

EVENT REVIEW

ECTA 2016 annual meeting in Düsseldorf

What the tank cleaning industry needs is interconnectivity and communication

Tank cleaning stakeholders of all stripes converged on Düsseldorf, Germany, at the Hyatt Regency hotel, for the European Chemical Transport Association's (ECTA) annual meeting on 10 November. After the meeting, which took place early in the morning, ECTA's president Andreas Zink welcomed participants to the organisation's follow-up conference, which hosted a series of interesting presentations. The event also produced a summary of ECTA's results and projects created by event chair Jörg ECTA's responsible core coordinator.

Common trends were highlighted throughout the course of the day by the guest speakers, which provided a lot of interest to the delegates. Firstly, the audience were treated to a presentation from Dirk-Jan de Bruijn, programme director of EU Truck Platooning. He challenged a government-driven programme for improved utilisation of transport infrastructure. He revealed the topics of "platooning", or loadability of vehicles sharing free room on trailers, and sharing information systems amongst transporters while improving safety performance. One of the basic conditions to make this work is electronic interchange of data, stakeholders in the system need to be e-connected, he explained. In spite of not having all required systems in place yet, de Bruijn was confident that the industry would eventually get there, taking into account the speed at which e-systems

and devices are developing and being made available.

The truck evolved

Mid-morning, delegates heard from Peter Brock, managing director at Mercedes-Benz. He discussed the state-of-the-art truck, the common vehicle that has technologically developed faster in the past decade than during the entire century before. His presentation Milestones in the Evolution of a Truck was completed with very specific examples of safety devices, like the fourth generation of ABS brakes and – as a world premiere – the active brake assist 4 (ABA4), the first brake assist with pedestrian detection.

E-technology now allows drivers to avoid head-to-tail collisions. The implementation of sensors will keep on reducing the human failure factor, which is still the root cause of fatal road accidents. Fuel consumption technology generates €4,320 in savings per truck for every single litre of fuel consumed, which is easy to achieve with today's chips and sensors, speed management, active suspension and radar technology, and other devices.

The technological development evolves towards stunning rates – the purchase price of a truck will count only for 10% in the total cost of owning and operating it. Mercedes-Benz Uptime covers three new services: real time monitoring of the truck, breakdown prevention,



Simon Axup, VP of consulting and organisational safety for DEKRA in EMEA



Conference delegates of ECTA meeting

and efficient repair and maintenance management with real-time support for the customer. The autonomous driving experiment was demonstrated with the pilot driving on multi-lane highways, alongside with how the pilot supports platooning in cooperative autonomous driving in convoys.

The key word here is again "connectivity". There is ample room for improved productivity since almost 50% of overall tour time is wasted on standing/parking, with only 35% used on driving. Trucks, trailers, and docks are sending data, but they do not communicate with each other. Future connectivity leaves plenty of

possibilities for applications to improve productivity. During his presentation, Brock also showed a design of a truck that will take to the roads in less than ten years' time. This truck is, apparently, luxury personified. It is almost on a par with today's private jet plane – equipped with e-tablets to connect to management systems, not only for safety and logistic solutions but also for the driver's comfort. Perhaps this design could also solve the problem of a shortage of truck drivers?

safety and history. Simon Axup, VP of consulting and organisational safety

for DEKRA insight at EMEA, illustrated with a number of situational examples how safety should be valued in all supply chain operations. With his presentation entitled Building a high-performance culture where safety is a value, safety requirements are made clear in signs and labels, safety standards are translated into written procedures, safety commitments are signed off on paper, safety is policed by monitoring, safety rules are regulated and sometimes fines are issued, safety is a cost in the organisation. Akup maintained.

Akup called for the building of a high-performance culture, where safety is a value. Achieving such a culture is a matter of communication and awareness in all layers of the organisation with the emphasis on its value rather than the cost or the sanctions. Akup's many years of experience throughout the EMEA area ensures that he promotes the "safety value" approach that generates safety performance improvements and at the same time pays itself off in higher service quality.

In the afternoon, Stefan Barmen, VP of logistics procurement for Europe at BASF, explained how

companies' SQAS dedication is implemented in the safety and quality of the logistics services' procurement process. He highlighted the bonus-malus (an incentive programme designed to give a negative bonus for poor performance) approach to SQAS in road transport procurement with the periodic evaluations, improvement actions, SQAS performance, and contract awarding, with priority being on the bonus effect. He emphasised BASF's prioritisation of continuous improvement through SQAS, with SQAS being an essential reference in the procurement decision process. It was encouraging to see the statistics of the SQAS Report downloaded by chemical companies – 5389 hits in 2015, while in 2011 the same number was a meagre 2925.

Max Haberstroh of the RWTH Aachen University took the audience for a trip through history, from the industrial Revolution to today's industry 4.0 and Logistics 4.0 – the Internet of Things (IoT). In a profound speech, he said: "At the end of the day, it is not about how much data you have. It is about how well you use it". In his examples of



ECTA meeting took place in Germany in November

research and development, four key elements stand out: Interconnection, information transparency, decentralised decisions, and technical assistance. Logistics and transport are going to change on all levels in the context of the fourth industrial Revolution.

New, data-driven services and business models, the formation of new cross-company networks, and the emergence of new stakeholders are the challenges ahead of us in a rapidly changing market. The interconnection of everything with everything in real-time is and will keep on changing our organisational and social environment. Haberstroh maintained.

So, if there is one word to take away from the meeting, it is connectivity. As a matter of fact, here is an interesting case for tank cleaning stations when analysing the total time spent on the cleaning operation versus the total time spent on collecting and distributing the data needed to execute the proper operation. No doubt that interconnecting the tank truck, the cleaning station, and the loading industry will generate efficiency and transparency while saving resources and time for each stakeholder. We only need someone to take the lead.

For more information: This article was written by an industry expert close to the tank cleaning supply chain. Visit: www.ecta.com



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