

FAST MOVING  
FORWARD THINKING



**IMPERIAL™**

# **IMPERIAL LOGISTICS REFRIGERATED SERVICES (ILRS)**

**ALWAYS MOVING FORWARD**



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# ALWAYS MOVING FORWARD

*Boasting a national footprint in South Africa, with transport depots in Cape Town, Durban, Johannesburg and Tzaneen, Imperial Logistics Refrigerated Services (ILRS) today exists as South Africa's 'first to market' service provider*

WRITTEN BY: **WILL DAYNES**  
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ILRS is a part of the wider IMPERIAL Group

Formed in July 2010, following the consolidation of Fast 'n Fresh, Liebenrans, Kobus Minnaar Transport and the broking division of Wilco Transport into one entity, ILRS was created specifically to package the service offering of Imperial Logistics Consumer Products for the temperature controlled FMCG market. This work requires the handling and transportation of time and temperature sensitive products, a task ILRS is able to expertly manage by providing an integrated, comprehensive service to its customers.

ILRS is a part of the wider IMPERIAL Group, a diversified industrial services and retail organisation, operating in Africa, Europe and Australia, and listed on the Johannesburg stock exchange. Run on a decentralised management structure that actively encourages innovation, entrepreneurship and the use of industry specific best practices, IMPERIAL employs more than 40,000 people around the world who it credits with responsibility for the growth and continued prosperity of the group.

By providing primary and secondary refrigerated transport services, tactical planning and detailed business analysis of current supply chains, ILRS has, in a short space of time, created a proven track record in successfully managing and maintaining the integrity of the cold chain. In addition to the company's strict adherence to, and management of, service level agreements (SLAs) relating to time and temperature





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ILRS has revolutionised South Africa's refrigerated logistics market

sensitive perishable goods, ILRS' operations are further supported by its flexible fleet of vehicles that provide it with the ability to upscale in order to handle work during the most demanding of peak periods.

Upon the company's formation in 2010,

it put into action a new strategy for growth that has since gone on to revolutionise South Africa's refrigerated logistics market. This strategy saw the company introduce a fourth party logistics provider to its operations. Consisting of what is essentially

**“ILRS HAS IDENTIFIED THE NEXT BIG AREA OF GROWTH TO BE THE COMPLETE OUTSOURCING OF LOGISTICS SERVICES”**





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ILRS ensures that its vehicles are filled for their return journeys

a single office, the provider's task is to match companies looking for transport with those that have said transport facilities and are looking for commodities to move.

The use of this service has allowed ILRS to improve its return on investment ratios and ensure that its vehicles are filled for their return journeys. Perhaps more

importantly, this service has helped the company build even stronger relationships with reliable smaller operators. This in turn has resulted in ILRS being able to utilise the services of these operators without having to invest further in its own assets.

By taking a wider view of both the global logistics market and the rapid growth of that same

**GEA REFRIGERATION**

GEA Refrigeration is proud to be associated with Imperial Logistics Refrigerated Services, who are one of the leaders in the refrigerated transport industry. As a supplier of the Thermo King Refrigeration units to IL-RS, we have to increase our service levels and adapt to the high benchmark IL-RS are setting in the market place.

It is extremely important to understand your customer's business to be able to supply the correct product. The new range SLXe reflects Thermo King's depth of experience and expertise, from being pioneers to becoming leaders in the field of refrigerated transport.

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## SERCO AT THE FOREFRONT OF TECHNOLOGY

Serco aims to extend the positive trend in the transport industry into the New Year by introducing exciting new developments. Serco MD Clinton Holcroft says by offering practical solutions and adding value to their customers' business, they will continue to build stronger partnerships with clients. "With this in mind we

visited the 2012 IAA Commercial Vehicle Show in Hanover earlier this year where the theme was Driving the Future. We returned with several interesting solutions we look forward to presenting to our customers.

"Very evident was the high standard of the vehicles on show and the emphasis placed on energy efficiency," said Holcroft. "Food safety in Europe is at an advanced stage and great care is required to ensure product is transported at the correct temperatures, making use of load dividers and telematic systems to keep track of this.

"South Africa's legislation is very stringent, particularly the new Consumer Protection Act, which I believe makes it vital for transporters to have tight temperature control over the products going into their vehicles."

Holcroft says another area of importance is load securing. "With an increasing number of our customers introducing trolleys, we were

particularly interested in concepts available in this area." Other trends were aero dynamic packages to reduce fuel costs and carbon footprints; increasing use of electronic braking systems and telematics to improve route management, safety and maintenance control, and the installation of cameras or park distance controls to assist drivers with docking and reversing. Back home, a major development for Serco was the purchase of 13.4 hectares of land in Johannesburg to accommodate future expansion.

