – it's hard to miss. Only the privileged few however, will ever see the interior.

Exterior paint job

Even those who do not appreciate the level of equipment on Matt's vehicle cannot fail to be impressed by the paint job. The paintwork was done by Bramhall's Automotive and the impressive airbrushing is the work of Andy and Tom Scott from the Custom Paint House in Sheffield.

The design reflects the pedigree of the truck and the work that it will do during its life with Matt. The cab tells the story of Scania trucks since the birth of the company in 1891, through the launch of its first vehicle in 1902 up to the present day. The lorry and trailer is decorated with landmarks it will pass on its regular journeys into Europe: Big Ben, Tower Bridge and the London Eye in

London; the Eiffel Tower and Millau Viaduct (the highest and one of the longest bridges in the world) in France; the Andorra ski resorts; Spanish town scenes including Gaudi's Sagrada Familia in Barcelona; Puente Aquila bridge in Nerja; The Rock of Gibraltar; and various views of Portugal including an Algarve church, the Vasco da Gama bridge and the famous Clerigos Clock tower in Porto.

The front panel of the cab is reserved for the name Olivia Cassandra, Matt's two-year-old daughter, with whom he's besotted.

And there's a secret surprise. Crawl under the back of the lorry and, either side, you'll find pictures of two scantily-clad girls lying in wait. The idea, Matt says, is to give him and his crew a grin when they go to unhook the trailer after a hard day. Why not indeed!

Inside décor

Many will see the outside of the truck – it's hard to miss. Only the privileged few however, will ever see the interior. Equipment includes a fridge freezer (essential for summer trips to Spain), sat nav, microwave, coffee maker, DVD player, a sound system that wouldn't sound out of place in the Albert Hall, and overnight AC for sleeping comfort no matter what the weather. But that's just the start.

Nothing is original. The entire

● The cab was named Olivia Cassandra, after Matt's two year old daughter.

interior was stripped and refitted in cream and cocoa brown leather in a flat, modern style: the darker colour everywhere hands touch; the cream everywhere else to create light. Cushioned flooring adds a further touch of luxury to stockinged feet (no shoes allowed). Subdued lighting, in any of 16 colours with strobe and disco options, illuminate Scania logos, old and new, in the sides and floor.

Cream marble detailing adds a finishing touch, courtesy of Special Interior in The Netherlands. Every item was painted and lacquered by hand. The detailing even extends to the pneumatic hatch struts and the individual dashboard switches.

For those who are wondering, the truck cost £140,000 and Matt spent almost as much again on the modifications. Few would enjoy this level of luxury at home, let alone in a working vehicle.

The job

And working vehicle it is. Despite its beauty the Scania has a job to do. It will spend the next ten years or so on the road from London through France, Spain, Portugal and anywhere else it's needed. Matt expects it to have 1,000,000 miles on the clock before it's retired. Judging by the grin on his face, they will all be happy ones.

TRANSPORT: EU PLANS

European Parliament plans for transport

On 15 December, 2011, the European Parliament adopted its own EU Transport Policy White Paper, with a large majority.

The report encourages operators to consider alternative modes of transport rather than forcing a shift from road to rail. It also sets a number of concrete environmental targets. The most important points for movers are:

- Modal shift of freight should not be forced through legislation;
- By 2013, the EC should prepare a proposal to standardise freight and e-documents with the aim to facilitate multimodal freight;
- By 2013, the EC should make a number of proposals to reduce road fatalities and severe injuries by 50% by 2020;
- By 2013, the EC should make a proposal on social and working conditions with the aim to improve the attractiveness of the sector for workers. Such a proposal should be based on an in-depth analysis of the social and working conditions in all transport modes, the degree of harmonisation between the laws of the Member States and on an assessment of the developments in the labour market. The proposal should improve the situation of workers throughout the transport sector;
- By 2013, another review of the driving and rest time rules with emphasis on harmonising interpretation of implementation and enforcement;
- By 2013, the EC should undertake an analysis of the current situation with regard to the level of infrastructure, the density of the transport network and the quality of the transport services in all Member States;
- The EC should prepare by 2013 a report on the state of the EU road transport market;
- By 2014, the EC should make a proposal to introduce the principle of internalisation

of external costs in all freight and passenger transport modes. (Potentially this could significantly increase the costs operators have to pay to compensate for environmental pollution such as noise.);

