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## 77 Euro V Actros Trucks Added to Bakers Fleet

*Bakers has welcomed in a new sustainable vision of the future, the landmark transaction of 77 New Mercedes Benz Euro V Actros Trucks. The historic event took place on 20<sup>th</sup> March 2019 and brings a dramatic growth to our Bakers fleet.*

Our fleet of long-haul trucks now numbers just over 300 trucks with an overall fleet of 650 trucks, including the new Euro V Actros units which will conduct line-haul prime mover activity with a superlink tautliner combination across South Africa and cross-border.

In an unprecedented move, all 77 trucks are Euro V emission standard. The Euro V Actros engine is one of the latest models from Mercedes-Benz (South Africa) that targets fuel efficiency and the reduction of carbon emissions. A major environmental win is that the Actros V reduces harmful Nitrogen Oxide and particulate matter emissions by up to 90% in comparison with Euro II engines, which are the norm on South African trucks. The average global fuel saving on the Actros V is 7% which means that carbon dioxide emissions are reduced by 7%, as the amount of carbon dioxide emitted is directly related to the amount of diesel burned. The Euro V models have the lowest total cost of ownership and are the most environmentally friendly vehicles on offer in the new Actros range.

***"We introduced the Euro V Actros to keep apace with cutting edge technology, innovation and to improve efficiencies," said Abdool Tayob. "The obvious challenge to the running of Euro V trucks in South Africa has been the lack of widespread availability of low-sulphur diesel. Our depots situated in all major centres across the country are stocked with 50ppm diesel and AdBlue fuel additive which ensures the smooth running of the Euro V Actros fleet."***

The update of the fleet is in keeping with Bakers' commitment to keeping ahead of the curve in all facets, including the environmental sustainability of Bakers' fleet on South African roads.

***"With recent focused attention on the environment and road safety as priority by all stakeholders, risk mitigation is essential. These aspects have become increasingly important, having a direct bearing on a company's reputation and image, furthermore there are inherent tangible economic benefits as well," said Abdool Tayob.***

Bakers has also provided training to our staff on the new Euro V, leading to a positive reception by the drivers. "There are a lot of structural changes," said Bakers' driver Tino Govender. "Training was imperative, but once you get used to it, driving is a breeze."

Bakers is looking forward to further training all drivers on the new Euro V trucks.



## Message from the CE

**I greet you with the universal greeting. As Salaam Mualaikum. May the peace and blessings of God almighty be upon you all.**

Thank you for taking the time to read my message. The Bakers Bulletin is an excellent read. Well done to the publications team. My intention is to share a personal perspective of our current world situation. Globally as we witness and experience a severe and complex socio-economic dilemma, I am confident that most people would share a similar micro and macro view of the status-quo over the past six months. If we could add a title to this period, it would be "Challenging Times Sustained". In times such as these, I recommend we cherish our family and friends, and take time to enjoy the simple things in life. Furthermore, prioritise acknowledgement and gratification to God Almighty for the countless bounties we have been blessed with. We pray for world peace and positive changes in all facets of human life.

From my perspective, religion is vital and essential with a belief system in God Almighty, the scriptures, messengers, angels, the last day, life after death, and that all good and bad is predestined by God. I will influence and propagate that there is none worthy of worship and that the Prophet Muhammad (P.B.U.H) is the final messenger and some will mention other variations.

What is required today is people living as a single human family, respecting and loving each other, and sharing warmth and good character. Furthermore, protecting humanity and wishing well upon fellow human beings. May God Almighty guide us on the straight path and spread his love and peace in the world, Ameen.

Shifting my focus to business and on the economics of the world we live in. The concept of "Authentic Leadership" is needed and unfortunately is lacking across the board. The live execution of recent buzz words such as "agility", "adaptability", "profitability", "4th industrial revolution" and "block-chain strategies" is in pressing need. Personification of "resilience" is the order of the day. Of course, contending in high seas produces the best captains to serve moving forward. Bravery and courage is what is required to navigate during times of uncertainty with strong focus, team spirit and trust in God Almighty.

I would like to share a Quranic verse that translates somewhat to this effect: "With every trial and hard times comes ease that will follow." (Chapter 94: Verse 6). We pray to God Almighty that he eases the tasks for all leadership teams and that success is granted for Bakers Leadership and colleagues.

On the homefront in South Africa and putting the spotlight on Bakers -

The logistics industry faces strong headwinds which unfortunately calls for restructure and resizing operations, resulting in job losses and cut backs. In addition, there is massive pressure and demanding workloads for the entire team. Productivity is non-negotiable - it comes down to survival of the toughest. Maintaining and exceeding customer satisfaction is the priority mandate and focus point with completion of the current infrastructure projects and a moratorium on new Capex. Risk management and mitigation is on top of the agenda and with lean principles being intensified on all functions. We live in a world where loyalty, honesty and integrity is a rare find and dealing with this is counterproductive and drains resources .

**In conclusion I would like to share a saying once heard "Time is short and the challenges are difficult".**

**Kind Regards and Best Wishes  
Abdool K Tayob**

# Optimising Communication in Logistics with Technology

The logistics network has a number of parts, all of which require attention when it comes to communication. From information regarding warehouses and distribution centres, to updates surrounding service operations and transportation routes and hubs, the objective is always to optimise the process in order to deliver the best and most streamline service to the customer.

Access to information by companies and clients alike – and the ability to seamlessly communicate this information – is becoming increasingly important in this optimisation process.

