

QUARTERLY NEWSLETTER

Q1/2017

▶ **TIGHT BUDGET?
YOU CAN STILL GET A
WORLD CLASS LOGO**

▶ **COLORS
IN BRANDING**

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WORLD TOUR 2017
SINGAPORE**

▶ **PAINTBALL WITH
RICHWELL GLOBAL
FORWARDING
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▶ **BEST TIME TO POST
ON SOCIAL MEDIA
IN LOGISTICS**

PLUS
NETWORK
MOVES AND NEWS

- **COLD CHAIN**
- **PROJECTS**
- **MOVERS**
- **CRITICAL**
- **ELITE**

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writers and our social media managers
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communicating your brand message.

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X2 Global Media
CREATIVE DIGITAL AGENCY

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MESSAGE FROM

RICHARD OVERTON



Dear All X2 Colleagues,

Welcome to the first issue of 2017 for the X2 Quarterly Newsletter! It has been a busy Q1 for X2, just a little over a month ago we had the 2017 X2 Annual Conference, our 4th successful conference since our start in March 2013. If you missed the most recent annual conference or want to find photos of yourself, take a look at the photo spreads in this issue. A lot of smiles and productive discussions happening in the images.

As we have mentioned to our members many times, our aim is to ensure that all members work together and we assist and support you when you do so. But all of this would never happen if the members do not have the same goals and attitude. 2017 is the time of opportunity for all of us to come together as the strongest group and drive it together as one.

To reinforce this, we also have X2 Europe coming up this month during Breakbulk 2017 in Antwerp, Belgium. We had hoped to hold X2 South America, but lack of commitment pushed us to cancel the event. Next year we want to see stronger member dedication so X2 South America can happen. We're also adding X2 SEA in Kuala Lumpur this year, so that's something we're looking forward to and

encourage our Asian members to prepare for and be involved with so we can make the first run a success.

Also in this issue we have a few outstanding member shipments and some valuable information to support the improved marketing efforts of X2 members. So, enjoy the issue and I'm looking forward to seeing more member news and shipments for Q2's issue.

I would like to finish off by reiterating my belief in X2 and its members by reminding you all once again that "X2 isn't just any network.... it's not just a platform..... it is a community it is a culture." One that we have developed together globally. One that cannot be replicated.

Thank you to all of you and I look forward to meeting many of you during my travels in 2017 and beyond!

See you at X2 Europe on 24th April!

A handwritten signature in gold ink, appearing to read 'Richard Overton'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Richard Overton
CEO of X2 Logistics Networks

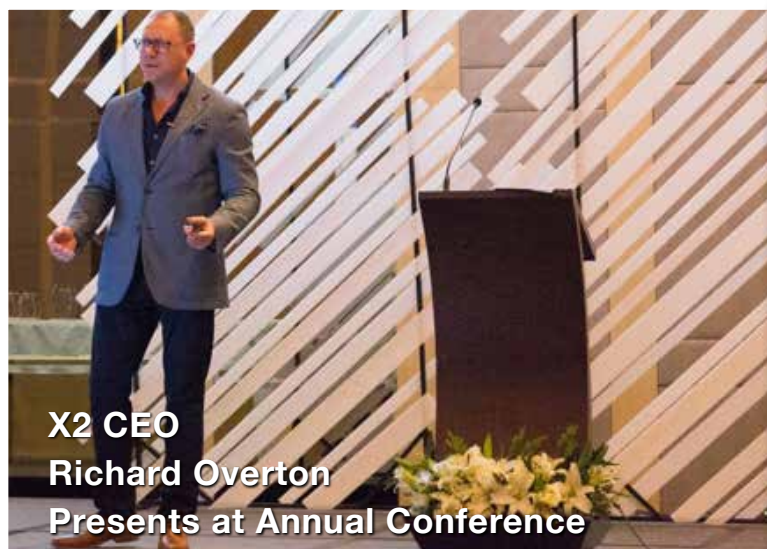
X2 GROUP HOSTS SUCCESSFUL 4TH ANNUAL CONFERENCE IN BANGKOK



More than 345 logistics industry professionals from 90 countries attended X2's 4th Annual Conference in Bangkok.



X2 Conference Bags for Delegates at Arrival



X2 CEO Richard Overton Presents at Annual Conference





X2 Conference Delegates Arrive at Anantara Bangkok

“Our international conference delivered a program unparalleled by any other network operating today. The exchange of best practices and business development opportunities will enable the relationships of the group to grow stronger.”

