

# APL

*African Project Logistics*  
A Black Women owned Company



**SABS**  
ISO 9001



 Our modern, new breed,  
best-in-class standards are  
now the industry benchmark.

We add value by ensuring an efficient,  
integrated supply chain service designed  
to reduce cost while still providing a  
superior customer service experience.





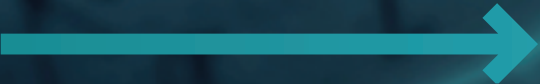


APL is a new generation Logistics Company, benchmarking standards in both service delivery and customised solutions – all designed to meet the needs and requirements of our clients, and exceed their expectations.

We provide freight forwarding and customs brokerage services, project management for the logistical movement of out-of-gauge and abnormal cargo, services for the handling and movement of minerals from mine to furnace, as well as transport and distribution management.

Established in 2009, our innovative and dynamic approach provides a total, intelligent logistics solution that has raised the bar in service excellence when it comes to end-to-end logistics and unique freighting.

APL is uniquely geared to perform in today's fast paced, ever changing, stressfully demanding logistics environment where flexibility, reliability and accountability are non-negotiable.







# Our approach is to continually expect the unexpected so that we can out-perform the expected.

**We believe in building partnerships. For us, your success ensures our success. This is the spirit that fires our passion to provide service excellence and superior delivery in every aspect of our supply chain logistics operation.**



Our mission is to consistently provide an efficient, cost effective supply chain service for logistics, freight forwarding and unique freighting projects that will not only outpace current market standards, but also exceed client expectations.

APL is perfectly positioned to deliver a service beyond any other currently on offer.

Why?

Because our innovative approach provides our clients with an integrated solution:

A range of reliable, on-demand logistical services, such as materials handling, cross-docking, primary and secondary transport (rail/road management) and freight

forwarding – all offered by one company and tailored to cater for any client's total supply chain needs.

Our vision is to provide clients with a customised solution on which they can depend – and we will achieve our goal by focusing on:

Developing products, skills and infrastructure to suit the unique requirements of our clients.

Delivering best-in-class operating performance.

Offering an integrated, streamlined service.

Providing world class service and dedication, throughout the process, that adds genuine value.

Building mutually beneficial, long term and sustainable business relationships.



The APL team has well over 100 years of combined experience in Freight Forwarding and Customs Brokerage.

Working within South Africa and internationally the senior executives who form the backbone of the APL have built long-standing relationships with various core service providers, such as major shipping lines, cartage contractors, customs and port operations.

Whether you require an import or export service or road, rail, air or sea freight, you can depend upon each and every APL

professional to deliver world-class service .....ensuring service excellence on each and every shipment.

Their know-how and dedication is backed up by the undoubted and well-earned respect of the suppliers with whom they work.

Besides the reassurance of this personal commitment from the APL team, there's also the support of 'we-won't-let-you-down' relationships that back them up – ensuring world-class delivery on each and every shipment.

# ➔ Our people are your people - and you can depend on them not only to deliver solutions but also excellence.

Behind our service excellence and reliable delivery, you will find a spirit of determination in every one in the ICM team - and behind the APL team, you will find the well-earned respect of service providers who will not let them down. For us, strong relationships are the key to providing excellence in service.



Can do. Will do. Make it happen.  
See it through.

Our people have the stamina, savvy and experience it takes to consistently provide superior service and solutions.

In our line of business, nothing is ever predictable. Parameters shift and circumstances change all the time. Being on your toes and pro-active in the face of challenges is essential.

Our people are mentally agile – and when a curve ball does come our way, we have a simple motto. Make it happen.

Our performance edge comes from our people who have exceptional drive and take pride in what they do – and because we believe people are our greatest asset, we support their growth.

We also support our national drive to develop people of all races – by providing opportunities for personal achievement within a dynamic, solution driven logistics environment. We service a range of respected South African enterprises with a business structure that supports the important process of economic change and development

that is particular to the South African economy.

We are committed to empowering all South Africans – and instead of viewing empowerment as a mere business requirement, we see it as a wonderful opportunity for better business.

In fact, on 21 October 2010, APL was accredited as a BBBEE Level 3 contributor based on an independent rating by SEESA – which means for every Rand spent with ICM, our clients can claim the equivalent of R1.10 in points towards their Procurement Pillar.



**Our people leave  
nothing to chance.  
Our people support  
one another.  
Our people believe  
in making it happen.**

We say 'we're hands on' and we genuinely are. We know what we are doing. We get stuck in. We roll up our sleeves and when it comes to critical issues, we won't rest until they are totally sorted out.

