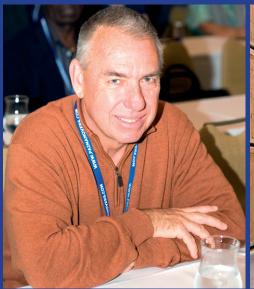
PAIMA REPORT

The magazine of the Pan American International Movers Association

Spring 2014









PAIMA AT THIRTY













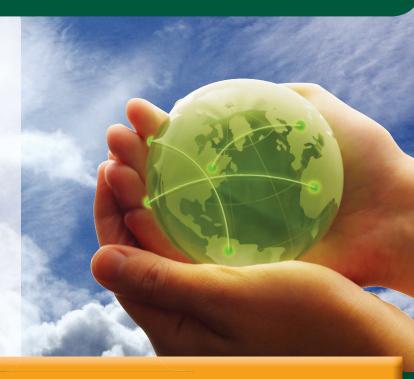
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domrep@larosadelmonte.com















The magazine of the Pan American International Movers Association.

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AIReS.

Pittsburgh, PA, USA.

Email: lcarmack@aires.com

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CHRISTY WICKMAN-KOZLOSKI

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Indianapolis, IN, USA.

Email: intl@wickmanworldwide.com

COVER

It was 1984 when PAIMA was founded by a valiant group of Latin American movers. Since then it has grown to be a significant international moving organisation which we celebrate in 2014.

REGIONAL DIRECTORS

2012 - 2014

Region I – Canada & Mexico

Tim Garside,

INTERCONTINENTAL VAN LINES,

Markham, Canada.

Email: timg@intercontinentalgroup.com

Alexandra Schmidt,

MEXPACK INTERNATIONAL REMOVALS,

Mexico City, Mexico.

info@mexpack.com

Region II – USA

Pat Toscano,

RELIABLE VAN & STORAGE,

Elizabeth, New Jersey, USA.

Email: pjt550@aol.com

Steve Dozois,

HUMBOLDT INTERNATIONAL,

Boston, MA, USA.

Email: sdozois@humboldt.com

Region III - Central America & Caribbean

Fabian Ortiz,

APA WORLDWIDE MOVERS,

San Jose, Costa Rica.

Email: apawwm@racsa.co.cr

Region IV - South America

Jorge Mc Cormack,

MERCOVAN ARGENTINA,

Buenos Aires, Argentina.

Email: Jorge@mercovan.com.ar

Region V — Europe

Matthias Tischer,

CARL HARTMANN.

Brenan, Germany

Email: m.tischer@carl-hartmann.de

Region VI – Africa

Kehinde Arowoselu,

KOEMEN NIGERIA,

Ikeja, Lagos State, Nigeria.

Email:info@koemannigeria.com

PAIMA MANAGEMENT

MICHELLE ST. CYR

Executive Director.

Pan American International Movers

Association.

1451 W. Cypress Creek Boulevard,

Suite 300,

Fort Lauderdale, FL 33309.

USA

T: +1 (954) 880-1085

F: +1 (786) 497-4017

E: paima@paimamovers.com

PAIMA REPORT

Editor:

Colin Quarrington

Number Three

Trinity Barns

Weston,

Hampshire

GU32 3NN

UK.

T: +44 1730 269262

E: cmq@qcpr.co.uk

YOUR NEXT ISSUE OF PAIMA REPORT!

Look out for it in June/ July 2014.

We will be celebrating PAIMA's 30th anniversary. If YOU have any articles or photographs regarding your company or your participation in previous PAIMA conferences, please contact Colin Quarrington:

E: cmq@qcpr.co.uk.

SHARE YOUR MEMORIES!



AS YOU CAN READ ON PAGE 14

there will be elections at PAIMA's 2014 conference in Orlando where we also celebrate our landmark 30th anniversary.

Why not make a nomination for the board? A young organisation like PAIMA needs young thinkers to keep going forward.

New blood is the life line of a successful association and PAIMA is no different.

Our organisation is so democratic that it is the easiest thing in the world to nominate someone — whether of course the General Assembly votes for you or the other guy (or woman) is another matter! But think about getting yourself up there — if you ask any of the current board members, they will tell you it is an interesting and satisfying job.

There are no salaries, luxury travel or lavish cocktail parties to attend because PAIMA has a strict policy of not spending your hard-earned dollars.

But you do get the comradeship of your fellow board members and best of all, the satisfaction of being right at the centre of the association. As one who has served her time, I recommend it!!

So — thirty years have passed since the formation of PAIMA. This is an event that will be central to everything we do at our conference in Orlando in October.

And how the industry has changed in those thirty years! There would be no need for a PAIMA to be formed now as thanks to uniform quality standards politics does not prevent admirable companies enjoying membership of their desired moving association.

Speaking of which, huge progress has been made with the PAIMA international standard which is already in draft form and rapidly approaching final analysis and completion. I hope there will be a detailed report later in the year.

Although PAIMA was formed as a quick-fix to tackle the injustices that existed at the time (early 80s), to everyone's surprise it flourished as an association.

Clearly, there was a need for a smaller, non-political group because PAIMA just grew and grew!

Are you ready for a new experience?

Letter from Laura-May Carmack, the PAIMA President.



Laura-May Carmack, President of PAIMA.



PAIMA IS NOW SETTLED IN BRAND NEW OFFICES IN FORT LAUDERDALE



The Paima Board meets at its new offices: From Left: Michelle St. Cyr, The Executive Director, Laura-May Carmack, Lars Lemche, Sid Vallaydam, George Naumann, Christy Wickman-Kozloski and Jose Marrero.

TODAY, I LIKE TO THINK

of PAIMA as being a rather exclusive organisation with well chosen, highly committed members from all over the world.

Even in these times of recession we continue to recruit new members and I am looking forward to welcoming them to Orlando.

As indeed, I hope as many of you as possible will join us to celebrate 30 years of PAIMA.

We are all working hard to put on a special event that not only meets your needs but marks this significant milestone in the life of PAIMA.

I have absolutely no doubt that the organisation will continue to prosper, delivering good value for money, excellent networking and services that YOU want, rather than ones we think you should have.

Which brings me back to the elections! We do have the benefit of a very varied board.

This is good because it means we take a global perspective on our discussions and decisions. This is very stimulating for us as individuals and it does widen our knowledge of the industry in which we work.

