

ACW SME interview

On the hard stuff

A UK SME that cannot say no to a hard forwarding job

There are few freight forwarders whose business model can be summed up by a quote from St Francis of Assisi. The Italian saint may have lived five centuries before managing director Colin Redman set up PSP Worldwide Logistics London but the sainted one must have had PSP in mind: "Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

Redman and his team of four deliberately set out to take on those jobs that other forwarders might turn down for being too difficult or almost impossible.

He says: "We do stuff that is not easy to do."

As a SME forwarder that is almost boutique in its approach, PSP London is not about chasing a business fortune by becoming kilo millionaires or pricing jobs to be loss leaders, Redman says.

June in March

Instead, he seeks out those jobs that other forwarders shy away from, says Redman. One such recent job was for an "exciting young brand and fantastic client," June in March.

Described as the B2B "florist of choice specialising in large architectural installations for bespoke weddings and corporate events to a Who's Who of global brands including Jack Wills, Tatler, Veuve Clicquot and the Asia Society," owner Emily Baylis turned to the Staines-based forwarder to arrange transport for an installation in Venice.

Though floral decorations may not present weight or cubic problems, they are exactly the "troublesome traffic" that PSP London relishes.

Four decades

Redman, who admits to being north of 50 in age, started PSP London in 2003 with his wife Michelle, who remains as operations director, with a lifetime career in freight.

"I started as a young man at TNT Skypak where we were getting £30 a letter and sending hundreds with on board couriers a day. I moved to Mercury International where I worked in dangerous goods shipments."

One of the lasting legacies of his time with Mercury was a manager who encouraged the keen younger Redman to go on every training course possible. This means that he is very keen for his current PSP London staff to take as many training courses as possible.

In the 16 years that PSP London has operated, the only change in staff has been growth in numbers. He is proud no-one has left his employment in the years since the launch. In fact, the youngest member of staff, Jordan Wyeth as export supervisor, started as an freight apprentice.

"I encourage staff to take every course they can," he says, mentioning IATA and FIATA courses.

Keeping it local

Where once airfreight forwarders had to physically crowd around the Horseshoe at LHR to delivery paperwork to the respective aviation and Customs authorities, PSP has taken advantage of digital technology to move out of the congested real estate and move 10 km to Staines. A canny purchase of a dilapidated pub has secured the company's future trading base.

"In Surrey there are not a lot of freight forwarders. No-one needs to be at Heathrow anymore. The days when you had to be just miles from



Wayfarer House are gone," he says.

Brexit impact

While the great and the good in the wider world and the freight industry concern themselves with the minutiae of Brexit developments, Redman surprisingly acknowledges the preparedness of HMRC in Brexit matters.

He says: "There has not been enough said about how HMRC is prepared for Brexit. We talk regularly with them. They have done lots of preparation."

One thing he pushes his clients towards is gaining AEO status as an exporter to avoid many possible headaches post-Brexit.

Section 5

While even much of what PSP London handles borders on the ordinary, that cannot be the name given to the moments that Redman uses his Section 5 licence from the UK's Home Office to handle firearms and ammunition.

Where such material is related to military activity by friendly governments and air forces abroad, Redman calls on maindeck capacity from the Royal Air Force.

"We sometimes use RAF Brize Norton for shipments," he says. "These are consignments to other air forces or police authorities."

While most such shipments are, by their nature, cloak and dagger, one such shipment he can talk about has been to the FBI in the United States.

One headache for those shipping arms is that they have to seek specific permission from each country the cargo flies over to allow the journey.

As the company nears hits 20th anniversary, Redman shows no sign of slowing.

"I'm still having fun," he says. "No two days are the same."

BCube uses DG AutoCheck

BCUBE Air Cargo has signed an agreement to adopt the IATA Dangerous Goods AutoCheck solution.

Mauro Grisafi, CEO of BCube Air Cargo says: "We believe this solution is essential to promote safety in operations related to the handling of dangerous goods. We are also firmly convinced that, by adopting the DG AutoCheck solution, we can offer our customers more efficient and competitive services and have a positive impact on the entire airline cargo chain."

Nick Careen, senior vice president of airport, passenger, cargo and security at IATA says: "By implementing the DG AutoCheck in the DGD process, BCUBE has shown its contribution to the enhancement of concepts such as efficiency, compliance and safety. We encourage air cargo operators to follow their example."

ACW WEEK IN NUMBERS

\$1

from every shipment donated by Turkish freight forwarder Solibra Lojistik Hizmetleri to feed and cover medical expenses of stray animals in Istanbul.

2

new members of staff taken on by London-based Go-Now air cargo charter startup CharterSync.

3

40ft "plug and play" mobile container laboratories built in the Rhone-Alpes region of France belonging to the Merieux Foundation as well as a mobile laboratory truck belonging to the Praesens Foundation of Belgium moved by Volga-Dnepr Group.

50

hackers (industry professionals, data analysts, engineers, startups) will work for 24 hours on November 13/14 on challenges proposed by the industry (Nallian, Liege Airport etc.). The objective is to produce initial solutions that hopefully will become start-ups in the future.

1,588

kg load carried by 5ft Lodige Industries ULD AGV (Unit Load Device Automated Guided Vehicle).

3,620

sq ms of the brand new "Swissport Pharma Center" at Brussels Airport, to be officially opened in the presence of Deputy Prime Minister and Minister of Finance Alexander De Croo.

50,000

warehouses, including those in the global supply and airfreight chain, across the globe expected to be fully automated using some four million robots by 2025.

650,000

tonnes of cargo handled at Liege Airport by October 2019.

DC-3 ditched in the Bahamas

A Douglas DC-3 operated by Atlantic Air Cargo ditched in the sea on the approach to Nassau airport in the Bahamas.

The aircraft, registration N437GB was flying between Miami-Opa Locka Executive Airport and Nassau Lynden Pindling International Airport when it ditched about 2.5 miles short of the runway at 16.45 on Friday 18 October.

In a statement on Facebook, The Bahamas Air Accident Investigation Department says an emergency was declared at 16.30 due to the left engine failing. The two pilots were rescued by the Royal Bahamas Defence Force.

The aircraft sunk and efforts are underway to recover it. The DC-3 was delivered new to the USAAF in 1944 and has been operated by Atlantic Air Cargo since March 2006.