- The EC should prepare legislation to reduce greenhouse gas emissions from transport by 20% by 2020 as compared to 1990 figures;
- Transport infrastructure, including road infrastructure, should be further developed in the new Member States to facilitate the completion of the single market;
- Member States should work towards creating a level playing field between transport modes in relation to energy taxation and VAT;
- Member States should be allowed to test and introduce the European Modular System (EMS) without EC intervention. (EMS is a concept of allowing the transshipment of existing loads into longer and sometimes heavier vehicle combinations to be used on some parts of the road network.);
- The priority projects of the TEN Road Network (TERN) should receive new impetus, and compared to 2010, there should be 40% more secure truck parking areas on the TERN by 2020;
- Create incentives for road transport operators to facilitate investments in safe and green road transport technologies;
- The EU should establish a standardised methodology to calculate the carbon footprint of transport and logistics operations.

The report is generally positive about commercial road freight. It includes proposals such as: the promotion of co-modality (although it doesn't seem to acknowledge the fact that road transport can hardly be avoided even if rail or water transport is used for part of a journey.

For goods transport, there is also a concern about a possible new revision of the driving and rest time rules which could lead to a further loss of operational flexibility

Indeed the European Economic and Social Committee has said that modal shift targets "lack a scientific basis"; the reduction of CO₂ emissions by 20% by 2020 and the establishment of an EU calculation methodology (but watch out for this well-worn phrase 'internalisation of external costs') which could increase operators' costs dramatically; the creation of a system of incentives to encourage investments in safe and green technologies; the use of the EMS which might be useful for movers handling long-haul European work; and the increase in the number of secure truck parking areas.

For goods transport, there is also a concern about a possible new revision of the driving and rest time rules which could lead to a further loss of operational flexibility in goods transport by road and an increase in costs.

FEDEMAC, the European organisation that lobbies on behalf of the moving industry throughout Europe, has asked members to read the report and provide feedback. The organisation says that it will "try to ensure that the interests of the removals and storage industry are fully taken into account and reflected in any implementation measure".



The report can be downloaded at: www.europarl.europa.eu/



360° view from Vision Techniques

Vision Techniques has brought the future of vehicle safety into full view with the launch of a new 360° camera system.

Appropriately named VT 'Overview', the new 360° vehicle camera system is an entirely new concept, designed to give drivers total vision around large vehicles.

The system has been hailed by experts as the most comprehensive 'overview' any driver can have for the safe manoeuvring of a vehicle.

Designed for slow speed truck manoeuvring in any direction, the vehicle camera system uses four cameras. The pictures are stitched together to create one complete image as if viewed from above, giving the driver 360° vision around the vehicle from just a single screen.

Andy Kendle, of Vision Techniques said, "VT 'Overview' will also pre-warn the driver if a car, cyclist or pedestrian enters a danger blind spot on either side of the vehicle. An alarm will prompt the driver to check the high definition picture to see the danger."

VT 'Overview' cameras are suitable for use in the day, and at night using infrared technology, and are waterproof. For more information visit www.vision-techniques.com.

New multi-trip plastic garment carrier launched by Sundolitt

EPS packaging manufacturer Sundolitt Ltd has launched a new multi-trip plastic garment carrier specifically designed for the removals industry. The new heavy-duty carrier can be erected and dismantled in less than 20 seconds and features self-locking doors avoiding the need for conventional taping.

Prior to the launch the unit was tested by Matt Purdie & Sons. Managing Director Matt Purdie said: "The unit given me to trial last June has been used on a daily basis and is showing very little in the way of wear and tear. I estimate the box will last at least 100 journeys, which is well in excess of its cardboard equivalent. This provides significant cost savings and is also environmentally responsible. I am more than happy to recommend it to all removal companies."



● Gordon Stevenson with the new garment carrier.

The standard unit is manufactured in black and is available from BAR Services or direct from Sundolitt Ltd. Contact Gordon Stevenson for more information 078278 52563 or e-mail Gordon.Stevenson@sundolitt.com.



Something for the enthusiasts

PACCAR launches next generation Kenworth and Peterbilt trucks: new aerodynamic vehicles establish industry quality benchmark.