You really feel you have your finger on the pulse of the industry and the events that shape its future.

So do not think that being a board member is not for you. It could be the best thing you ever did.



The recent PAIMA board meeting was held at its new office in Fort Lauderdale. It is in a new complex in what is known as a LEED Silver EBOM certified building. This means it is designed to achieve high performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

Some of the benefits include: the building is healthier and safer for occupants, it reduces waste sent to landfills, reduces harmful greenhouse gas emissions, and conserves energy and water.

"PAIMA has always been committed to the environment and now we have excellent new offices which confirm our green credentials," says Michelle St.Cyr, the Executive Director.







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Domestic Moves



WELCOME TO PAIMA'S new home in Fort Lauderdale!

As you can read in the President's report, this office block has massive green credentials and ticks all the possible boxes you can think of in environmental terms.

Just the technical acronyms make your head swim - but believe me, 1451 W. Cypress Creek Boulevard is the real deal.

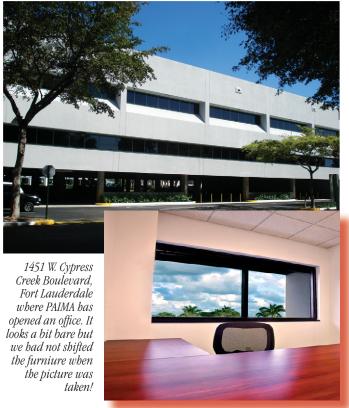
Within the elegant building is an entire floor of office suites with conference rooms, lounge area, kitchen facilities and a main receptionist.

PAIMA has a small private office and in addition, has all the amenities of a large corporate office available for our use.

It is located right off the main highway I-95, near the Fort Lauderdale International Airport and across from the Fort Lauderdale Executive Airport.

Very handy for you travellers
- just call by for a cup of coffee
and a chat! The door will always
open for PAIMA members.

The boulevard itself is a mix of corporate buildings including one of the Citrix headquarters and a Kaplan University campus. It is very smart!



I am really enjoying going to work in an office with other busy professionals and attending the networking events in the building.

So we have transferred all the files to the new building and everything is safe, sound and secure. It took just a little while to get everything in good order and now it all looks very professional.

So while all this has been going on I have been working on the conference as well!

All the plans are coming together very nicely and as the various bookings are confirmed, details will be posted on the PAIMA website - so keep looking there for updates!

Michelle St.Cyr.



Competition was strong when Burke Bros made its bid for a top business award.

It was a tough contest — but Burke Bros of the UK beat off over one thousand other businesses in bid to win one of the top awards presented by the Black Country Chamber of Commerce.

It was a process that took a few months as the judges are very exacting in their demands. Detailed information had to be provided by Burke Bros about every aspect of its business.

Eventually, the moving company heard that it had reached the top three in the

Continuous improvement' award and had joined the top six contestants for the Service Provider category.

"We were very pleased to get this far," says Gary Burke, a long-standing member of PAIMA. "The moving market in the UK has been in dire straits since about 2008 and we have had to work harder than ever to retain our position as the leading company in the Midlands and north of England.

"We entered not expecting to get very far to be honest. But we did a good presentation on how we tackled the problems of recession by taking on apprentices and university graduates, and working closely with the universities on training and innovation.

"This developed into an extended programme of

training, further investment in apprenticeships and working with graduates to improve our IT and marketing capabilities"

The judges (all business leaders in their own fields) were also impressed at how Burke Bros had managed to reduce its operating costs by 20% while at the same time investing in staff and training.

They also liked the new programmes for handling any customer complaints, how it set targets and kept staff motivated at all times.

"The judges obviously thought we worked hard on not only maintaining but improving our service levels. We have been working very hard on our corporate base as well as developing links with the relocation industry which is such a vital part of our industry now.

"We were also delighted to become an approved supplier to SIRVA which is an excellent organisation. But we try to treat every client as though it was our most important one whether they are corporate or private.

"This is really important to us. We are always looking for ways to improve customer satisfaction and I think the judges must have picked up on this because they said:

"You have successfully demonstrated that you always go above and beyond in improving your business and that Burke Bros is determined to succeed and excel in business."

As judges, we were looking for a company that is hard working and passionate not only about growth but also its people and the wealth of the local economy."

Business world applands Burke Bros.



Champions amongst the judges: fourth from left is Chris Burke and second and third from the right are Melanie and Gary Burke. "I was amazed we won against strong competition!" said a delighted Gary. Business must be good as the company has ordered another five vans.



By Bjorn Carlsen of NFB International Relocations, Norway.

All together now--let's say Yes! to the tonnage list!

THERE ARE MANY GOOD reasons to join PAIMA, one of which is the production of its tonnage list.

I have been in the industry a long time and remember how we would look forward to the monthly publication of the OMNI tonnage list.

Yes, it was truly exciting! We worked very hard and conscientiously to enter into the system every scrap of tonnage we handled with OMNI members.

Why? Because we wanted to be able to tell trade colleagues and our clients that we controlled the market in Norway.

If they could see that we were shipping and receiving more tonnage than any other company in Norway, it marked us as being pretty special — the leaders, the dominant force, in our market place.

When you are selling to someone, having that kind of data in your presentation is worth its weight in gold.

So when we considered joining PAIMA, the tonnage list was probably the most important 'come on'.

We thought PAIMA would give us the marketing tool that we



Bjorn Carlsen, one of the most experienced people in the international moving industry.

knew was very effective. We were so impressed by the pioneering spirit of PAIMA to be the only organisation in the world (other than OMNI) to have a tonnage list. It really was so impressive!

We joined PAIMA less than a year ago and I went to my first conference, held in Vancouver last year.

It was a real pleasure to meet so many friendly and obviously highly professional movers from some great companies. I judged the conference to be a real success and came home to Norway very confident.

After all, here in Norway, we have one of the most outstanding facilities you could wish for: we operate out of Norway's first-ever fully automated household goods warehouse with a capacity of 1100 TEUs.

The new building stands on an 18,400 sq.m plot in Røyken centrally located between Oslo to the North, Drammen to the West and Vestby in the South.





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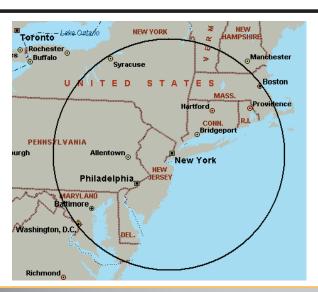
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It's been a very good year for new PAIMA member.....

