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## Estonia trailer service signals Baltic growth potential

Pan-European logistics specialist P&O Ferrymasters (P&OFM) has launched a daily FTL/LTL service between the Benelux/Ruhr areas and Estonia using a dedicated trailer fleet.

The new service is being run in conjunction with Greencarrier Freight Services – the second initiative between the companies following their agency agreement for Finland. Headquartered in Gothenburg, Greencarrier is one of the Nordic region's largest privately-owned logistics groups, with Baltic Sea and east European markets prominent among its global operations.

Initially the service is targeted to move up to ten trailers per week. Greencarrier's local personnel will handle sales in Estonia and offload/reload trailers on vessels calling there, while P&OFM will lead sales activity in Benelux and the Ruhr.

To integrate the operation, P&OFM has switched responsibility for its Benelux, Ruhr and Baltic states traffic from the CEE desk to its Nordic operation, both run from the Amsterdam office. The Nordic team controls a dedicated fleet of 60 own-trailers.

Amsterdam general manager Marcel Manshanden says: "With daily capacity for Estonia, we have enhanced the range and flexibility of our solutions for both new and existing customers. The initial uptake has already encouraged plans to extend our Baltic cooperation with Greencarrier to Lithuania and Latvia in the foreseeable future."

Priit Mäggi, general manager of Greencarrier Estonia, adds: "P&O Ferrymasters is an excellent match for our further development plan, offering our customers high quality service in Estonia and the Benelux. Within a short time we have already achieved regular volumes between our countries. Furthermore, the partnership coupled with Estonia's role as a gateway for transit cargo is an excellent basis for expanding LTL and FTL services to Russia."

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Meanwhile P&OFM also expects some spin-off from part-loads generated in France, Spain and the UK. The company would rebuild part-load trailers at its cross-docking base in Europoort or another Netherlands facility, the Nordic cross-dock terminal in Almelo, for onward delivery into the Baltic countries.

(ends)

### **About P&O Ferrymasters**

P&O Ferrymasters ([www.poferrymasters.com](http://www.poferrymasters.com)) is one of Europe's leading specialists in tailor-made transportation, logistics and supply chain solutions. With origins from 1953, the company is part of P&O Ferries - owned by Dubai World - and operates from 25 strategic locations in 12 European countries

### **About Greencarrier**

Greencarrier Group is one of the Nordic region's largest privately owned companies specialising in global transport solutions. With a team of 750 employees in 13 countries, the group has offices in Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania, Ukraine, the UK, Poland, Czech Republic, Slovakia and China. As part of the group, Greencarrier Freight Services has more than 450 employees and a turnover of 171 million euros (2012).

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