At the Mid-America Trucking Show in Louisville, Kentucky, PACCAR unveiled its new technology-driven, industry-leading aerodynamic trucks, the Kenworth T680 and the Peterbilt Model 579. "These exciting vehicles are the result of a four-year, US\$400 million development programme," said Mark Pigott, PACCAR Chairman and Chief Executive Officer. "These premium aerodynamic trucks, with a 2.1-metre cab width, are powered by the fuel-efficient PACCAR MX engine and deliver outstanding performance, high reliability and low cost of ownership. The new trucks are equipped with the PACCAR MX-13 diesel engine with a range of 380 to 485 horsepower." The new vehicles will build on the record 28.1% market share achieved

by Kenworth and Peterbilt in the North America Class 8 truck market in 2011.

Bill Kozek, Peterbilt General Manager and PACCAR Vice President said, "The new Peterbilt Model 579 enhances the legacy of superb Peterbilt vehicles that have established the industry benchmark for vehicle quality and resale value. Our range of three cab sizes is similar in concept to the series of luxury automobiles offered by leading European manufacturers. Peterbilt has designed a driver experience that reflects the ergonomic and efficient operating environment, anchored by PACCAR's new driver's seat, an intuitive electronic navigational and infotainment package, wrapped in a modular dashboard and complemented by a luxurious sleeper compartment."



VT Side Alert™ warning system

With more cyclists and pedestrians on the roads than ever before, fleet managers have become acutely aware of the need for systems such as Vision Techniques' revolutionary new VT Side Alert™ system: an innovative new warning system that stops vehicles from hitting cyclists and pedestrians.

Both cyclists and pedestrians often listen to music with headphones on, which significantly reduces their concentration. As a vehicle turns left, the VT Side Alert™ sensors will detect obstacles alongside it and emit an audible warning to alert the driver as well as a speaking alarm to cyclists or pedestrians.

An LED lightboard fitted on the side of the vehicle close to the VT Side Alert™ is activated when the driver engages the left hand indicator switch. Nigel Armstrong of Vision Techniques said: "With VT Side Alert™ pedestrians and cyclists are fully protected. The system is proven to prevent collisions, giving peace of mind to operatives and fleet managers."

For more information visit www.vision-techniques.com.

Get the latest moving industry news at www.themover.co.uk



PROFILE: ALEXANDERS



Alexanders' success

Why has Alexanders succeeded while others fail? By Steve Jordan.

When you first meet Sam and Alex Pope, you can tell there's something different. There is something about them and the culture of their company that is extraordinary. Steve Jordan went to find out what's so special.

Alex and Sam (husband and wife) set up Alexanders after returning from a year's travel around the world. Alex started as a sole trader 'man and van' and quickly became successful. "I am very good at making stuff happen," said Sam. "Alex is great at sales, marketing, concept and strategy." Alex appreciated that they made a great partnership. "We are very lucky that together we have very complementary skills that help us in our business."

Alex continued working in the Kilburn area with one transit and one Luton, advertising for business in the local press. A chance removal for a friend gave Alex his eureka moment, "I had never seen self storage or knew it existed," he remembered. "But it's a perfect complement to removals."

There was one big difference with Alex and Sam's approach. Instead of allowing their clients to have

"I just knew that we would have our own self storage facility one day and as soon as we got it, we filled it with our existing clients."

Alex Pope

access to the storage, Alexanders kept control. The clients had a contract with Alexanders and Alexanders paid the storage company. This meant that Sam and Alex built up a strong client base that could be moved into their own warehouse when the time was right.

When the self storage company would not renegotiate the deal, it was time to get their own self storage facility: a 5,000ft² modern unit in Park.

"I just knew that we would have our own self storage facility one day and as soon as we got it, we filled it with our existing clients. I have friends who have over 40,000 feet of storage with a third-party company and now have nothing to show for it," said Alex.

"The flexibility of our self store has given us an edge over our competitors," said Sam. "For example,

fashion houses love the self storage at Alexanders because we offer the extra service of a managed self store, which allows us access to the contents to arrange delivery of items for them at short notice." Despite the success of their self storage warehouse, Alex is not sure whether he would build more. "The costs of setting up a self storage facility are huge compared to the costs of providing a storage container service."

When Alexanders needed more warehousing, the company regenerated a nearby disused Eddie Stobbart warehouse taking on board the advice and expertise from the company. "I wanted to make sure that I am comfortable with our health and safety," said Sam, who provides all their workers with toe protector shoes and all the necessary equipment to keep them

safe in the workplace.