It's been a good year for the Jakarta moving group P T Kellys Express which continues to spread its influence into every aspect of the Far East moving industry.

One of the best known companies in the region, the old established moving group is headed up by Mr. M T Rajah (known by everyone as Bapak Rajah) whom PAIMA welcomed to its conference in Vancouver last year.

"A deep understanding of this often complex market is essential and we are always very happy to help our PAIMA colleagues who maybe a bit alarmed by the idea of shipping to the other side of the world.

By working in so many areas, we can assist with any service whether it is shipping a valuable painting to a third country or bringing home an executive from a major corporation."



Bapak Rajah of P T Kellys Express with PAIMA President Laura May Carmack.

An energetic, experienced operator he has steered P T Kellys into domestic, international and commercial moving; in addition it is a well-established forwarder and a specialist in the handling of fine art.

It also offers short and long term warehousing in well managed facilities with 24/7 security.

Bapak has acquired a great deal of knowledge in the industry and before creating his company in Indonesia was involved in the moving business in other Southeast Asian and European countries.

It was this experience that helped him establish and develop P T Kellys.

One of the group's interesting features is that while it always does its best to avoid Customs inspections of HHG shipments, when these do occur it is allowed to use its own staff to do the strip-out and reloading.

This is a remarkable concession which avoids clients having their goods at the mercy of untrained Customs personnel unpacking and then reloading the consignment.

Having seen the business of P T Kellys grow during the last year, Bapak is looking forward to building on its success. As reported in the October issue, there was talk of an outside investor being involved in his company but this did not occur and Bapak intends to remain independent.





Maria and Bjorn Carlsen of NFB in Norway.

Tonnage list makes PAIMA exceptional!

It has superb access to the excellent road network - especially since the opening of the tunnel beneath the Oslo Fiord which links the site with the east side of Norway and so provides easy access into Sweden.

The terminal area covers 600 sq. m and can be expanded by up to 50% at a later date. It has two gates, three ramps and a container handling point.

In addition there is 600 sq.m of office space for the companies to use. The finished building size is 103 m. long x 30 m. wide x 23 m. tall, giving a seven storey height for the steel ISO containers.

The entire building is temperature controlled and heavily insulated to withstand the severe Norwegian winters.

So what with the service levels we could offer and the interest of the people I met at the conference, it seemed that business from PAIMA should be good.

And you know what? It was! We have been delighted to receive many shipments from PAIMA members and in a very short time have built up really useful relationships with many fine companies.

This alone has justified our decision to invest in the PAIMA brand.

But the biggest shock was to see that the tonnage was not recorded on the PAIMA tonnage list! I have talked to other members (who do use it) and they also say what a disappointment it is that no one seems interested in this wonderful concept.

I have also spoken to others who tell me that the tonnage list is now easier than ever to use and just takes a little while to load up.

So I don't get it. The PAIMA Board provides a unique marketing tool to its members, it then makes it really simple to use, it introduces an annual award for the most regular user of the system, its members exchange traffic with other members, but it seems to stop there!

So, please, I urge you all — visit again the PAIMA tonnage list. It is an amazing system, easy to use, fun to read and it adds another dimension to membership.

It really is good fun to compete with your colleagues, it is also good business practice, it puts a good marketing tool into your hands — this is what makes PAIMA exceptional!

There will be a special presentation on using the tonnage reporting system at the PAIMA conference!





Phaedra Widney of T G Inernational Insurance Brokerage (a PAIMA sponsor) discusses the importance of a well drafted packing list.

Phaedra Widney of T G International.

JUST AS YOU NEED a passport to travel internationally, a shipment requires a well drafted packing inventory.

This document not only provides tracking information for the movers, but validation and conditions for the transit insurance provider.

Most companies offer an international transit insurance program to their shippers and corporate accounts, ensuring that should a problem arise from transit, the shipper can qualify

for reimbursement for damaged or missing items. Claims under such policies are typically handled by a full claim settling service.

The insurance company cannot be present at time of packing. In addition to the shipper's valued declaration list, the packing inventory is the "eye" of the insurance company. If a claim is filed, an insurance company will use this list to determine

- (1) Did an item ship?
- (2) Was the item carrier packed

(PBO cartons are a general exclusion from most transit policies)?

(3) Were any pre-existing conditions at time of loading?

A good packing list is clearly written, detailed and completed properly.

This same list is then used at delivery as a means of documenting fresh damage or missing items at time full unpacking services are provided.

The shipper notes exceptions

directly on this document witnessed by the destination agent's crew foreman.

Too often, we see packing inventories that are poorly prepared; this can affect a shipper's ability to file a valid claim with the insurance provider.

If the list is illegible or vague, it can prevent the shipper from not only proving shipment of an item, but who packed it or whether it was in good condition at time of shipment.

Drafting the



Make sure packing lists are clearly written with identification of who packed the particular carton.

WE SEE INVENTORIES with no pre-existing conditions noted for any items; this suggests that all the items shipped are in perfect condition, essentially unused.

Rarely is this accurate unless the items are shipped brand new. Shippers whose inventories have no pre-existing conditions noted can easily file a claim, requesting replacement or repair of an item that may very well suffer from normal wear and tear, as opposed to actual transit damage.

Without being able to see preexisting notes on a packing list, the insurance company must assume the damages claimed did not exist at origin.

The claim is settled and is applied to a moving company's loss record. A high loss record is like multiple accidents under your car insurance policy. Eventually rates must be increase to cover a large or numerous claims under an account.

Additionally, we see packing lists that are too general or lack detail.

For example, a shipment arrives and the property owner notes that four cartons are missing.

The packing inventory shows the four cartons contain "kitchen items" and "clothing". Additionally there are five more such boxes for each category that did arrive.

The shipper claims that one of the cartons marked "Kitchen items" contained his US\$700 blender and one of the clothing cartons contained all his business suits.

He files a claim for US\$5,000. Based on the general notations on the list, the insurance company would have to assume that the missing boxes could have contained the items he is claiming.

Protect your loss record and make accounting for items within a shipment easier for your crews as well as your insurance provider.

Familiarize your sales team and packers on the terms of the coverage you are offering — do you need to provide a full unpacking service?