**APL**   
African Project Logistics







**Our best practice approach, and adherence to strict Controls and Procedures provides us with both control and flexibility and ensures a constant focus on re-engineering, cost management and improved customer service.**

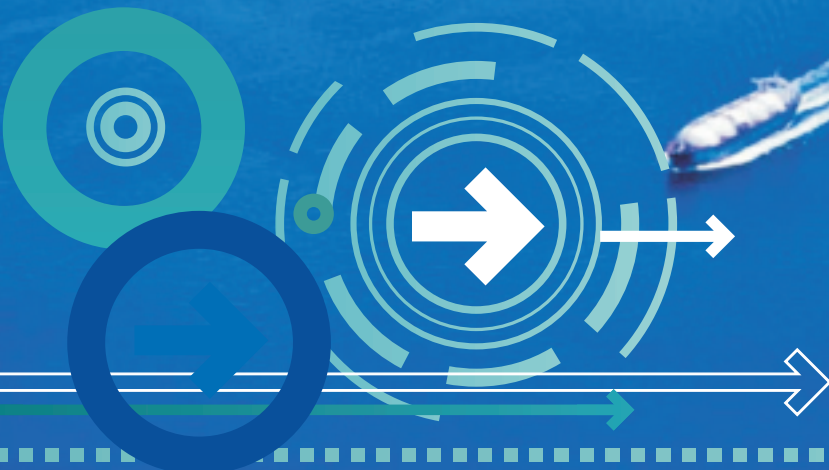
We've taken a best business practice approach that consolidates solutions into a streamlined service offering that makes your problems ours – turning them into simple, stress free, solutions.

Our strict controls and procedures are in place to ensure smooth operations – and control of deliverables according to deadlines.

Our internal operations are strictly managed according to best-in-class operating procedures. We use an internal performance management program to continually measure performance and strive for improvement in order to continually raise standards.

Our focus on improving our own standards is to ensure that we deliver on our promises to our clients.

All of our clients have standard operating procedures in place, which we customise to meet their unique needs. These standard operating procedures are contained in a service level agreement that has Key Performance Indicators, which we use to out perform our clients' expectations.





# Our approach is about delivering a 'solution-that-works', as opposed to force fitting your project into an 'off-the-shelf-solution'.

**We outsource our IT and technology equipment needs. This approach ensures that our IT systems will always provide a platform for maximum performance and not restrict our ability to deliver because we don't invest in IT that cannot adapt in order to provide an advantage.**



Throughout the process, we are there to be your finger on the pulse – keeping you up to date, leaving you without doubts.

That's why we're on the phone to you more often than not.

We talk to you. We pick up the phone. Why? For us communication is not about e-mail and faxes but rather about personal interaction. Written documents are used only as confirmation of a conversation.

Our client friendly reporting ensures the information you require is in a format best suited to your needs.

We don't shoehorn your business objectives into our 'reporting protocols'.

We make our systems more flexible and

comprehensive aiming to empower you to make clear decisions, based on a sound understanding of both project parameters and deliverables.

We customise our reporting in order to provide you with the information you need, addressing what is most important to your business – so you can genuinely assess your Key Performance Indicators and whether or not you are achieving your objectives.

Why our systems are so effective is because we have a modern, best-of-breed approach to technology. Instead of investing in expensive IT equipment and resources that require continual investment and upgrades in order to keep pace with change, we

outsource our IT needs. This means we will never work with old 'legacy' systems that may be restricted in their abilities and cannot adapt to change, but instead our technological platforms will easily and cost-effectively move with the times – and always keep us ahead of the curve.

Our operating systems are customised – and set up to handle our service specific approach. They are streamlined and purpose built for efficiency – but at the same time, allow for our key performance differential: the hands-on commitment that comes from dealing with someone, on the end of the phone, determined to deliver what you need.







APL has global representation on every major, commercially active continent and economically influential region of the world. These are:

- Africa
- North America
- South America
- Europe
- Asia
- Australasia

In South Africa, the APL services almost every province of the country, with offices that provide logistics services in:

- Cape Town
- Johannesburg
- Durban
- Port Elizabeth
- Machadodorp





**African Project Logistics (APL)** is a joint venture between TBS and various black female shareholders and is a company specialising in Project Logistics. The company's primary target markets are the Power, Petrochemical, Telecommunications and Mining Industries within Africa.







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