In 2010 Alex and Sam had the opportunity to purchase two other local removals companies. "We could see the advantage of adding turnover, but lacked the confidence," said Alex. After completing a six-week Dale Carnegie course which helped guide them through the acquisition process, they took the companies on. Alexanders now holds an operator's licence and has two 7.5 tonne and six 3.5 tonne lorries, enabling it to focus on the middle to high end of the removals business.

The acquisition of the two companies has facilitated the departmentalisation of Alexanders and allowed both Alex and Sam to focus on strategic planning and moving the company forward. "It is the best thing we have ever done," said Sam.



The Popes are enthusiastic about delivering a quality service to their customers. "To deliver a great removal – that's what we want," confirmed Sam. To achieve this, the staff are selected for attitude, and are trained to provide an excellent customer experience.

The moving industry has often suffered from a 'them and us' relationship between the 'on-road' crews and the office/sales staff: each blaming each other when things don't quite go according to plan. It has always been very destructive.

But Sam and Alex have none of that. Everyone is in it together. Everyone understands that their own success is directly related to the success of the company. They take time to nurture and motivate their 26 full-time staff by providing monthly feedback meetings, half-day workshops and professional training where necessary. "We really like to encourage the growth of a person within the company," Sam said, "by helping them to achieve their goals with our full support."

"We only take on staff that will fit into our ethos and who will be impressive, friendly and successful with our customers."
Sam and Alex Pope

Sam and Alex believe that the ethics of a company are really important and that the attitude of the staff at the sharp end of the business is key. "We only take on staff that will fit into our ethos and who will be impressive, friendly and successful with our customers. We are always looking at ways to improve," they explained. "We hold regular meetings to ensure that all staff are aware of any problems and so we can work out ways to further strengthen the team."

What next for Alexanders? Alex's main ambition is to buy their own warehouse and move the company into the commercial market. Marketing strategies have already been put in place to achieve these goals and with Sam and Alex heading up the team, there's a pretty good chance they'll see them realised before too long.



• Beware the Titans and their wrath.

First the Titans clashed, now feel their wrath

Title:
Wrath Of The Titans

Director:
Jonathon Liebesman

Starring:
Sam Worthington, Liam Neeson, Ralph Fiennes, Édgar Ramírez, Rosamund Pike

Classification:
12A

Genre:
Fantasy

Run Time:
101 min



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

Upcoming films:

In 1997 *Men In Black* came out, then the sequel came along in 2002 and after a very long ten

Imagine Disney's Hercules meets Harry Potter and you have got an idea of what the film is about. This is the sequel to *Clash Of The Titans* but you don't need to have seen the first one to see this. Sam Worthington plays Perseus who is a demigod and the son of Zeus (Liam Neeson). Also a son of Zeus, Ares (Édgar Ramírez), betrays his father and turns to Hades (Ralph Fiennes) Zeus' brother. The plot is the journey Perseus goes through to defeat Ares and save Zeus, with a little help from Queen Andromeda (Rosamund Pike) and others including Poseidon (Danny Huston), brother of Zeus and Hades; Agenor (Toby Kebbell), Perseus' cousin and son of Poseidon; Hephaestus (Bill Nighy), an old man who talks to someone he thinks is there, but isn't.

It's hard to pick out one person who was better than the rest because they all did a very good job in their roles. Liam Neeson was excellent as Zeus, because

we have seen him be a God-like figure in other films and Ralph Fiennes played the villain very well like we have seen him before in the Harry Potter films.

Over the last few years, males aged 15-24 have been the biggest percentage of cinema goers and it is because of films like this. With pretty women, fighting, sibling rivalry and family reunions - not always happy ones - what else could they ask for? Even though this is a very masculine film girls should go and see it. If you don't enjoy it, it's still a good excuse to watch Sam Worthington on a screen for an hour and a half. Definitely buy this on DVD because it is enjoyable for everyone.



years, finally *Men In Black 3* is coming out in May. So re-watch the first two, go to the nearest cinema and enjoy Will Smith and Tommy Lee Jones as Agent J and Agent K all over again.

LEGISLATION: SLEEP APNOEA



America toughens up on drivers with sleep apnoea

The inherent dangers of sleep deprivation among drivers was highlighted in my article in *The Mover* (April 2011) and now, according to reports appearing in mainstream publications and online, there is a move by the US authorities to get much tougher with those who either do not seek treatment for the condition or find that treatment is ineffective. By Bob Bluffield.