Make sure packing lists are clearly written with identification of who packed the particular carton (carrier or shipper) as well as differentiating details identifying specifics of what the carton contained and whether any conditions, such as scratching, chipping etc. existing prior to the mover taking the items into its care and custody.

Just as the moving company relies on its transit insurance provider to care for any claims that may arise, so too does the insurance provider rely on the mover to provide clear documentation when the goods are packed and shipped.

Protect yourself against claims for expensive household items.



Had the packing list shown more detail like, "Item #44, men's suits"; "Item #32, kitchen items with blender, microwave etc...then it would have been clear whether the items the shipper is claiming were indeed in amongst the cartons that did not arrive.

packing list



A SPECIAL HOTEL LOCATION FOR A SPECIAL EVENT







Orlando World Center Marriott where PAIMA holds its 30th celebration conference.

Thirty years in the blink of an eye



"PAIMA is not into ego" -Laura-May Carmack.

ORLANDO! PLAYGROUND of

the USA! Sunshine, fun places to visit, great places to eat and lazy, lazy days.

And this is where PAIMA will celebrate its 30th anniversary.

The PAIMA board is working hard to bring you a memorable event that will combine work and play in the style that is uniquely the Pan American International Moving Association's way!

Are there members who remember when PAIMA was created back in 1984 when access to LACMA was so difficult? And what happened?

They created an association that would represent companies in all the Americas - Canada, United States of America, the Caribbean,

Central and South America. Since then, of course, PAIMA has gone global and is now a serious international player.

"What we pride ourselves on being is a 'boutique' association," says the President Laura-May Carmack (AIReS, USA).

"We are big enough to work with the major players but small enough to regard ourselves as one large international family.

"We keep costs down, we keep commitment high — that's our message. Even more important, we keep the line of communication between member and board very, very short — PAIMA is not into ego."

The 2014 conference where we celebrate PAIMA's short but

bright career will be held at Orlando World Center Marriott from Saturday 4 th October to Monday 6th.

The newly renovated hotel is near Disney World and offers no less than 10 restaurants/lounges, 18-hole championship golf, rejuvenating spa and an iconic pool complex.

Still more important, it is the chosen hotel for the IAM meeting, so you can cover two major conferences without changing rooms!!



CONFERENCE PROGRAMME IS BASED ON WHAT YOU ASKED FOR!





Business, social events, networking - and golf!!

BY POPULAR DEMAND

there will be the PAIMA golf Tournament! See! We do listen to what you tell us in our surveys!

The conference hotel is right next door to a championship golf course known as Hawk's Landing.

The 18 hole course covers over 220 acres of lush grounds and was designed by the well-known golf architect Robert Cupp, Jr to provide the perfect setting for challenging golf and a scenic blend of Florida wildlife and tropical vegetation.

This will be an optional additional activity held on Saturday 4th October.

If you don't want to drag your clubs with you, you can rent equipment from the club, but best to alert the PAIMA office when you make a reservation.

The latest survey asked what members wanted from their organisation and there was no doubt — a good annual conference and networking opportunities.

So, in addition to some 30year themed events, some useful business sessions (including a demonstration on how to make the best use of the tonnage list) there will be some fun networking happenings.

On top of that there will be a terrific closing night party including great music, a highend raffle and loads to eat and drink!

The theme of the party of course, will be the PAIMA 30th anniversary, so expect a great evening! Plus there will be a more social activity on Sunday afternoon and maybe an optional outing.

Please note — if you are a Regional Director of PAIMA, you are invited to join its official board meeting taking place on Friday 3 October.

Also, don't forget there will be elections this year. If you've ever wondered how to make a nomination to the board, the process is quite simple (see panel):

So look out for your next PAIMA Report where there will be a blast of information bout this exciting 30th anniversary conference! Put the dates in your diary now and stand by for further information.



VOTING AT THE PAIMA AGM

All Active and Associate
Members enjoy the right
to participate and vote in
the Annual Meeting of the
General Assembly. This year,
members will participate in
the election and appointment
of the President, Vice President
and five Directors, including
the immediate Past President.
After the election, the President
will appoint the Secretary and
Treasurer from the elected
Directors.

Beginning immediately, members may nominate up to three qualified individuals representing three different Members for election to the Board of Directors, including their nomination for President and Vice President.

Only individuals who are an owner, partner and/ or executive of an Active or Associate Member is qualified and eligible to be nominated as a candidate. All nominations must be provided to the Executive Director before August 4, 2014, which is sixty (60) days prior to the Annual Meeting.

Individuals who receive at least two nominations will be notified in writing by the Executive Director and will have five days to accept or decline the nomination. A complete list of the eligible candidates who have accepted their nomination will be provided to the General Assembly as part of the Agenda for the Annual Meeting.

In addition to the election of the Board of Directors, the General Assembly will vote on any pending proposals or proposed amendments to the By-Laws. This year the Executive Director will prepare and distribute drafts of these proposals to the members in advance of the Annual Meeting to allow ample time for the members to review and discuss the information.



Harm Meierdirks (left) and Matthias Tischer of Carl Hartmann in Germany which specialises in serving the moving community without competing with it.



The mover's friends!

Is Carl Hartmann the oldest member of PAIMA?

It must be because it is undoubtedly one of the oldest companies serving the moving industry in the world, having started in business in 1877.

Originally, it moved Czech beer to the USA and the forwarding business built up substantially on the back of this until World War II. After hostilities, the company was engaged in shipping American post-war care packages into Germany (coffee, tea etc) and this gradually built up into major distribution work.

Once again, Carl Hartmann proved itself a viable force in the forwarding business and as it prospered it developed into the household goods market.

Initially, this work

was for the embassies and the diplomatic world. But even in those early post-war years the company decided to become a service provider for the moving industry from its headquarters conveniently located in the busy port of Bremen.

Domestic movers found it much more economical and efficient to hand over their international shipments to the company to handle the forwarding.

Almost everywhere in Europe at the time, the domestic moving market was strong (usually regulated) and only a handful of companies handled international services.

Over the years, this traffic from the domestic market gradually built up so that Carl Hartmann became well established as a specialist supplier to the industry.

This accelerated about 30 years ago when companies asked if it would arrange DA services too. This took the company up another level and so the business continued to expand.

The number of staff has jumped to 53 as demand for the company's international services has increased year on year.

