

HOYER honoured with Digital Leader Award 2017

Smart Logistics among the Top 3 in the “Create Impact” category

Hamburg, 19 July 2017 – The Smart Logistics digitisation strategy of the transport and logistics service provider HOYER was honoured with the Digital Leader Award as one of the top three corporate strategies in the “Create Impact” category. Only seven per cent of companies in the German-speaking region satisfy the requirements to be a Digital Leader. This ranks HOYER among the trailblazers in the Digital Transformation.

The distinction honours courageous pioneers in established companies that are driving forward the German economy’s digital transformation and successfully breaking new ground. An independent jury of experts from industry, science and the media assessed 96 companies from various sectors that submitted entries in six categories. The jury considered the digitisation strategy’s comprehensiveness and its significance for the company. The Digital Leader Award was under the patronage of the German Federal Minister for Economic Affairs, Mrs. Brigitte Zypries.

HOYER’s Smart Logistics concept is based on developing and using intelligent telematics for tank containers, which display not only the tank’s position data but also its temperature, pressure and filling level on a web portal to which clients have access. Smart Logistics scores points as a convincing solution to global challenges that offers new standards in transport and the networking of customers, suppliers and goods. The advantages of seamless goods-in-transit monitoring are obvious: anomalies and discrepancies can be detected at an early stage, and the consistent quality of liquid products can be safeguarded. For HOYER’s clients, this increases efficiency in monitoring goods in transit, optimises turnaround times and improves capacity utilisation.

HOYER has already equipped 5,000 tank containers with this smart technology, to be followed in future by 8,000 more every year. The strategy gives the international logistics provider better control of its tank container fleet, thus increasing profitability. Moreover, smart technology encourages safety for transportation and the environment.

About the HOYER Group:

HOYER, a traditional independent family business, has been one of the world’s leading bulk logistics providers since 1946. As a specialist, it has extensive know-how in the provision of complex services, and has special customer proximity. It develops and implements comprehensive solutions in European and worldwide bulk logistics, particularly in the chemical, food, gas and petroleum industries. For this, 6,100 employees in more than 115 countries support clients with well thought-out logistics solutions to make them even more successful in their respective markets. HOYER owns around 2,400 trucks, 2,900 road tankers, 27,200 IBCs, 37,200 tank containers and numerous logistics installations with depots, cleaning plants and workshops.

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