Software solutions are able to provide easy access to information, both internally to company departments and externally to customers, and range from logistics management tools to optimised route scheduling systems that all provide real-time feedback and reporting.

Whereas the historical method of communication was via phone or email, the incisiveness of these technologies add value to customer service in unprecedented ways. For example, accurate vehicle data can be used to calculate ETAs and will trigger automated messages in the event of any delays. The key to this taking a proactive, rather than a reactive approach, with potential problems being planned for before it happens.

Bakers has employed this approach extensively and has invested heavily in the right blend of technologies and systems to provide customers with information "on-tap" via unified, integrated solutions that clients have direct access to, in addition to the traditional methods of communication.

And while the conventional methods may not yet be obsolete, optimising communication with technology is most certainly the trend when it comes to the overall optimisation of logistics that differentiates a great customer experience from a good one.



# Bakers Launches New App at Track Day

Bakers Track Day held on 12 March this year at Zwartskops Raceway in Johannesburg, welcomed clients and employees for a day of racing and innovation. This year, the main event that captured the crowd's attention was the launch of Bakers new app, The Bakers Intelligence Transport System.

The app offers all users increased access to planning and operational updates in order to speed up company wide efficiencies and increase customer interaction.

Abdullah Sujee, Transformation Executive introduced the app and outlined its capabilities, sharing that the app is only at its stage 1 phase, with more features planned for further rollout. Bakers also led an interactive discussion on the various service enhancement initiatives that are part of our driving philosophy.



***Lwazi Mbele felt the impact of day, "It was an amazing experience that delivered well beyond expectations. It renewed my drive and vigour and provided the opportunity to learn about the exciting innovations that the company is implementing as well as providing an opportunity to meet fellow colleagues and clients. It felt good to be part of the Bakers team."***

Track Day is hosted by Bakers S.A. Limited in association with Mercedes Benz South Africa. Bakers' partners and employees were treated to a day of driving in a range of Mercedes-Benz vehicles on a variety of surfaces, including skid, track and off-road trails. The showcase of defensive driving aims to highlight ways of improving driving skills and to introduce the attendees to driving techniques.

## Learnership Empowers the Unemployed

Successful applicants attended the TETA Learnership induction, hosted by Bakers in association with TETA and NOSA Logistics in February 2019.

The TETA Learnership gives unemployed individuals the opportunity to enroll in a one-year course for skills development in the Transport Sector. Course content is created in conjunction with professional stakeholders who have researched and identified sector skills development which the industry is in need of.

***"Running a project of this magnitude makes us very happy as we are upskilling and developing the unemployed in our industry," said Mo'aaz***

***Adam, National HR Manager. "Being able to impact positively on disadvantaged individuals and being able to see them qualified at the end of programme is what drives us."***

The Transport Education and Training Authority (TETA) coordinates the course in conjunction with NOSA Logistics and Bakers S.A. Limited. Upon graduation, learners should be equipped with valuable skills that enable them to seek employment in the Transport Sector.

Applicants were asked how they felt being accepted into the programme and how they benefitted from it, this is what they had to say:



**Lethu Mtshali**

I feel very great considering the number of people that have applied for this programme. I will increase my skills level. I will gain more experience and learn to be more dedicated. In time I will gain a very respectful and rewarding position.



**Zwiafana Mukwevho**

I feel happy to be one of the successful applicants. I will benefit from learning more and I have been looking forward to this.



**Nonkululeko Ntshangase**

It feels good, I look forward to the next year as I feel strongly about education. I am keen to gain more knowledge. I will be adding another qualification to my CV. I will benefit by receiving on the job training in warehouses which will allow me to get a good job.



**Nomcebo Mazibuko**

I feel honoured to be accepted into this course. As explained that there are many people who wish to be here. I have been looking for such an opportunity. I will benefit by increasing my education to NQF Level 3. This programme will help me to enhance my skills, education and give me a better quality of life.



**Mfanekiso Dindi**

I feel happy as I have had hurdles in understanding the transport industry. Bakers S.A. Limited has provided me with an opportunity to understand this better and I look forward to the next year of knowledge and experience. I will benefit by the increased opportunities after this course. I look forward to being employed by a Freight and Logistics Company.



# Driver of the Year 2018 Names Two Winners

The coveted Driver of the Year Award was received by two drivers who both displayed an exceptional level of skill in their duties.

Percy Govender and Rodgers Mazibuko were named Driver of the Year for 2018 earlier this year. Both individuals are professional Linehaul Drivers and Bakers is proud to have them serving within the fleet.

Bakers Driver Training Manager, Ismail Khan, complimented both drivers on their achievement. And, The Driver Training Team have sent a word of congratulations to the winners:

***“You guys did a great job. Indeed a huge achievement. You have made us all proud. Keep up the good work. Congratulations from the Driver Training Team”.***

Driver training is of vital importance at Bakers and the company is committed to producing highly skilled drivers that are a credit to the industry.

Drivers undergo training year-round to ensure they are up to date on road safety regulations and new additions to the fleet.



## Congratulations to our Nxamalala Soccer Team!



Nxamalala Islamic School under 13 soccer team



The focus on education within our CSI initiatives has always been a priority with the building and daily running of schools in rural areas. Pupils from one of our schools, the Nxamalala Islamic School situated in Underberg, recently participated in an inter-school soccer tournament but narrowly lost to the home side after courageously making it to the finals. Their efforts and determination are duly commended. Well done to the team!