Carl Hartmann in Bremen.



The key to its sucess is its integrity

ore recently, the company has entered the pharmaceutical business, shipping large volumes globally.

Another interesting development is its work in trade fairs and exhibitions, again responding to demands from the market.

"We see this as an area of great potential," says Harm Meierdirks. "Trade fairs are huge business and although our involvement began quite modestly, it is growing rapidly.

It is a very interesting business and is a good fit with the international moving and freight forwarding.

As a company we always take the long view of where we want to be positioned; it's about global move management but with all the quality controls built in."

The quality comes from the staff. On a regular basis, Carl Hartmann takes on several ex-college graduates as apprentices.

They undergo intensive training over the next three years and then the top students are offered scheme, so they appreciate its value.

The other advantage the company has is its reputation for integrity: "We never, ever, approach the end-customer," says Matthias. "Our clients are the removers and they know they can trust us not to compete with them.

"It's vitally important especially as we work for many of the major commercial



permanent positions.

Both Harm and Matthias Tischer (who was a speaker at the recent PAIMA conference) grew up in the industry through Germany's highly successful apprenticeship groups where this kind of thing is highly sensitive. But in 30 years we have never let anyone down."

A third string to the company's bow is its IT system, developed to meet its very specific demands.

It is a totally transparent system so that the client can see all the necessary figures involved on a shipment, plus enjoy the very rapid response the system provides to enquiries.

With so many transactions with the shipping lines and Customs being done electronically, the Hartmann system is designed to process high volumes of business at speed, and certainly faster than individual companies could achieve.

The company is a regular winner of PAIMA tonnage awards thanks to its volumes, but is also an enthusiastic supporter of the association:

"We enjoy working with the smaller to medium sized international moving companies," says Harm

"We like having a good rapport with them and offer a service that enables them to compete with the major players in the industry.

"By working with us, their relationship with the customer is safe, but they enjoy an efficient service, competitive pricing and a reporting system that is appreciated by their clients. Everybody wins."





BY MORGAN POLAK AND MAX KREYNIN, VOXME SOFTWARE

TECHNOLOGY provides solutions to many of the moving industry's requirements, from move management systems to labeling and mobile apps that create digital packing lists.

It does an excellent job of bridging between the digital world of information, and the physical world of moving. Practically any mover nowadays is using technology to manage some aspect of their business.

However, it is only when one uses multiple technologies together to establish an end-to-end, streamlined process that companies can reap the full benefits of the technological investment.

We see more and more of our clients putting all pieces of the puzzle together and, using them as a model, we set out to show how the synergy of multiple technologies can improve your moving business.

Prior to a sending a crew onsite, the dispatcher prints out barcoded labels for that specific job and downloads the job details onto the crew leader's table.

The crew leader opens the job in the Voxme Inventory, a special inventory-recording app.

Once the download is complete, the tablet doesn't need internet access at all up until the point when the completed inventory is ready to be uploaded back to the system.



Shipment-specific label.

The foreman has all the pertinent job details inside the app, such as the pick-up address, the client's contact info, and any special instructions from the office.

Using the app, the foreman records the content of each packed piece, notes down item condition and package type, and takes pictures of items as necessary.

When the inventory is complete, the foreman shows it to the client on the tablet (if necessary, the foreman can auto-translate the inventory to the client's preferred language). Both the client and the foreman then sign the inventory on-screen, and the app automatically uploads the final version back to the company's server.



You can use your iPod or iPhone as a scanner.

Downloading the job's details to the tablet eliminates the "double-entry" of information, and thus saves valuable crew time. The crew can use this time instead to take pictures of items with the app, annotate item photos and zoom in on pre-existing damages.

On Fine Art packing jobs the packing list essentially becomes a condition report where all details such as the author, title, materials, etc., can be recorded. Taking a large amount of photos creates a problem of a different kind - uploading the information back to the system.

This is when an online service called Dropbox comes in handy. Using it as a transfer method, the Inventory application can upload any number of photos gradually. In doing so it provides an additional backup of the inventory information and speeds up the upload completion process. Recently we have enabled a way of uploading the inventory directly to the company's server in order to speed up the inventory upload process for clients with an appropriate network infrastructure.

As soon as the job file is uploaded to the company server, it gets automatically imported into the move management system, a copy of the packing list is created as a Word document, often in multiple languages.

The move coordinator, manager, and the operations department are made aware of it before the moving crew has even returned to headquarters.

The integrated process - a winning recipe



IN OTHER WORDS, the packing list is available immediately upon job completion.

In case the shipment that was picked up needs to come to the warehouse either for SIT or long-term storage, the incoming shipment is received by scanning each of the pieces on the inventory with a barcode scanner.

The purpose of the scanning is twofold - to ensure the completeness of the inventory and to note the location of each piece. More often than not the warehouse manager would do the scanning using a device that is all too familiar to us nowadays, the iPod!

In order to turn the iPod (or iPhone) into an efficient barcode scanner, one can use a special sleeve for the iPhone called LineaPro. This sleeve is equipped with a laser-based barcode scanner.

The warehouse manager who's receiving the shipment starts by downloading the packing list from the office system to the same app as before, only this time onto the scanner.

As the movers unload the pieces from the truck, the manager uses the device to first scan the barcoded labels that the movers had affixed to each and every piece during the packing and then scan the location in the warehouse where this piece will be stored.

The scanner is preprogrammed with the list of valid storage locations and simply refuses to accept anything else. Barcoding the warehouse has proven to be critical. When the scanning is done, the updated inventory is uploaded back to the office system, this time with an indication of where in the storage the shipment pieces are.

You might be wondering if having all of your warehouse locations barcoded and preprogrammed into the scanner is really necessary.

You might be used to having the warehouse staff note down the location on a paper bingo sheet. In some cases, the task of barcoding each and every rack and storage room does seem too daunting to undertake.

However, let's consider a reallife example of what happened to one of our clients who didn't barcode their warehouse.

The client had initially decided to skip the barcoding of each warehouse location and rely on having the inventory takers write down the locations in the app manually.

One sunny day, a storage client of theirs called and asked to ship all stored items to her new home. The stored items were kept in two storage rooms.

As it turned out, when the items had originally come into storage, the inventory taker had assigned the storage locations manually, and had made a mistake in one of the rooms' names.

