

STRAIGHT to the POINT

No Matter How Rough the Seas May Be, OOCL Finds Smooth Sailing with VTC.

In an age of diversification, at a time when Ventura Transfer Company offers its broadest array of highly integrated transport and transloading services, there still come those instances when only transportation services are needed and only transportation services will do. Such a moment came when the international shipping giant OOCL, Orient Overseas Container Line, sought help with its numerous ISO container transportation challenges.



SITUATION

Based in Hong Kong and in business for nearly sixty years, OOCL operates multiple weekly sailings to and from North America, the Far East (including all ports in Asia), Australia and New Zealand. The company also operates a weekly Scandinavia/Baltic service. Working from 160 offices in 50 countries, and employing a staff of more than 4,000 globally, OOCL is one of the world's leading container transport and logistics service providers.

"Our company is a true world player in the international shipping market," says Frankie Lau, Marketing Director of OOCL's North America operations. "We're a total logistics provider, from ocean to rail to customers' sites.

JUST HANDLE IT

When shipping giant OOCL needed a safety-conscious partner for their high-volume ISO transport business, they tapped Ventura Transfer Company for the job, citing VTC's long history of successful hazmat handling and their large, specialized inventory.

See **Just Handle It** inside >

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We needed to find a transportation partner with capabilities that matched our own global vision and scope.”

CAPACITY, COMPETENCE & SAFETY

OOCL specializes in container shipping—dry box containers and liquid bulk tank containers—with special handling needs ranging from routine to highly hazardous. As the company’s Director of Operations, Long Beach, Bob Wallace, recalls: “We looked for a company with a large inventory of specialized chassis to transport our customers’ ISO tank containers safely and efficiently between the railroads and marine terminals. And because Ventura Transfer has numerous tank chassis in good condition, they’re capable of handling large spikes in volume without impacting cargo transit time or, most important, safety.”

For Ventura Transfer Company’s Mike Mantellino, the specs were anything but routine, yet they were hardly daunting. “We’ve been proving ourselves in this area for the lifetime of the company, which is more than 130 years, but we’ve made it a specialty since the beginning of the age of containerization, back in the 1960s. I doubt there’s any company with more solid expertise in ISO container services than VTC. We know it cold. We’re continually improving our skills in it. And we’ve proven to OOCL that our capabilities are an excellent match for their needs.”

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SAFETY & COMPLIANCE ARE CRITICAL

Among the materials the partner would be expected to handle were liquid propane and numerous petroleum products, so, for Bob Wallace, safety was a primary concern. “We looked for a

**HANDLE
THE VOLUME**
handle it safely



HANDLING THE VOLUME

OOCL needed a partner that could transport ISO tank containers safely and efficiently between the railroads and marine terminals, despite occasional spikes in volume.

commitment to, and a track record in, safe materials handling. Our partner had to have the physical assets to assure the watchful, expeditious handling of a broad range of hazardous materials.”

Owing to its long, successful history in hazmat handling, Ventura Transfer Company became OOCL’s ISO container transport partner.

“Basically, this meant our becoming their link between the docks and the railroad/the railroads and the docks,” says VTC’s Mike Mantellino. And to OOCL’s Import Intermodal Manager, Sylvia Gutierrez, this was a vital link: “Between vessel and rail car, there are three things we have to watch out for—details, details, details—and VTC, well, I think they’re just the best at sweating the details.” For OOCL, sweating the details means many things:

Materials Handling: VTC’s ability to handle all types of materials, hazardous and non-hazardous—including their proprietary methodology for lifting and storing ISOs (unique on the West Coast)—help OOCL gain an edge in efficiently meeting mission-critical deadlines.

Logistical Expertise: VTC’s large inventory and vast trucking resources give customers a strategic edge and cost advantage in meeting their bulk handling and distribution needs.

On-Ground Communications: VTC’s in-cab two-way radio technology is the virtual equivalent of riding along with your shipment to make sure everything’s okay. With it, OOCL can track inventory and shipments in real time, 24 hours a day, with a single phone call.

Regulatory Compliance: OOCL turns to VTC for help in navigating the tricky shoals of placarding, dangerous cargo certification, special licensing

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of drivers, DOT laws and regulations, and the differences between federal and international laws—because here, what you don’t know can hurt you.

Insurance: OOCL can trust that VTC complies with all insurance requirements. Many carriers and ship lines do not fully understand the requirements for insurance to handle ISO containers tanks, leaving them open for unexpected costs resulting from a claim.



HANDLE ALL MODES

Backed by an impressive truck fleet, rolling stock, handling equipment and its own rail yard, VTC proved to be a multi-modal powerhouse that gave OOCL the strategic edge that it needed.



HANDLE IT SAFELY

VTC’s intense focus on safety, and its wall full of awards to prove it, assured OOCL that this was a company they could trust.



OOCL's Bob Wallace remembers: "In the regulatory area, where penalties are costly in more ways than one, I'm not aware of a single incident with VTC. That's more than I can say for other carriers in other parts of the country. At VTC, they know their business."

A TIMELESS NOTION

Decades ago—nearly fourteen decades—trade goods from the Asian continent crossed the Pacific under sail. Upon landing in California, many of those goods were hauled, competently and safely, by the family business that became VTC. Back then, a technological breakthrough might have been limited to a new blend of axle grease or a better way of balancing a load for a long, rocky trip, but behind that breakthrough was an attitude, a spirit, a quest for continuing improvement.

For OOCL and many other customers, it is an attitude that continues to this day at VTC.



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