

## **PRESS RELEASE**

For Immediate Release

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### **Hapag-Lloyd is the First Ocean Carrier in the UK to Offer Avantida's reUse Container Management Services**

**Antwerp, Belgium and the United Kingdom, October 17, 2017**--Avantida has announced that Hapag-Lloyd has become the first ocean carrier in the United Kingdom to offer its reUse container management services through the Avantida platform. The application allows the re-use of import containers for export shipments of the same shipping company.

"As part of the ocean lines continuous efforts to improve their services and align with their corporate policies, Hapag-Lloyd in the UK has joined 13 European ocean lines that have already adopted the Avantida platform, which streamlines all requests with regard to container re-use and drop-off or pick-up changes, said Luc De Clerck, CEO, Avantida. "Expanding into

the U.K. is a natural next step for Avantida as we continue to build upon our success in mainland Europe, where we just registered our 450,000 approved re-use on the platform."

In a message to its truckers, Hapag-Lloyd noted that utilizing the Avantida portal will "better control and manage our equipment stock".

"Avantida allows us to manage our container re-use requests in an improved and efficient way, and provides our hauliers with a platform that simplifies the request process, and speeds up response times," said Andrew Allen, Operations Director, Hapag-Lloyd (UK).

### **About Hapag-Lloyd**

With a fleet of 230 modern container ships and a total transport capacity of approx. 1.6 mio. TEU, Hapag-Lloyd is one of the world's leading liner shipping companies. The Company has around 13,000 employees and sales offices in 125 countries. Hapag-Lloyd has a container capacity of 2.3 million TEU - including one of the largest and most modern fleets of reefer containers. The worldwide liner services ensure fast and reliable connections between more than 600 ports on all the continents. Hapag-Lloyd is one of the leading operators in the Transatlantic, Middle East, Latin America and Intra-America trades.

### **About Avantida**

Avantida, a subsidiary-owned company of INTTRA, is an industry leader in digitized container logistics. The company's technology applications enhance container repositioning management at ports, thereby decreasing costs for carriers and transport companies, while also improving the community by reducing CO2 emissions and port congestion. Based in Antwerp, Avantida global platform provides services in nearly every major European port.

[www.avantida.com](http://www.avantida.com)

### **About INTTRA**

INTTRA is the largest neutral electronic transaction platform, software and information provider at the center of the ocean shipping industry. INTTRA's innovative products, combined with the scale of our network, empower our customers to trade with multiple parties and leverage ocean industry information to improve their business. Connecting over 225,000 shipping professionals with more than 50 leading Carriers and over 120 software alliance partners, INTTRA streamlines the ocean trade process.

[www.intra.com](http://www.intra.com)