

New JV in logistics shaking up the market model by putting customers first

The long-time lack of sustainability and efficiency in the New Zealand supply chain network is being addressed through a joint venture (JV) between Ports of Auckland (POAL) and Netlogix.

Announced as a JV in September last year, Nexus Logistics is challenging the industry status quo by taking the unprecedented approach of giving its customers the choice.

The company works with all New Zealand ports and has developed a flexible and comprehensive combination of road, rail and coastal transport capabilities and services, including key supplier relationships with shipping lines and KiwiRail. It is one of the largest providers in its sector and has the key differentiator of being entirely port-neutral and open to working with all transport companies to reduce cost (and other wastage) for its customers.

"To optimise the flow of goods into, out of and around the country, we have already established



Nexus Logistics CEO Stephen Owles: "There is a great need to balance the movement of goods to reduce wastage across the sector"

access to the intermodal freight hubs at Wiri and Palmerston North, and will complement these with hubs in other centres to create a freight hub network that serves the metro, regional and interisland markets," says Nexus Logistics CEO Stephen Owles.

"There is a great need to balance the movement of goods to reduce wastage across the sector. There are obvious benefits for New Zealand manufacturers and

distributors if we create a better two-way import-export flow."

Mr Owles says that when you multiply these improvements throughout the entire supply chain, it creates a ripple effect that has a huge and measurable economic benefit. "You eliminate unnecessary movement of goods, speed up delivery of products to companies and consumers – locally and globally – and take empty containers off roads, trains and ships, which allows transport providers to maximise profit," he notes.

"In short, we collaborate with our customers and other supply chain stakeholders to remove waste and optimise the supply chain so our customers can choose the solution they wish to use."

Value and efficiency

Nexus Logistics' existing customer base includes leaders in business and retail such as Fisher&Paykel and Nestlé.

"Our customers are consumer-facing and extremely good at what they do – from what they produce and provide to how they manage their businesses," Mr Owles says. "In order to retain their business we must offer more value and efficiency than our competitors, and consistently demonstrate the most cost-effective nationwide model. Nexus Logistics will also be fully supporting the recently announced container logistics agreement between POAL and Lodestar."

In fact, Nexus Logistics isn't just an emerging linchpin in the national supply chain – it is fundamentally a business that manages information and people in logistics and transport, Mr Owles comments.

"New Zealand has more than 6000 registered transport owners, and some are very large players, but a lot are small to medium-size fleet owners. Our model assists these companies to become more compliant with regulatory requirements, and provides information management services they can use to rationalise their own businesses and improve their service offerings."

Years of industry experience

Although the company itself is a new player in the industry, Nexus Logistics has acquired senior people who have devoted their careers to logistics. Including Mr Owles, who will mark 30 years in the sector in 2016, the company's seven-strong senior management team has between them a total of 168 years' industry experience.

Before the establishment of Nexus Logistics, Mr Owles served as CEO of Conlinxx and held senior roles in companies such as Profreight International, Fliway NZ, Bax Global NZ and Schenker NZ.

The company offers a national intermodal supply chain solution, offering container logistics and distribution services underpinned by strong collaborative principles. Its solution to the market leverages nationwide intermodal freight hubs to address the widely acknowledged inefficiency of the current container distribution logistics model, whereby significant financial and environmental wastage occurs as empty containers are repositioned out of import-dominant Auckland to neighbouring regions, including the South Island, to meet export container requirements.




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