Sleep apnoea (or apnea in the US) is a common yet serious condition characterised by abnormal breaks in breathing patterns during sleep that can last from a few seconds to several minutes and can occur up to 50 times or more every hour. This results in daytime drowsiness that can cause sufferers to fall asleep without warning. The disorder is typically common amongst people that are obese and those that have sedentary lifestyles. Sleep apnoea, once identified, is normally easy to treat.

Writer Todd Dills reported in the American trucking magazine *Overdrive* (January 2012) that the Federal Motor Carrier Safety Administration (FMCSA) panel is in favour of screening drivers that do not meet specific body mass index (BMI) requirements. The FMCSA's Motor Carrier Safety Advisory Committee and the Medical Review Board support a move to evaluate any interstate commercial driver with a BMI of 35 or higher. According to the report, this is likely to be any driver who is 6ft tall, weighs 258lbs (18.42 stone) and has a BMI of 35. This move follows other recommendations in recent years that could result in drivers with BMIs of 30-35 being required to be mandatorily screened. Further, drivers who have failed to meet the following criteria would be subjected to immediate disqualification:

- Having reported excessive daytime sleepiness;
- Having had a sleep related accident;
- Exhibiting apnoea-hypopnoea index (AHI) scores of 20 or greater, until they've had effective treatment;

"...20% of all crashes (not just truck related) are related to drowsy driving, and two million drivers a week in the US nod off at the wheel."

Charles A Czeisler

- Having had surgery to correct sleep apnoea and are awaiting operative evaluation;
- Those that have been found to be effectively noncompliant with their treatment.

The above criteria, issued by the FMCSA and the Medical Review Board, were regarded as short-term guidance until sleep disorders can be officially codified and be included in regulations. A draft for such new regulations was issued by the authorities during February but could take several years to implement. Another US based publication, *Today's Trucking*, reported that if the proposals raised by the FMCSA were accepted, provision would be made to allow a driver suffering from sleep apnoea to get a 60-day conditional card during evaluation and treatment for the condition. It was not made clear however whether this would allow an individual to continue driving while evaluation was taking place.

Concern over the risks of sleep related accidents were criticised by Todd Spencer, Vice President of the US Owner-Operator Independent Drivers' Association who posed the question: "If these staggering numbers have some real live applications, why don't highways all over America look like war zones today?" Mr Spencer was also

quoted in the *Huffington Post* (20 December, 2011) to have said: "It is more likely that sleep-deprivation accidents occur among truckers more often because of just pure exhaustion than sleep apnoea." He continued by stating: "Does apnoea result in very many crashes? Real accident analysis suggests it doesn't. It's going to be far more likely that somebody just didn't have the opportunity to get restorative sleep because that's not an easy thing for truck drivers to do". These comments appear contradictory considering that any form of sleep deprivation can be a contributing factor in accidents. Spencer's comments have been countered by Charles A Czeisler of Harvard Medical's Division of Sleep Medicine quoted in *Overdrive* by saying: "It is actually a war zone out there ... 20% of all crashes (not just truck related) are related to drowsy driving, and two million drivers a week in the US nod off at the wheel. With fatalities related to drowsy driving occurring once every 70 minutes on average, that's equivalent to two 9/11 events every year."

Wanda Lindsay, a resident of Texas has been a widow since an 18-wheeler truck driven by a driver who had previously been diagnosed as suffering from severe sleep apnoea crashed into their car. Mrs

Lindsay had no doubts about the dangers of sleep apnoea when she told the *Austin American-Statesman* "If you could have seen the scene that killed my husband ... or any other scenes that have been tied to sleep apnoea ... it does look like a war zone". She asked: "How many other families are going to be torn apart before we do something?" The FMCSA has stated that as many as three in ten truck drivers in America suffer from mild to severe sleep apnoea. Anne Ferro, Administrator of the FMCSA, quoted in the March issue of *Overdrive* said there had been 3,675 truck-involved accidents during 2010; about 500 involved a fatigued truck driver. She added, "Trucking cannot ignore a health condition whose primary symptom is chronic fatigue."

One trucker who had been required to be assessed because his body mass index and weight were in the category that put him at risk called it an "apnoea witch hunt" after he claimed he had been pigeon-holed purely because of his weight. He told *Overdrive* that he had not had any sleep problems but is still required to have monthly checks and had been told to use a CPAP machine despite not having sleep apnoea. The driver claimed that this is just "raking in dough for the sleep clinics".

