

EDITORIAL FEATURE

Cold Chain Globalization

"As manufacturers adapt to changing market conditions, consolidate their operations and focus thought leadership..."

NEWS ON THE NET

- 01 White Papers
- 02 Service Centers
- 03 Partners
- 04 Blogs
- 05 Tradeshows

CUSTOMER QUOTES

“The importance of competition in the temperature-controlled ULD leasing marketplace cannot be understated. Our customers want to have a choice and CSafe is offering that.”

– Product Manager for a major airline

“I have been literally told that my group needs to identify \$20 million in cost savings over the next twelve months, I am open to changing how we do things to make that happen so long as my quality group approves.”

– European Director of Transportation and Logistics for a global pharmaceutical company



NEWS FROM THE CEO

This is the first E-Quips newsletter from the new CSafe Global, the merging of the AcuTemp and CSafe companies and brands. In this issue, we are excited to share with you not only what is happening within CSafe Global, but also provide comments from our partners and feedback from our customers as well as share some trends we see in the market.

Our goal for 2013 is to make it the year of the customer. We are blessed with a dedicated service and support team which continues to grow. More information on the growth of our team and product offering included below. In the next several weeks, we will be distributing our yearly industry survey and will be sharing those results with you in the upcoming issues. Thank you in advance for completing the survey and know we do utilize the feedback, both positive and not so positive. Finally, we want to thank those of you who have traveled from all over the world to visit our headquarters and would like to extend an

invitation to all of our customers and partners to visit us at the CSafe Global headquarters in Ohio, USA.

“We are what we repeatedly do. Excellence then, is not a single act, but a habit.”
– Aristotle

Brian Kohr,
CSafe Global President and CEO



NEWS UPDATE

Myth #2 – CSafe Global Network



We thought that we would update a myth and fact that were addressed in a previous issue. Myth: CSafe has a limited fleet of containers. In the last 12 months, we have increased our RKN fleet size substantially and have already increased our planned build in 2013 by 40%. We continue to grow our fleet to meet the demand in the market. It is vitally important to us to ensure that we maintain our high level of performance and quality not only on our new containers, but also our current fleet. This is why we have the industry’s best ongoing maintenance program. Know that our goal is to ensure that you have CSafe containers **when** you need them and **where** you need them to be and they **perform** to ensure successful shipment time after time.

Did You Know?

To date, more than 340 participants from 40 companies have completed required levels of CSafe’s EQUIP training. As part of our continuing education investment, qualified EQUIP participants are automatically contacted to renew their certification.



SPOTLIGHT

Global Events

One of our initiatives for 2013 is to work with our partners to host regional training events. We see these events as educational opportunities and an investment to insure our products are used to achieve optimum performance. We began the program in 2011 and it has grown to include co-hosted events with in-depth capability exchanges and valuable ground floor communication with customers about their daily shipping challenges. If you are interested in participating or hosting a cold chain event, please contact marketing@CSafeGlobal.com

CSafe Update Middle East

CSafe Global recently exhibited at the Arab Health show in Dubai. This is the second largest show of its kind in the world (almost 100,000 registrants). Clients from 29 countries on four continents visited our booth. There is a high level of interest in our temperature management systems due to their ability to meet the stringent ambient conditions in the Middle East. CSafe has many regional partners and distributors serving all of the Middle East. Please contact Paul Kovarovic at pkovarovic@CSafeGlobal.com for more information.

ACUTEMP BRAND UPDATE

AcuTemp Product News

CSafe introduced their new AcuTemp brand Courier line to fill what our customers have told us are gaps in the cold chain, specifically a temperature management solution for last mile product distribution including sample delivery by life science representatives. The 3, 6 and 12 liter soft-sided hand-held mobile temperature management solutions have a PCM belt (patent pending) that requires no bench time. The Courier's are operationally qualified utilizing an extreme profile to simulate severe summer (+65°C) and winter (-30°C) vehicle temperatures. They are available in 2-8°C, 2-25°C and frozen versions.

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Cold Chain Globalization

A recent survey by Cold Chain IQ has shown that, despite a recession and bleak growth forecasts, the future for professionals working in the temperature controlled supply chain for life sciences companies is looking as good, if not better, than ever. This is as a result of globalization and companies, working in multiple centres, expanding the cool chain supply market and creating many new opportunities in geographies around the world. However, with globalization there are new challenges: Global sourcing is a 'business-essential' that continues to be of increasing importance to life science companies. As

manufacturers adapt to changing market conditions, consolidate their operations, and focus thought leadership to work as one company across borders, continents and markets, the drive to make cost and efficiency savings becomes ever more demanding. A CSafe white paper entitled The Trend in Global Sourcing is available at [click here](#).

From the frontiers of pharmaceutical delivery and bio-tech research, to the front lines of global conflicts and catastrophes, CSafe Global customers rely on our complete line of thermal management shipping solutions.



COMMUNITY-QUIPS

“CSafe is proactive, promoting our business and training our staff and working to help us with solutions.”

– A major global forwarder in Ireland.



WHAT'S GOING ON AT CSAF

CSafe Expands Service Team

We're expanding the service and customer support team and welcoming three new associates to extend our coverage of service to our European and Asian customers and to provide 24 hour access to our customer support. We will continue to train and equip our service team with the information and tools they require to give the superior level of support and flexibility you've come to expect from CSafe.



E-Quip Training and Accreditation

To assist our partners in the successful delivery of their temperature sensitive shipments, CSafe continues to make certain the EQUIPs (Enhanced Qualified Users Program) is available fee-free. World Courier Istanbul recently received Corporate Accreditation and upon receiving the award Korhan Imer, Country Manager, stated "We focus on minimizing the risks at every single stage of temperature controlled shipping. EQUIP Corporate Accreditation makes a big difference for us and for our clients."

NEXT ISSUE

Remembering AcuTemp Founder
Keith Meyer, 1921-2013

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