Meanwhile, Serco has introduced an innovative fuel saving accessory for their semi-trailers in the form of innovative aerodynamic side skirts developed by Freightwing in the US, which can be fitted to trailers resulting in a fuel saving of between 4% and 6% and an accompanying reduction in carbon dioxide emissions. The accessory helps reduce wind drag under the trailer and is particularly suitable for long distance transport. Holcroft says the lightweight flexible plastic panels have a smooth finish, providing an ideal surface for branding. "The side skirt concept is used in the United States where fuel savings of 7.45% were achieved. The under body skirts are designed to bend and bounce back from minor collisions; flexibility is important because the lower you get to the ground, the more fuel is saved."

The Freightwing offered an attractive answer because it addressed green house gas emissions and fuel efficiency.



# SERCO

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## IMPERIAL LOGISTICS REFRIGERATED SERVICES



Fast 'n Fresh became part of ILRS in 2010

sector within Southern Africa, ILRS has identified the next big area of growth to be the complete outsourcing of logistics services. In the vast majority of developed countries, and an ever increasing number of developing territories, this model already operates extremely well, delivering significant efficiency and cost savings.

The particular model that ILRS has developed includes providing in-depth analysis of the logistic requirements of its existing customers, based on the detailed information provided by the company in question and ILRS' own experience of current operational processes. The company has also been able to draw on the expertise of other divisions within the

# 40,000

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Non-accident related repair work resulting from normal wear-and-tear brought about from day to day operations. This includes items such as:

- Straightening and laser alignment of vehicle and trailer chassis as well as of vehicle and trailer axles • Wheel alignment.
- Total refurbishment of all category mid-range to heavy vehicles.

We wish to point out that whereas our focus is on the heavier section of the commercial vehicle spectrum we are fully equipped and structured to also undertake the same range of repairs to any mid- and medium-sized vehicles (such as Sprinters and light trucks) and are therefore positioned to provide a complete one-stop-solution to fleet owners or individual operators.

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**You bend them and we mend them, big or small we fix them all.**

## IMPERIAL LOGISTICS REFRIGERATED SERVICES



ILRS has brought together different cultures and approaches

Imperial Group such as the Integration Services division, which has particular expertise in supply chain optimisation, and amalgamate all the findings to devise a detailed total logistics offering.

As one of the first such proposals to

appear in South Africa, perfecting this strategy has been a huge undertaking for ILRS, with the company drawing on the theory and practice developed by world leading organisations such as Walmart, as well as the skills and knowledge

**“GOING FORWARD, THE PLAN IS TO CONTINUE WITH WELL-ESTABLISHED CUSTOMERS WHERE A RELATIONSHIP OF TRUST HAS DEVELOPED OVER A LONG PERIOD OF TIME”**





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of the Imperial Group. Going forward, the plan is to continue with well-established customers where a relationship of trust has developed over a long period of time, and then ultimately to take the concept out into the wider marketplace.

As a relatively new company still, ILRS not only has an ambitious vision for the future, but it has also spent a considerable amount of time and effort aligning the four original

companies into a single entity, managed from its head office in Cape Town. Much of this work has involved the softer issues

of bringing together the different cultures and approaches.

Alongside this the company has tackled

## NEW ERA RECRUITMENT

In 1998, Brent Newton established New Era Recruitment with the intent to create a company that catered to the needs of its workers. The labour hire industry as a whole lacked outstanding service delivery, and Mr. Newton committed to changing that. After 14 years of exceptional service delivery, one could look back and agree that he accomplished his goal.

With phenomenal growth and development, New Era expanded nationally with offices in Gauteng and Kwazulu Natal. The general consensus amongst clients when asked about their experiences with New Era is that services are found to be efficient, reliable and consistent with staff ranging from management to administrator, all willing to go the extra mile.

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ILRS has an ambitious vision for the future



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\*Source: Kline & Company, Competitive Intelligence  
for the Global Lubricants Industry, 2008-2011.

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ILRS invests in the latest vehicles

**“TODAY, ILRS IS A  
THRIVING BUSINESS,  
BOASTING A LONG  
LIST OF SATISFIED  
CUSTOMERS”**

some of the basic structural integration issues by analysing the IT systems and operational requirements of the four original companies and drawing up a plan that will allow them to completely harmonise their processes and cultures while continuing to provide a top quality service.

More recently the company has invested in a fleet of vehicles that are the first trucks in South Africa to possess Euro V specification engines. Moves such as this are allowing ILRS to make an impact in ‘green logistics’ by leveraging a biofuel blend, zero emission refrigeration technology and biodegradable cleaning detergents.

Today, ILRS is a thriving business, boasting a long list of satisfied customers including the likes of Capespan, Dairybelle, Famous Brands, Freys Food Brands, Nestle South Africa and Rhodes Food Group. What makes this list all the more impressive is that it has been accumulated over the course of less than three years and is only likely to grow as time goes by. **BE**

For more information about Imperial  
Logistics Refrigerated Services visit:  
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