

# Efficiency drives Quality

## Fast, Dedicated and Direct

Our slogan says it all: “Fast, Dedicated and Direct” to all markets worldwide. Close to 200 specialized reefer ships, 8 operators and 20 dedicated terminals all over the world are organized in our quality association. All certified and inspected at regular 2 or 3 year intervals. Constant quality all along the cold chain. And what’s more; we offer schedule reliability on top of better transit times.

### Direct and fast

We guarantee your cargo arrives within the shortest possible time span. Calculation in various trades show at least a few days, but in some trades even up to a week less transit time than our competitors. That is a week of extra shelf life! In an ever more complex market, filled with critical consumers demanding an active role from their suppliers in being GREEN.



**We are not plan A OR B - We are plan A TO B**  
It is all about operational consistency and schedule integrity.

The difference with container carriers? We are not in the continuous struggle for scale like giant carriers are. Megaships that need to transport huge volumes of containers in order to cope with economic realities. Using whatever is necessary to sail as efficient as possible for themselves. Transshipments because of the amounts of containers; hub and spoke all over the world. And their reliability is going downhill. Down to 80% in our trades in 2015. And it will get worse before it gets better. Huge overcapacity is looming at the horizon. Dry cargo is 90% of their business. Slow steaming is the answer to costs. We think your business is our business. And this could also mean that “speed to market” is the answer for your perishables.

The difference with our system? Our members take pride in our collective focus. We are not permanently on the hunt for scale; we concentrate on what we are good at. Smaller DEDICATED vessels - agile and flexible - are able to reach your market FAST, DIRECT, without the need for transshipments. Together with our member terminals on both ends to offer integrated fruit handling and inventory management.





# The flexible business model

In these exciting - yet unstable - times, with the growing volatility we have witnessed over recent years it is simply a matter of being prepared. Our model offers flexibility to shippers with our fleet of specialized reefers ship with a very substantial reefer container capacity. Direct calls, schedule changes, niche services and the like; it is the core of our operational model. In times of geopolitical issues, floods and water shortage, flickering trade barriers and huge currency fluctuations the winners are those with a flexible business model.



## What is 360Q all about?

It is a Code and a quality label all members must abide to; to ensure the highest standards in our supply chains. This strict coding includes everything from surveying vessels and terminals, to maintenance, perishable product handling and operational techniques. You can consider us a niche player, but with around 27.000.000 tons of product last year we like to think "not bad". Especially if you consider that this is about 25% of the total reefer market in 2015.

## Containers are part of the code

In modern extended supply chains or better "cold chains", it is a continuous fight for maintaining quality, extending shelf life and reducing waste. There is a lot of money to be made and saved there. It is our business to monitor quality from production all the way into the supermarket. This is what we do now and in the future. It is a fact that close to 25% of all volume is being shipped in reefer containers on our vessels nowadays. The Code in 2015 had a thorough update on container handling as part of our whole process. Each of our vessels is carrying containers on every voyage.

But... We do not stop there. In 2016 we are introducing the next "small step" for our dedicated industry: container depots as an integrated part of the whole 360Q cold chain. After the Fruit Logistica, we offer the opportunity worldwide for container depots to follow the new - strict - rules added in in our code. As well as inspection and certification in line with the processes with the vessels and terminals in our association. Both for you and our service providers this is the chance to show commitment using common, similar and quantifiable terms.