On a positive note, many truckers had been surprised, when they did receive treatment, just how quickly results were achieved. Many had been sceptical but found the treatment, usually from using a continuous positive airway pressure machine (CPAP) to be extremely effective.



● Samantha Hodges.

Samantha Hodges promoted at Graebel

Samantha Hodges has been appointed as the assistant vice president of international relocations operations at Graebel Relocation Services Worldwide, reporting to Jessica Regenold. Previously she was vice president, global account management at Global Mobility Services in Scottsdale, Arizona. While in this role she managed more than 200 global and domestic corporate accounts, managed vendors in the organisation's global supply chain and handled sales in 11 US states. Samantha also worked as a global project manager for SIRVA.

New appointment for Nigel Crockett at Santa Fe Asia



● Nigel Crockett.

Santa Fe has announced the appointment of Nigel Crockett as Director of Sales & Marketing, Asia. Nigel has been with Santa Fe since 2005; in this new role, Nigel replaces Robert Cormier, who has recently taken on the role of Managing Director, Santa Fe Malaysia.

The company said that Nigel has a solid track record in sales and understands the importance of developing close relationships with clients. He also speaks Mandarin, a very important asset given the importance of the Chinese market.

Nigel began his new role on 1 May, 2012. He and his family will be relocating to Hong Kong during the summer.

Email: ncrockett@santafe.com.cn.

Jeff Wangler promoted to president of AIReS

After more than 20 years with the organisation, Jeff Wangler has been announced as the new president of AIReS.

Former President Bryan Putt has become the CEO, where he will oversee strategic planning initiatives and long-term development projects for the company. "I could not be more proud to continue to lead this team forward," said Jeff. "We are very fortunate to have some fantastic people who truly care about our clients and it is a dream job to come to work every day and be part of this team."

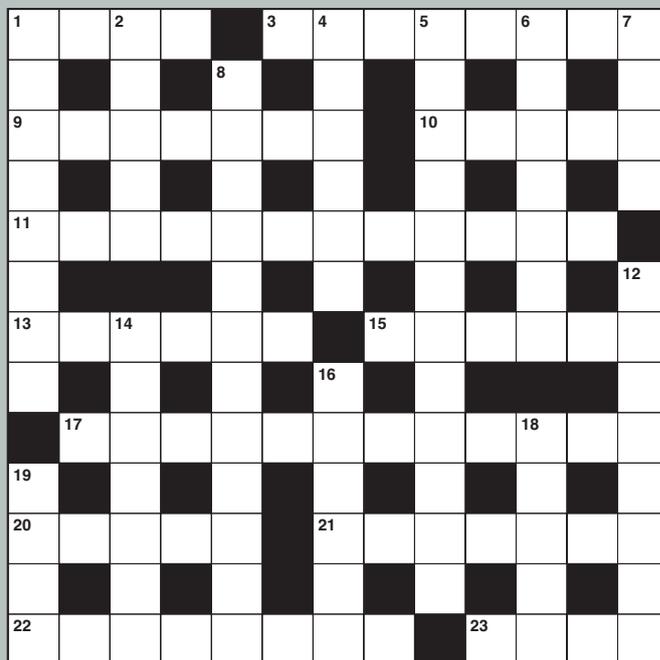
Jeff Wangler joined AIReS in 1991 as an account manager and quickly demonstrated his skills both in sales as well as in motivating and managing team members. He moved into the role of sales manager during his first year with the company. After two years in the Central Regional



● Jeff Wangler.

Office (CRO) in Pittsburgh, Jeff moved to Huntington Beach, CA in 1993 to oversee the opening of AIReS' West Coast Regional Office (WCRO), which he rapidly developed into a profitable and top performing branch.