Richard Overton







X2 Conference Delegates in 1:1 Session



X2 Conference Attendees at Plenary Session



Insight and information was exchanged consistently



RICHARD WORLD TOUR 2017: SINGAPORE

There are a number of reasons why X2 is different from every other Logistics Network in the World. And also a reason why it is also titled “The Most Professional Logistics Network in the World”. One of the main reasons is that there is constant networking, & not just once every year during the Conference. At X2 the Networking is yearlong. X2 C.E.O Richard Overton pays utmost importance to visiting and meeting X2 Members whenever & wherever possible. He strongly believes that maintaining relationships, listening to feedback & discussing opportunities is the key to a strong and cohesive group of professionals looking to grow and develop global trade lanes.



Richard visiting X2 Founding members Richwell Global Forwarding: Evelyn Khoo & Stephen Yeo



Richard visiting the office of X2 Critical Member JHJ Singapore



Richard at the AEO Logistics warehouse



Richard with X2 Founding Member Prem Singh from Arian Worldwide Logistics

TIGHT BUDGET? YOU CAN STILL GET A WORLD CLASS LOGO

by Shane Hebzynski,

Maybe you're a new company or even an established business with many years of history and are looking to freshen up your brand's look but don't have the corporate branding budget of FedEx, Apple or Facebook it's still possible for you to get a great eye catching logo for your brand.

Take a moment and think about the logos that first pop into your mind. When you go out for lunch or are shopping, look at the most recognizable logos around you. Yes, I know you see logos every day, probably more than you can even remember. But what I'm asking you to do is not just look at the logos as you usually do, I'm asking you to observe the logos and think about their parts and how each of these are composed.



Take a look at the digital world. Simple words and simple shapes. Now this won't necessarily make you an instant logo designer, but it will help you work with a designer to create your logo that is on par with companies that have billions in annual revenue.



If you're not designing it yourself, it's likely that you'll need to hire a designer and that designer will need to know what it is that you're looking for or envisioning for your brand. For effective communication the designer will need a brief. The following are few tips and ideas to help you create a professional and effective logo design brief.

Simplicity. Look at Apple or Nike. Most often their logo doesn't contain their name, it's just a solitary symbol. Apple is just.. an apple. Nike has its classic swoosh. Their symbolism is so recognizable that this is possible. You're not Apple or Nike, so keep it simple but include your company name in the logo. You'll know when you've reach the level when wordless branding is possible.



Memorable. This is a little more tricky than simplicity. McDonald's is a classic example of a memorable logo. The combination of the unique "M" and the red and yellow colors make the recognition instantaneous. For many this can be the most difficult aspect of logo design.



Appropriate. Think about the audience you're trying to reach. If you're portraying yourself as a serious service provider, it's probably advisable to not use a 'comic' font like what you see on the Toys R Us logo.



If you're unsure of what might be inappropriate, take to Google and search '**inappropriate logos**', most are probably unintended. For some, maybe the designer's logo does just as was intended. Either way you're bound to see something interesting.



Flexibility. Your logo should ideally be able to work in both the print and digital worlds. Not only should it look great on your website and business card but it should also look good on a mobile screen or a large poster advertisement or sponsorship wall. Will your logo work in a social media profile picture square? Will it work if visible space is tall with a narrow width like a hanging banner? Logos tend to be wider than taller so this is something to look out for.



Perhaps the best example for a simple, versatile, memorable and appropriate logo is the London Underground. Take a look and you'll probably see that it ticks all the boxes.



Format Matters. You'll usually use PNG or JPG files when displaying your logo, but that doesn't mean you shouldn't ensure you receive a 'vector' format of your logo. Typically these are EPS or Adobe Illustrator files. Vector format logos can be scaled to any size without loss of quality. If a PNG or JPG is enlarged it will become increasingly pixelated and eventually unrecognizable. If you want a professional look at any size, make sure you have received a vector format logo. In all final versions whether vertical, horizontal, colored or monochrome.

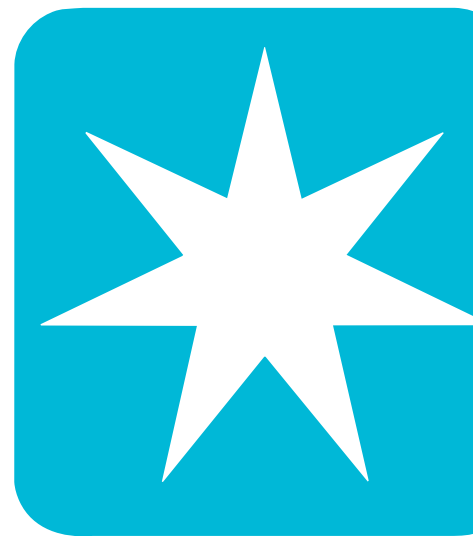


Including the preceding information in a written brief to your designer will greatly assist in achieving a high quality logo with a professional appearance that accurately communicates your brand's identity. It'll also give you better results because the designer will have a clearer creative direction, which means less revisions and adjustments.