On the day of loading the shipment to the trailer, the warehouse manager - a bit rushed - decided to load the items from one of the rooms (the wrong one as luck would have it), and look for the rest of the items later.

We're not sure how this story ended, because the warehouse



Warehouse labels.

had over 2,000 storage rooms.

What we do know is that after this unhappy incident, the company barcoded all of the warehouse locations practically overnight.

A similar process of scanning pieces to a "released-from-storage" location or a truck is repeated when the whole inventory or some pieces are sent out of storage.

We start seeing more and more of our clients using LineaPro scanners with the delivery drivers' iPhones and it makes perfect sense.

If a driver is delivering multiple shipments along the route, he or she can scan each piece being delivered and get the client to sign on-screen once all inventory pieces have been accounted for. The driver can even take photos of damaged items while scanning.

It's not required to have the inventory in digital format from the origin agent in order to scan on delivery.

As long as the inbound shipment is barcoded, one can account for each piece as it comes into the warehouse, gets loaded on the truck and then delivered. While the content of each piece isn't digitally available, one can at least guarantee inventory integrity.

As we have seen, technologies can be adapted from their original purpose to serve other needs. Almost none of the devices and features we have mentioned here were designed for the moving industry.

The tablets, the iPhone, the iPod, the LineaPro scanner sleeve, and Dropbox, are all generic tools that we have utilized to serve needs specific to the moving industry.

By itself, each of these tools takes care of one aspect of a move, but when all of these technologies are combined, they become synergistic, that is, capable of achieving together something that each couldn't have achieved on its own.

The workflow we have described shows the complete cycle, from creating the packing list, sharing it with the office staff, through to scanning items into and out of storage or upon delivery.

This workflow is a winning recipe, achievable through the use of affordable and readily available technologies.

And if you're worried about the crews not being careful with the devices, just make sure to install Angry Birds or Fruit Ninja on them and they'll be handled with the utmost care!

Turning the iPod or iPhone into a barcode scanner is simple.





By Laura-May Carmack. Quality Manager, AIReS, USA and President of PAIMA.

HOW MUCH CAN transparency and access to information affect the quality of relocation services?

It's an important question and one the industry cannot ignore. Today, business transparency is an important relationship building tool in the relocation industry.

Since the global financial crisis that began in 2008, corporate businesses are seeking a greater disclosure of information from their move providers. This includes us.

TRANSPARENCY WITH CUSTOMERS.

A lack of transparency to customers can reduce business credibility and reputation, two things vital to our serviceorientated business.

Access to information empowers customers to monitor the quality of their household goods move and relocation services.

Bringing on a new client provides a great opportunity to identify customer data communication expectations.

The early implementation process gives you the opportunity to understand your new client's requirements for data visibility. Agreement on this key area of transparency gets the relationship off on the right foot.

There are other tools available to you too, which will also be appreciated by your client.

These include 24/7 on-line access to move-related data, customized reports, budget estimates and fee schedules combining to provide immediate access to all the available data that enables your client to make quick and educated business decisions.

TRANSPARENCY WITH CREW AND OFFICE STAFF

Lack of transparency to the crews out in the field and internal office staff can reduce employee confidence in management and its processes. At the same time, it has the ability to decrease productivity.

Clear, accurate information truly empowers staff to manage risks more effectively, focus on client needs, and participate in action plans designed to continually improve performance such as ISO 9001 programs.

Access to information is critical for staff if you want them to contribute to the success of the company. Keeping people in the dark about your plans, your strategy and your ideas makes it harder to get their support.

Other tools such as company intranet systems or even the five-minute morning operations huddle meetings are the perfect opportunity to give regular information to staff.

Staff that understand the company vision are more engaged.



Transparency is a cornerstone of PAIMA.

A

nd when they understand how they contribute to the company's vision and direction, they naturally become more engaged and so provide even greater value to your organization.

This is important for everyone but especially front-line staff because they are the ones coming face-to-face with the transferee and their attitude can make or break the move.

GOVERNMENT TRANSPARENCY

Increasing transparency among government entities can be seen through programs such as Customs-Trade Against Terrorism (C-TPAT) and Safe Harbor programs, both of which many PAIMA members are in goodstanding.

Year-over-year, clients are looking for increased

participation
in government
programs which
they believe
reflect greater
regulatory quality
by companies
providing move and
relocation services.

Increased transparency, quality government programs, and increased transferee and client satisfaction go hand-in-hand.

PAIMA TRANSPARENCY.

Organizational transparency for members and stakeholders is, of course, supported by the PAIMA By-Laws, values, and ethics.

Financial statements, membership data, tonnage reporting, and PAIMA initiatives and programs, even Board meetings, are open to the PAIMA member audience. Minutes are communicated and business decisions are voted on by the members.

PAIMA discloses regulatory and governance information for the benefit and education of its members and encourages contribution of ideas and participation toward PAIMA programs and goals. These are the fundamentals of management on which PAIMA is based.

To sum up, the correlation is yet to be determined whether greater transparency leads to better moving companies and organizations such as PAIMA, or whether better moving companies and organizations are simply more transparent.

Regardless of the correlation, staff communication and client transparency provide windows of accountability for improved customer service, future business development, and an ever-strong PAIMA organization.







Sudeep Shah of Orient International Relocations in Nepal is passionate about controlling quality and avoiding waste.

Recycling is a way of life for Sudeep Shah of Orient International Relocations in Nepal, last year's winner of the PAIMA Ecology Award.

"IT'S MAINLY A matter of conscience; after all, we only have one planet so why waste it? But also it is increasingly a matter of necessity because in my country all resources are very scarce and you need to conserve at every level," says Sudeep.

Nothing is entirely straightforward in Nepal. There are huge political pressures at work, as well as rampant commercial ones which are not necessarily helpful to the country or its environment.

On top of that there is the economic influence constantly at play thanks to the Nepal Rupee being tied to the Indian Rupee and therefore vulnerable to all its fluctuations.

The company first saw light when it was founded in Calcutta in the early 70s by Vinod Shah, established as a Customs Broker handling inbound clearances as well as general transport.

It was not an easy time as even things like making telephone calls were fraught with difficulty — mobile 'phones were unheard of and main telephone lines in a country as vast as India were still in early stages of development.

Sudeep had been going to the office ever since he was a child and continued to do so after the company had moved to Nepal.

