

Hunt & Palmer targets American cargo business with appointment of US based GSA

13 November 2013... Air cargo specialists Hunt & Palmer Cargo Charters Ltd (HPCC) are expanding into North America with the appointment of Platinum Cargo (ATC Aviation) as their GSA in the country.

Initially agreed at the Transport and Logistics Conference in Munich, HPCC's director Jamie Peters commented, "The Hunt & Palmer brand is already well established in the USA for its passenger focused private jet charters however the American markets also have considerable potential for our cargo services and the appointment of Platinum Cargo will enable us to capitalize on that."

Platinum Cargo, formerly the US GSA for Lufthansa Cargo Charter, will actively market and sell Hunt & Palmer's cargo charter brokerage service in all ten of its gateway cities. Timothy Pfeil, VP of Sales and Airline Relations at Platinum's Houston base said, "Through our relationship with Lufthansa, we have proved that this type of arrangement can bring huge results. We are keen to maintain and expand our focus on this segment of our business and believe that this new deal with Hunt & Palmer will bring considerable benefit to both companies."

Since Hunt & Palmer Cargo Charters launched in 2012, they have appointed a number GSAs around the world as part of their strategy for establishing themselves in key global markets. This has proven particularly successful in East Asia and is an achievement that the broking company is seeking to replicate in the USA.

Hunt & Palmer Cargo Charters' Stuart Donaldson and their US GSA are attending Air Cargo Americas 6-8 November.

Hunt & Palmer Cargo Charters is a subsidiary of UK based Hunt & Palmer PLC, an international air charter company established in 1986 and specializing in passenger flights for corporate entities, BOFI's, HNW individuals, governments and NGO's.

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Platinum Cargo Charters LLC is owned by ATC Aviation Services USA, which is part of the ATC Aviation Services Group based in Frankfurt, Germany.