If you're looking to refresh your brand or just need a new logo, X2 Global Media is pleased to offer consultations and also work with you to create your brand's new logo.



MAERSK
LINE



MAERSK
LINE

X2 Logistics Networks
Annual
Europe Cargo Meeting



24 April

Antwerp, Belgium
during Breakbulk Antwerp



Cargo Movers and Fast Trans

Cargo Movers and Fast Trans Ship Pagani Valued at 3.2 Million Euros

For anyone who love exotic vehicles, the Italian made Pagani supercar is a dreams come true. And this particular sports car is a real beauty that reaches a top speed above 350 km/h.

It also sports a Mercedes-Benz AMG - M120 - 12 cylinder V 60° engine.



X2 Elite Member



Performance 0-100 km/h in 2.7 sec

Top speed > 350 km/h

Wheels Forged alloy APP wheels; 19" front, 20" rear.



When fast cars and valuable cargo need transport you can count on the X2 Elite family to get the job done.

Learn more visit

www.cargomovers.de

BF Global Logistics (Netherlands)

BF Global Logistics Opens New Facility in Venlo

This facility will further strengthen the strategic expansion of BF Global Logistics through additional regional depots creating increased national presence. The management of BF Global Logistics, said, “We are pleased to continue our disciplined expansion which will strengthen our existing customer and carrier relationships in the Southern part of Holland and will also serve as a great complement to our other depots.”



X2 Elite Member



The new premises includes 12.000 m2 of business accommodation where BF Global Logistics offers high end warehousing solutions with a strong focus on the fashion and lifestyle industry.

BF GLOBAL LOGISTICS



ALTIUS

ALTIUS Transports Two Gantry Cranes from Rotterdam to Vigo

X2 ALTIUS completed the transport project of two large gantry cranes, weighing 830 tons each, onto a heavy-lift vessel.

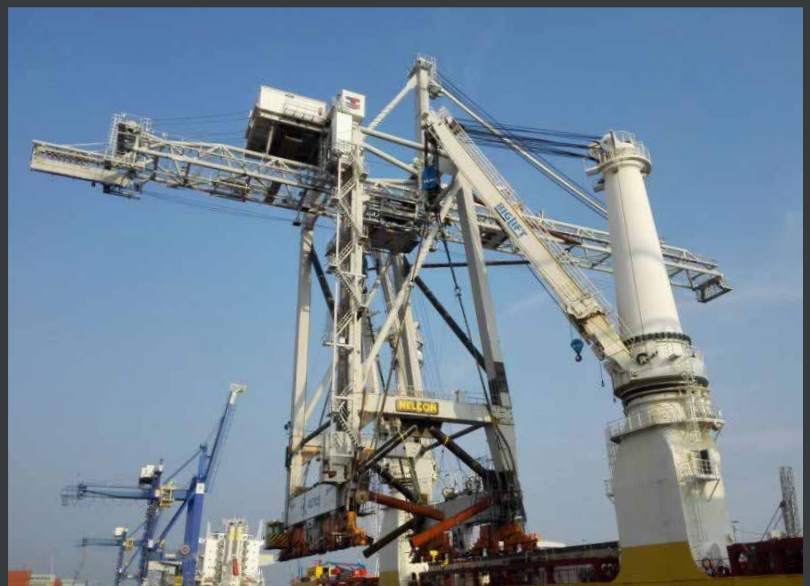


X2 Projects Member



Discharge operations took place at TERMAVI Container Terminal in Vigo (Spain). It has been quite a complex transport operation due to the critical lifting stability, lifting height and tight stowage on board.

Despite the fact that the Portcranes were not manufactured to withstand sea-transport, ALTIUS came up with a technical solution to make such sea-transportation possible.



Are You Attending The April Asia Warehousing Show?

2nd Asia Warehousing Show, the most popular and comprehensive exhibition for intra-logistics industry is around the corner. The event is co-located with Asia Cold Chain Show to be held from 27-29 April 2017 at BITEC, Bangkok.



X2 Cold Chain



Organized by Manch Exhibitions (Thailand), the primary exhibitor focus of the event is warehousing, cold storage, temperature controlling, refrigeration, supply chain, logistics, materials handling, WMS, cleaning and storage solutions. Over 100 companies will be showcasing products and services across the supply chain.





EAS

New Charter of Automotive Parts From Tunis to Tangiers



EAS International transported today with a Saab 340 2700 kilos payload of automotive parts for a manufacturer factory from Tunis to Tangiers in collaboration with Air Partner.