When it came to a career it was inevitable that he would join his father as did his younger brother a few years later.

His first job was as low as you could get — taking inventories!

But he was a fast, intelligent worker and customers liked him so he made rapid progress and in 2000 his father appointed him CEO of the company, ten years after he joined.

His father is now President of the Orient International which has offices in Nepal, Bhutan and East India.

As the company focused more and more on the moving market, Sudeep's attention was directed on improving the quality of service and materials at every level.

Diversity goes hand in hand with ecology.







Left: Rolls of paper made from sugar cane extracts await conversion into cartons.

Above: The company uses its own equipment to burst-test the cartons it makes - even though it makes everything in-house, quality is paramount.

Below: Environmentally-friendly dyes are used for printing Orient cartons.

REGULAR TRAINING of the 100 plus staff took care of service levels but, dismayed by the variable quality of imported packing materials as well as the increasingly high import duties, Sudeep decided to make his own.

He was fortunate to find a carton manufacturer that had invested in new machinery but was beset with union problems that eventually forced it to close. He took over all the machinery and installed it in his own premises.

20% reduction in price if they use them. So, again, no wasted material to be disposed of.

"I really do not like waste," comments Sudeep. "As a company, we are very economical in everything we do.

"Nothing is thrown away and we find a use for everything, even plastic is recycled successfully. One of the surprising results is the reaction of customers who love the idea that we are not wasting anything.



afflict the country as well less understandable issues such as the government's sudden decision to close a particular border for no specific reason.

"The power cuts can be a real problem as it means we could be

countrymen seem intent on concreting over the country with developments that are often badly thought-out and constructed.

Even the government is a bit alarmed and has been

By being self-contained, the company can control costs and quality.

The raw material for cartons is imported from India. He then located a machine that not only printed onto rolls of tape but applied gum as well. Having bought and installed it in a separate building, Sudeep then found a supplier of quality plain tape in China and began importing it.

This means that quality can now be 100% controlled he says. Used cartons are also recycled, by offering them to domestic customers who can enjoy a "It's a big feature of our sales pitch — the fact that we are an economical but efficient company. I think the one is always linked to the other in the mind of the customer."

The majority of the company's international business is for the diplomatic community as well as third party moves and the logistics for major projects which can be hugely complex.

Such work is not helped by the constant power cuts that

without power for anything up to 16 hours a day. You cannot run a business like that, so now we have made a major investment in emergency battery back-up as well as a bank of generators.

"So when the power goes, we have two back-ups available to us. It has been a huge expense but it means the company can operate normally during even the most difficult conditions."

He admits to being concerned that so many of his fellow

considering forcing developers to plant trees to compensate for their building work, but this is being bitterly opposed.

Regardless of this, Sudeep loves his work and has enjoyed seeing the company grow successfully on the back of quality.

His 18-year-old daughter is at dental college so will not be following in her father's footsteps; his 15 year old son however, will be involved but first he wants to go to college to get his MBA in marketing.



A tale of two South African companies.

Magna Thomson was the result of combining two highly successful Johannesburgbased moving companies.

Today it probably has more knowledge and experience at its disposal than any other company.

There is a LOT of history attached to the South Africa moving company Magna Thomson.

You can trace its pedigree back to 1990 when Magna International Movers was founded by Dave Buchanan and John Giles.

Thomson International is just three years older, being formed by Robin and Trevor Thomson (same name but no relation!). Both companies were sold to the Laser International Group in 2007 after which they became MagnaThomson.

But all these personalities were extremely well known in the South African moving industry, having worked variously for some of the biggest names in the country.

Dave Buchanan can boast even wider experience, having started off in Scotland's moving industry before being posted to Africa.

Their business lives were reasonably parallel, even as competitors: Thomson moved into a new facility in 1994 while Magna followed only four years later, and went on to open branches in Durban and Cape Town as part of an expansion programme.

Since those early days another branch has been opened in Pietermaritzburg.

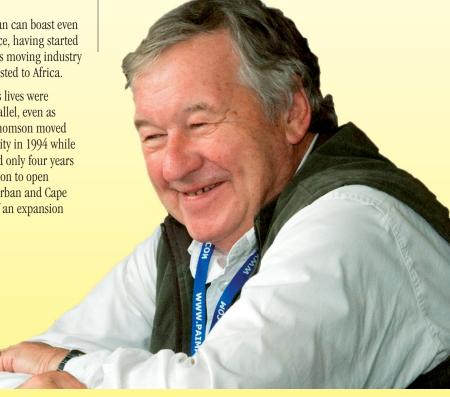
Both companies focused entirely on international moving, long term storage and the domestic market within South Africa.

Today, Magna Thomson International Movers concentrates on offering a very personal service and can boast that 80% of its office and operational staff have more than three years' experience in the moving industry.

It also has well trained packing teams who have been with the company for 20 years and more, something that is fairly exceptional in this industry

where so much depends on specialist knowledge and practical skills.

Magna Thomson prides itself on innovation and recently invested in a new vehicle designed specifically to service removals within gated communities. Now a familiar sight in the USA and South Africa, these gated communities tend to pose operational problems concerning access, weight limits and height restrictions.



Dave Buchanan - retires in 2014.



This usually means using a small vehicle to shuttle HHG from the home to outside the gates where a larger van is parked.

This is not satisfactory for anyone and this specially equipped vehicle offers a very professional alternative that seems to please the customer as well as to provide a sensible solution to the operational problems.

The core business of course, is international; "This has increased quite dramatically over the last couple of years. Export and imports are not back to the old pre-2010 levels but are certainly improving which encourages us a lot," says Dave Buchanan.

"Perhaps the biggest challenge these days is the cost of freight in terms of the South African Rand, due to a very poor exchange rate. Obviously this impacts on the way corporate clients relocate staff globally as they are anxious to trim costs which has a knock-on effect on packing and freight charges.

"Some of them now give relocating staff a lump sum which is a trend that should concern the whole industry. If this continues it does not bode well, especially as there is nothing one can do about it."

By the time PAIMA Report comes out, Dave will have retired after a long and illustrious career.

He leaves a company wellstructured physically and mentally to adapt to an ever changing market place.

Quality is a given (the company recently flew through FIDI's stringent FAIM standard with 100% in all areas), the staff firm and long standing and the reputation is very strong.