Puzzles

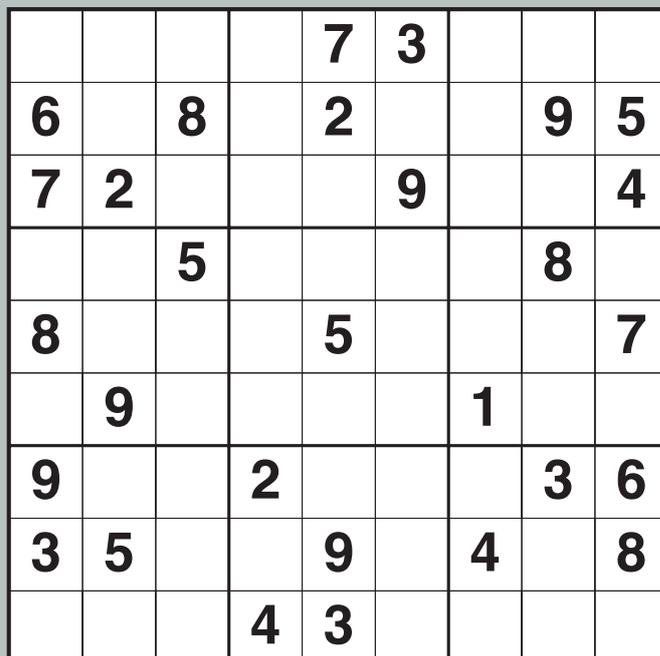


ACROSS

- 1 A friendly nation (4)
- 3 Trivial (8)
- 9 Emulsion-based paint (7)
- 10 Major N American river (5)
- 11 Lacking tolerance or flexibility (6-6)
- 13 Undergo change (6)
- 15 Stableman (6)
- 17 Antiquated (12)
- 20 Cord (5)
- 21 Furtiveness (7)
- 22 Person who goes to bed late (5,3)
- 23 Opposite of hot (4)

DOWN

- 1 Independence (8)
- 2 Tree-dwelling primate (5)
- 4 Domains (6)
- 5 UFO (6,6)
- 6 Writing fluid holder (7)
- 7 No longer present (4)
- 8 Disregarding the rules; unfair (5,3,4)
- 12 Flooded (8)
- 14 Looking after (7)
- 16 Puzzle composed of many pieces (6)
- 18 Ice home (5)
- 19 Amaze completely (4)



DIARY DATES

DiaryDates

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

BAR Annual Conference

17 – 19 May, 2012, Beaumont Estate Hotel, Old Windsor, UK

Young Movers Conference

24 – 27 May, 2012, Budapest, Hungary

Annual Convention of the German Movers Association

21 – 22 June, 2012, Essen, Germany

The PMA conference

9 – 12 August, 2012, Legends Golf and Country Club,
near Cape Town, South Africa

FEDEMAC General Assembly

28 – 30 September, 2012, Innsbruck, Austria

IAM 50th Annual Meeting

10 – 13 October, 2012, Washington DC, USA

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CROSSWORD

Did you know?

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

8% of people have an extra rib.



One has blue blood, don't y'know?

A lobster's blood is colourless but when exposed to oxygen it turns blue.

Babies are born without knee caps. They don't appear until the child reaches 2-6 years of age.

An ostrich's eye is bigger than its brain.

The oldest word in the English language is "town".

Singapore is the only country with one train station.



Tigers have striped skin, not just striped fur.

Puzzle solutions



A	L	L	Y	T	R	I	F	L	I	N	G
U	E	B	E	L	N	O					
T	E	M	P	E	R	A	Y	U	K	O	N
O	U	L	L	I	W	E					
N	A	R	R	O	W	M	I	N	D	E	D
O				W	S	G	L	D			
M	U	T	A	T	E	O	S	T	L	E	R
Y	E	H	J	A							E
A	N	T	E	D	I	L	U	V	I	A	N
S	D	B	G	C	G	C					
T	W	I	N	E	S	T	E	A	L	T	H
U	N	L	A	R	O	E					
N	I	G	H	T	O	W	L	C	O	L	D

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

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.

Features coming up this summer:

- June: Packaging
- July: Recruitment and HR
- August: Fork Lift Trucks
- September: Vehicle Hiring



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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Copy dates

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

Enquiries

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 Nikki Gee, The Words Workshop,
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 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
DISPLAY			
Full page	£945	£920	£895
Half page	£600	£585	£570
Quarter page	£345	£335	£325
Inside front cover	£1155	£1125	£1095
Outside back cover	£1210	£1175	£1145
Centre spread	£1470	£1435	£1395
MARKETPLACE*			
1 unit mono	£420 (1 year)	n/a	n/a
1 unit colour	£525 (1 year)	n/a	n/a
CLASSIFIED			
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
INSERTS			
Loose inserts (per 1000 A4 supplied)	£160	n/a	n/a

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