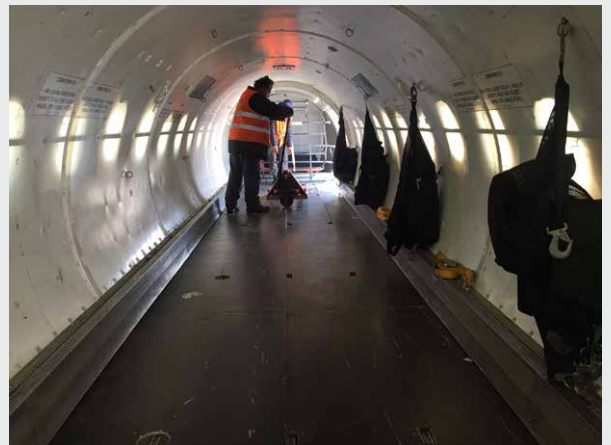


X2 Critical Member



This was another successful critical shipment. EAS International provides rapidly complying logistics solutions to ensure delivery in due time and conditions, through optimized features and means, while our customers meeting their global business needs.

As a leading freight forwarder specialized on worldwide end-to-end time critical logistics solutions, EAS International works as an integral part of the clients team to provide customized solutions delivered across an optimized level of service.





QualitAir&Sea

QualitAir&Sea recently **chartered** a B777-200F to move **40 Tones of frozen Peaches** from China to Mexico.

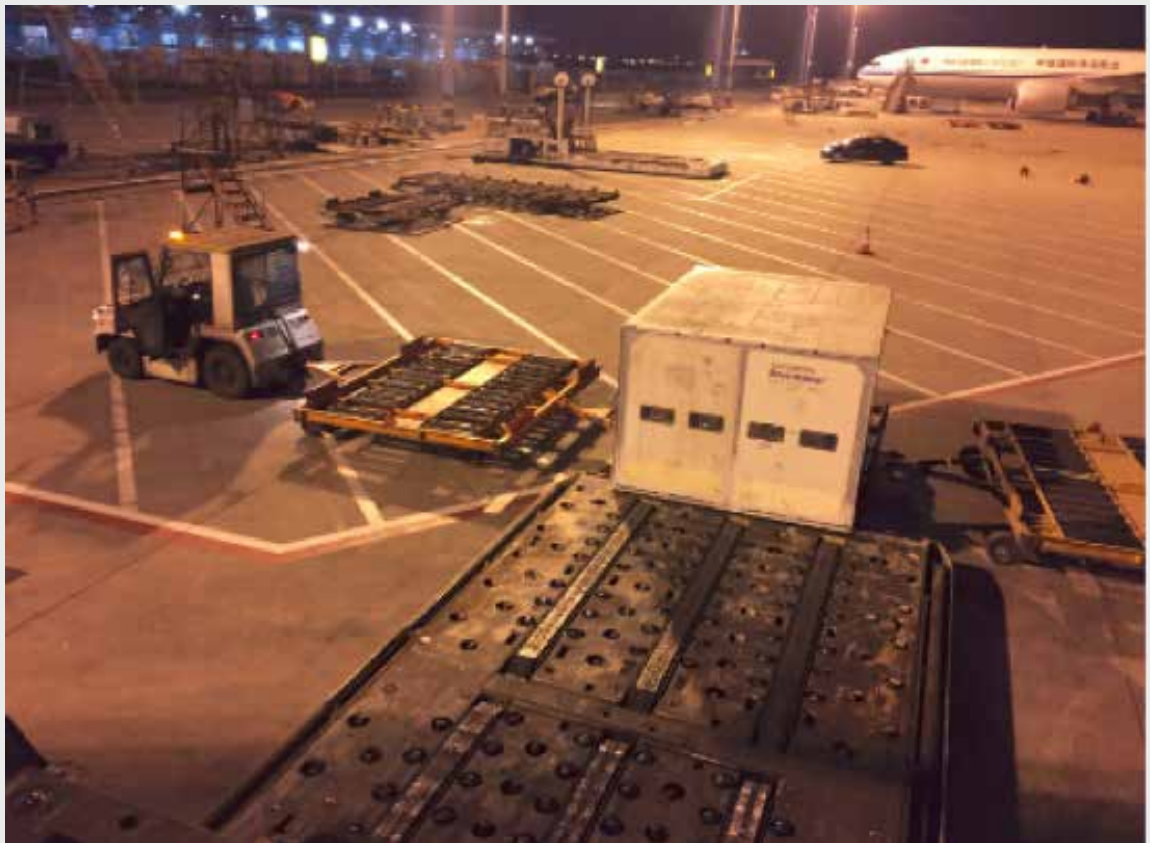
March 28, 2017– X2 member QualitAir&Sea recently chartered a B777-200F cargo aircraft to move 40 tons of frozen peaches from China to Mexico over a rough



X2 Critical Member

distance of 7,982 miles. The “Triple Seven” Aircraft is the world’s largest twinjet and has a range of 5,240 to 8,555 nautical miles.

