



CTM WW AND INFORM SIGN COLLABORATION AGREEMENT

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From left to right: Ruud Vossebeld (Director of Business Development - INFORM), Bill Pawluk, (CEO of CTM WW), Adrian Weiler (CEO of INFORM), Matthias Berlit (VP Manufacturing Logistics - INFORM).

Convertible Trailer Manufacturing Worldwide Ltd. (CTM WW) has signed a three-year agreement with INFORM GmbH, a German software development company. Together they plan to converge information on (OEM) outbound and inbound flows in order to help eliminate the finished vehicle sector's flagrant empty backhaul distribution issue.

CTM WW has engineered and patented the design of an innovative automotive transport trailer that once unloaded, can convert into your standard flatbed trailer. This allows for the same piece of equipment to carry any combination of automotive loads, containers, general freight, high and heavy equipment or their very own AutoBox: a mini container that is dry and collapsible, allowing for the shipment of any variety of dry goods.



The AutoBox: another hardware solution to reduce empty miles

Bill Pawluk, the company's CEO, is working hard to bring awareness to the excessive waste in the finished vehicle sector. He states that on average, this sector runs empty 42% of the time causing a \$75 billion annual waste worldwide. In order to reduce these numbers and start recouping losses, the Convertible Trailer and the AutoBox are just the first step. The agreement with INFORM GmbH completes the necessary next step and the inbound and outbound flows can be intelligently linked.

"The partnership with INFORM is basically to start understanding what the actual benefits are going to be and who will benefit," said Pawluk, at this week's Automotive Logistics Europe conference in Bonn, Germany. "We hope that everyone can benefit from this, the loss the industry is making applies to everyone."

INFORM specializes in solutions that, unlike software that merely manages and distributes data, it actually inspires action. Advanced optimization, derived from fuzzy logic, operations research and analytics, the software either supports users in decision making or makes decisions automatically, depending on the application area.

INFORM's 550 plus employees handle more than 1000 customers all over the world, including large operations in container terminals, airports and manufacturing companies.

Given that they work in automotive both in inbound and finished vehicle logistics for several OEMs, tier 1 and logistics service providers, the collaboration between CTM WW and INFORM is a logical one. This is the first time the industry has had the hardware to enable both inbound and outbound logistics departments to collaborate, creating an opportunity for improved efficiencies.

"It means collecting all of the historical data and perhaps even the projected figures from the OEMs out there and helping them understand where return flows can benefit them," said Pawluk. "That benefit belongs to everybody who is willing to work for it. I believe this idea will change the industry but we have to do it intelligently and we have to be able to scale the concept."

According to Pawluk, the INFORM software is one of the most sophisticated solutions for in- and outbound logistics and simultaneously scalable in functionality and size of the operation. Thus the software can be introduced during a CTM project either by replacing existing transport management systems or as an add-on to the existing systems.

"We believe in bringing inbound and outbound logistics together in automotive and it is possible that there is room for flows from outside the automotive industry to be included as well," said Adrian Weiler, CEO of INFORM GmbH in respect to the new project. "At INFORM, the software solutions already exist to support outbound (vehicle distribution) and inbound logistics, but by introducing the Convertible Trailer Concept, further alignment needs to be defined in order to support both sides. INFORM is happy to pioneer this for the automotive industry and is excited about the cooperation with CTM."

Now with this new collaboration in place between these two companies, the focus will be to acquire data for the inbound and outbound flows for both automotive and general freight routes. Then the data can be accurately mapped out, backhauls filled and empty miles can start being a thing of the past. 😊

For more information follow our links:

www.convertibletrailers.com

www.inform-software.com