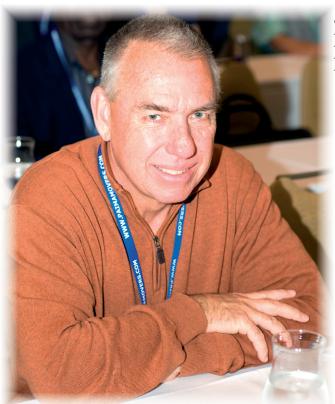
"We have always concentrated on being an independent, well-run company, so that we are able to adapt to changing circumstances but more important, we are flexible enough to cope with the demands of our international colleagues who like the idea of face-to-face communications with a company where everyone is very hands-on," he says.



The van specially developed by Magna Thomson to service gated communities in the Johannesburg district.

Personal approach but with massive skills for all of South Africa.





Steve Dozois, International Director at Humboldts in Boston, USA.

The man from HUMBOLDT

IT TAKES A BRAVE company to pick and choose who it will move — but that is exactly what the 109 year old Boston moving company Humboldt does.

""We spend a lot of time when someone contacts us going through a pre-visit check to see if they really are likely to be a Humboldt customer," says International Director Steve Dozois.

"It takes a little while to do but it's worth it because there is no point going out to see someone if they are not likely to use you."

And it works. Ever since Humboldt's introduced this policy its closure rate has shot up from 40 to 70%. It's typical of the way this company does business, with its entire strategy carefully thought out.

And the fact that it can adopt a potentially sensitive policy like this is because it has the right people:



"We are strong on customer service and we invest a huge amount in training, using external consultants for sales and handling the rest internally," says Steve.

Humboldt has been in the Goldman family since 1905

when it was founded by Harris Goldman (the Humboldt name came from the name of the street where the company operated).

It began life delivering ice to Boston's wealthy North End but between times began moving people locally.

The grandson of the founder, Howard and his wife, Darcy

Goldman now own the company which stands on a nine acre site on which they have built a 100,000 sq.ft warehouse with 8,000 sq.ft of offices.

The warehouse is climate-controlled and has 24-hour surveillance.

RFID bar-coded technology is used throughout, with photo inventories and external website access is also available.

Jim Sullivan is President of the company with 38 people in the offices and another 110 in the warehouse and on the trucks.

Between them, they cover the whole of New England area for International business and the entire USA for domestic business, handling over 4000 moves a year.

Humboldt has always been IT led. The sales force carry i-pads into the field, taking electronic inventories, printing out packing lists in front of the customer (which they can do in five languages) and delivering a quotation on the spot.

It's all a question of giving a rapid response to the customer's needs, says Steve.







Long and short term storage has always been a feature of Humboldts; more recently it has broken new ground with its fine art business which operates under the trading name of Minds-Eye.

"Relax – and get moving". is the company's strapline which works very well for it.

"WE LIKE TO USE sophisticated electronic media to handle the routine stuff which allows our very experienced sales staff to spend time and engage with the customer.

"A few years ago we did a detailed rebranding exercise and came up with the strapline "Relax — and get moving".

And that's our goal — to have the customer perfectly relaxed."

It clearly pays dividends because the company's international work has risen by 30% in the last twelve months, a record year for Humboldt.

In addition to the emphasis on good sales people, the company also invests in quality marketing programmes, including using social media a lot more which is giving good returns.

As well as domestic and office moving Humboldt is strong in the fine art world. It operates under the trading name of Minds Eye, using eight specialist climate-controlled vaults for handling and storing valuable artwork — typical was the recent

move of the Gustav Klimt 'Adele Bloch-Bauer' painting, valued at US\$135 million.

Steve himself is an old hand in the business, having been a professional mover for more than 40 years.

At first he thought he would work in the hotel management industry. But then decided to follow in his father's footsteps and went to work for P E Burke, another Boston moving company and got to like the business; he worked his way through the various levels from working on the trucks then into sales and then into general operations.

He was there for 25 years, during which he got to know Jim Sullivan and Howard Goldman at Humboldt.

Humboldt at this time had a modest international moving division and about 15 years ago Jim approached Steve about joining the company to build up this side of the business "It was an opportunity to good to miss," recalls Steve.
"Humboldt is the largest international moving company in the greater Boston area and is highly professional.

"A job heading up its international division doesn't come along often and I jumped at the chance."

He clearly enjoys his work, with a great eye for detail and a strong understanding of the international market.

But he's also very enterprising away from work — how many grandfathers do you know who like to go sky diving at the weekends? That's Steve Dozois for you — the original high flyer.











PAIMA's new member in Malaysia is widely spread, employs 130 people and offers a very comprehensive range of international logistics services.



WELCOME to new member Subalipack of Kuala Lumpur, Malaysia.

The company was founded back in 1981 and today is a full service logistics group providing a wide range of offerings to the local and international community.

It has a network of six branches and an office in Khartoum, Sudan and is now probably the largest local moving company in Malaysia.

It has a workforce of 130 fully trained and experienced employees engaged in packing and removal of household and office items, warehousing, documents storage management and break bulk logistics in project cargo.

When it comes to moving, Subalipack has a star-studded client list that includes the government which has appointed the company its multi-modal transport operator. Other highly influential clients include kings of Malaysia, the country's Prime Minister and many local and foreign diplomats.

Recently, it was nominated 'Best Vendor' by the national petroleum company, Petronas, a Fortune Global 500 company.

Subalipack has all the required infrastructure of a logistics company. It has its own fleet of trucks, warehouses that spread across the country and an experienced workforce.

It has the support of local banks to undertake any major logistics project such as a major one recently completed that involved the shipment of 24 train coaches from Busan, Korea to Port Klang, Malaysia.

Subalipack is constantly looking for ways of improving the customer experience, including following international quality standards.

This currently incudes ISO 9001:2000 and FIDI-FAIM certification. As part of this programme, it has its own training academy, where all new employees are taught and trained in the field of moving operations.

There's no doubt that the company has become a household name in a remarkably short time — it is almost certain that almost anybody who has moved home will have heard of the company.

Subalipack - a company that has doors opened to it everywhere!

NEW PAIMA MEMBERS





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Whether it's a la carte or all inclusive, AIReS can design a relocation solution package that is truly flexible and unique to you.

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- Expense Management
- Property Management
- Full Global Coverage

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- Language/Cultural Training
- Real Estate Services
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