The reason for the move was that the peaches are used as ingredients to make some delicious Ice tea in Mexico. A very interesting part of this move was that the peaches were transported using Envirotainers which were filled with dry ice until they reached the final destination. Envirotainers are temperature controlled containers that are used to transport pharmaceuticals



and other perishables. The only time the dry ice was re-arranged was during a technical stop at Dubai. This was one of the longest charter routes operated with such perishable cargo.

PAINTBALL

WITH

RICHWELL GLOBAL FORWARDING PTE LTD

by **Shane Hebzynski**

Following the nearly 1.5 weeks of preparation and conference activities, I took a trip to Singapore to get out of Bangkok and relax for a few days. As it turned out, on Saturday of the same weekend Richwell Global Forwarding was holding a company paintball match and Richwell kindly extended an invitation for me to participate and play along with the rest of the company and I happily accepted.



When Saturday arrived it was rainy, which meant a muddy and wet session of paintball on the outdoor field. Personally, I think a muddy and rain soaked paintball field makes the competition much more fun.



Everyone met for breakfast and the primary topic of discussion was the rain, the mud and how dirty everyone would be after paintball finished. After some conversation and some good food, everyone departed for the paintball field.



When we arrived at the paintball field the rain started falling a little bit heavier but not enough to cause a cancellation and as we arrived at the field the rain eased and by the time we were suited up and ready to play, the rain had stopped but the field would still be muddy and puddled. Once we arrived we got suited up in some camouflage jumpsuits that would prove incredibly hot as the games went on and that was followed by an entertaining safety briefing. Usually safety briefings are a bore, maybe it was because I was on holiday, but it was fun and didn't put me or anyone else to sleep. After some group photos and some playfully competitive banter it was time to suit up and start shooting each other.



Everyone was allotted 500 paintballs each to last 4 rounds of competition. Each round centered around a capture the flag format with the second half of rounds featuring the completion of more complex objectives to win. The whole time paintballs were flying, a few hit the referees, and between rounds everyone excitedly recapped their on field experiences of being shot,



sometimes repeatedly and successfully hitting their targets. Although it didn't really matter which team won the day, it was an enjoyable exercise and it was good to see an office team with such great teamwork, even if for a paintball match. By the end of the day it was clear that everyone had a great Saturday outing.



After some more group photos it was time to count and show off everyone's bumps and bruises from getting shot or slipping

and sliding in the mud. Then everyone changed into some clean clothes and it was time for lunch at a nearby restaurant to end the afternoon.

I'd like to thank Richwell Global Forwarding for the invitation and it was a great experience. Overall it was a day of good fun and good food.





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Guaranteed fit
Exceptional quality

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BEST TIME TO POST ON SOCIAL MEDIA IN LOGISTICS

by **Ram Kumar**

Social media in logistics? Really?

Social Media in Logistics & Freight Forwarding is rather new. But in the digitized world that we live in today, that is quickly changing. And is also one of the main reasons why

you need to be on it now as a first mover. Because in 2-5 years Social Media is going to be one of the most important tools in the Freight Industry. Social Media in Logistics is going to be a major player, best to get on board that train Now!

One of the best ways to increase your Digital Footprint and improve your Brand image is via. Social Media. A common misconception is that only the content that you create is what makes or breaks your social media strategy. While that maybe true, there is also a certain science behind using Social Media.

Best time to post on Facebook, LinkedIn & Twitter For Freight-Forwarders.



What time you post your content on Social Media is just as important as what content you are posting. Timing is key to creating the perfect post.

FACTORS BEHIND SELECTING THE BEST TIME TO POST



Platform



Targeted Regions



Reason of post (Impression, engagement)



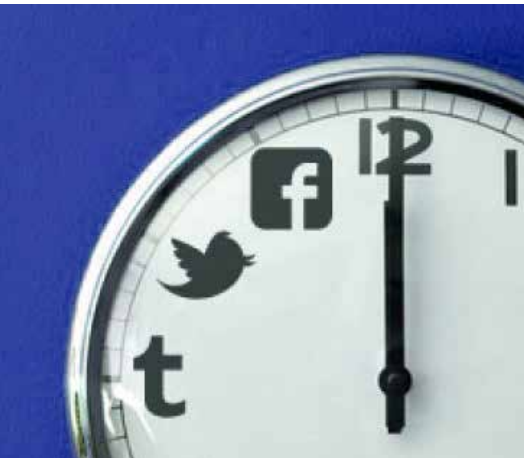
Target Audience



Why do Freight-Forwarders need special Treatment?



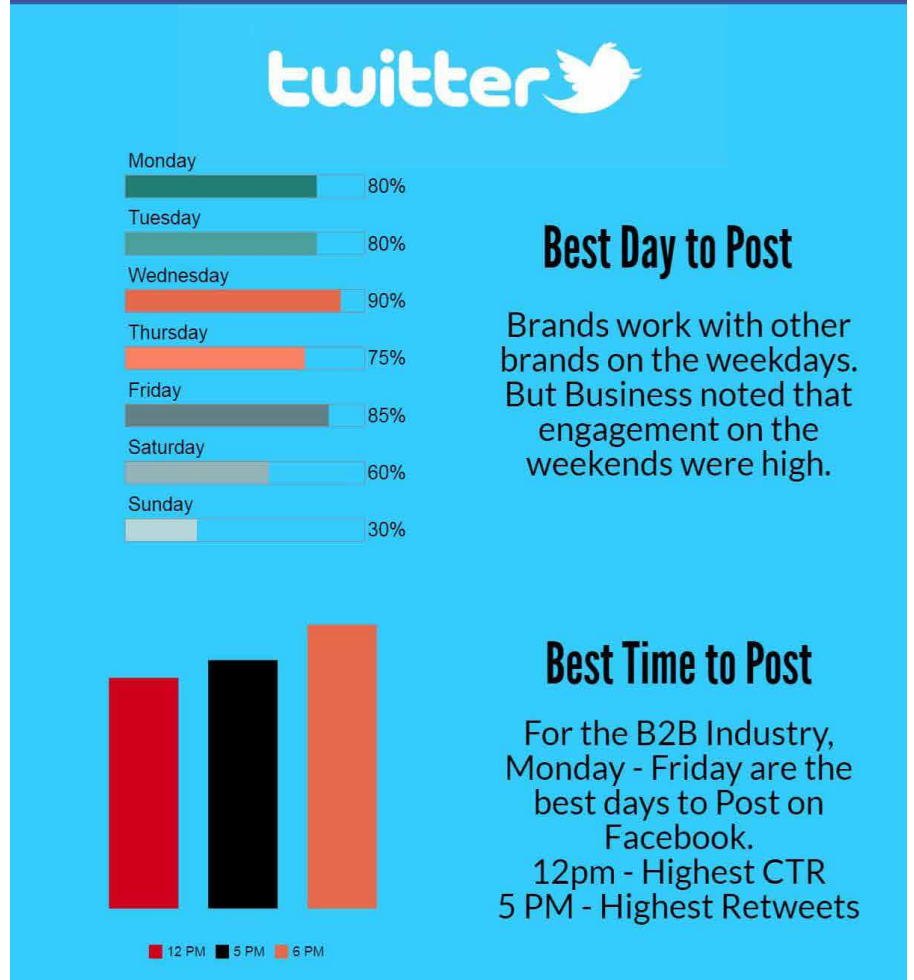
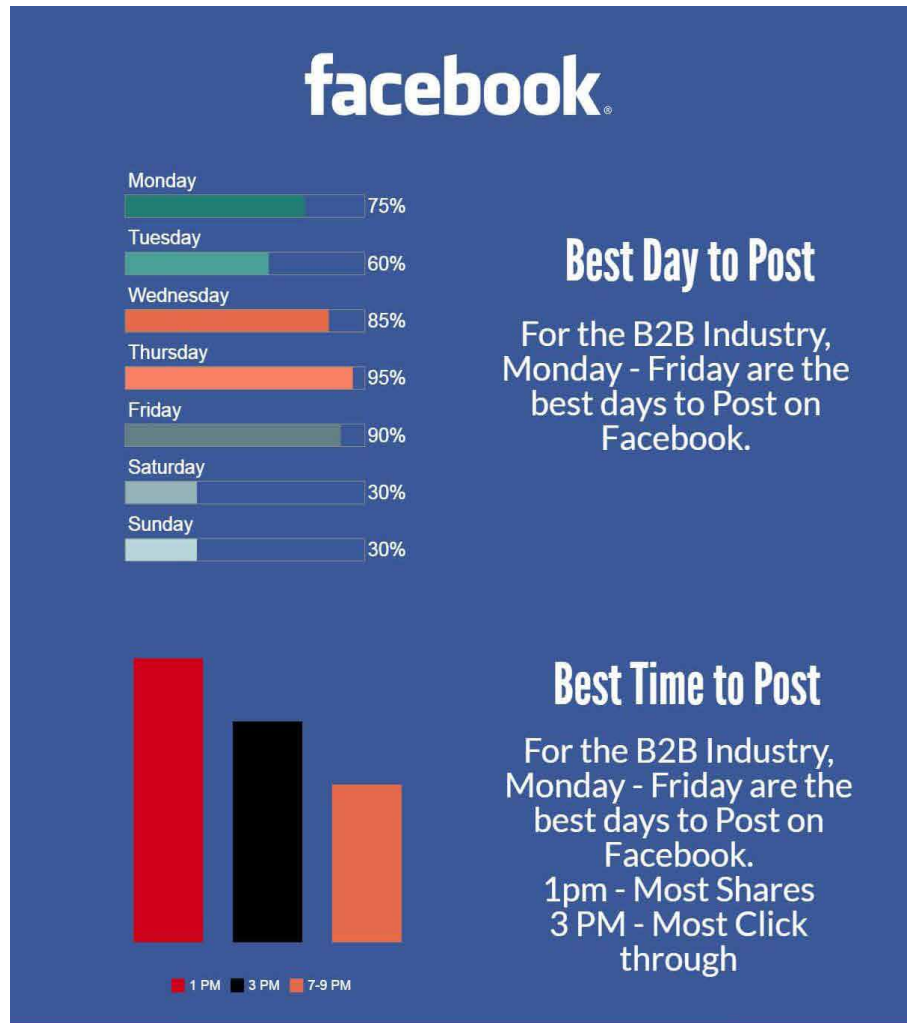
The Logistics & Freight-Forwarding industry is one that is fairly new to the Digital Marketing world. A big reason for separate timing for Freight Forwarders is that the industry is mostly B2B. This garners some limitations. For eg. It is not very effective to post on weekends as opposed to weekdays. We talk about this in details below:



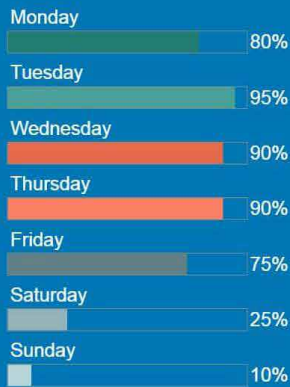
And one of the most important aspects to that is Timing!

What does timing have to do with social media?

Timing is a very tricky subject when it comes to Social Media, and even more so for Social Media in the Freight Forwarding industry. Because the Logistics industry is such a global one, it is hard to set a specific time to post. The best way to post would be to follow the sage old rule of "Trial & Error" & then check the analytics for your respective Social Network to find the time that best fits your page.

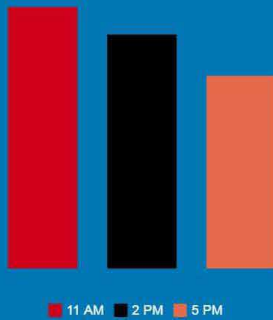


LinkedIn



Best Day to Post

As LinkedIn mostly consists of B2B Audience, weekdays prove to be the most effective.



Best Time to Post

Business hours are the best time to post on LinkedIn & garner the highest engagement & impression rate.

But that sounds hard!

For that sole reason, the good people at X2 Global Media have done the research for you & broken down 3 of the biggest Social Media Networks namely Facebook, Twitter & LinkedIn based on what days & times are best to post. And in true Logistics Style we have also added multiple graphs.

SOURCES:

1. <https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm.00001qk5r3035uf60v9r286frymp6>
2. <https://contently.com/strategist/2015/01/14/infographic-the-best-times-to-post-on-social-for-b2b-b2c-brands/>
3. <https://www.fastcompany.com/3036184/the-best-and-worst-times-to-post-on-social-media-infograph>
4. <https://www.b2bmarketing.net/en/resources/blog/infographic-week-best-times-post-social-media>
5. <http://www.ripleypr.com/blog/b2b-social-media-best-times-to-post/>



X2 Logistics Networks
Annual
South East Asia Cargo Meeting



3 September
Kuala Lumpur,
Malaysia

Colors

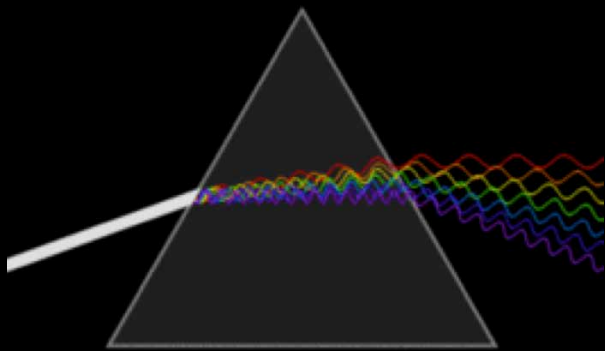
in Branding

by **Martin Degis**

This article provides basic information about colours and their use in marketing.

What is color?

Our vision naturally depends on sunlight or alternative sources of light like fire or electric lamp. Light source is usually visible as bright white. Colors as we know them are generated by our brain; it is a wavelength of light reflected from objects in the light.



The ability of the human eye to distinguish colors is based upon the varying sensitivity of different cells in the retina to light of different wavelengths.



A typical human eye will respond to wavelengths from about 390 to 700 nm and can distinguish about 10 million different colors.

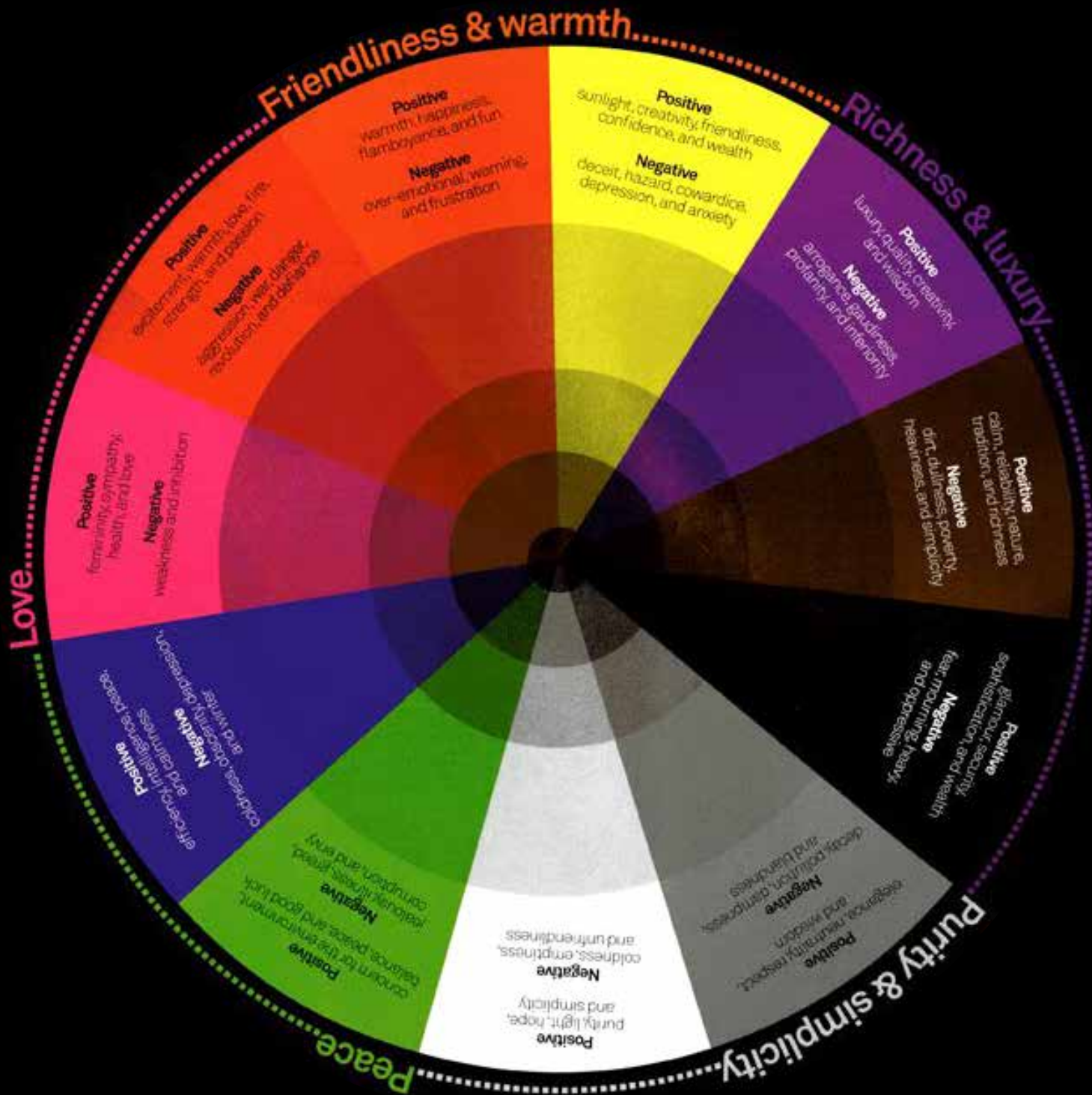
How Colors Affect Marketing

A color is a part of the brand's image, so the right choice of color will help you to call for the right emotions, which ultimately force the visitor to take advantage of your services. The right choice of color for company logo, or its product and services can help companies operating in the B2B market to build a trust and a positive attitude.



Color emotion guide





95% of brands use only one or two colors, 41% of the brands use text only, without any additional visual elements.

of related shades. Properly used colors will improve the communication with the audience.

It is recommended not to overuse colors in advertising; the best is to use two related colors, which can be varied at the expense



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