

Daily Maersk

Press kit, list of contents

Introducing absolute reliability

Daily cut-offs for cargo moving between Asia and North Europe with reliable on-time delivery will change liner shipping forever.

Introducing fixed transportation time

The only shipping company in the world to do so. Maersk Line is replacing 'transit time' with 'transportation time'.

Cutting supply chain costs

A promise of daily cut-offs and absolute reliability will allow customers to take considerable costs out of their supply chain – e.g. by eliminating the need for 'buffer' days.

Increasing the value of a container

Containers arriving on time are essential to pricing and profits. So when customers can trust every shipment to arrive on time, they can expect a larger profit on every single container.

They said it couldn't be done

It has taken thousands of adjustments, tweaks and changes to rethink the conventional shipping setup in order to deliver absolute reliability.

An answer to an industry challenge

In June 2011, Maersk Line CEO Eivind Kolding challenged the shipping industry. Daily Maersk is part of his response to that challenge.

A product of customer innovation

How Maersk Line co-developed this new service with its customers.

Fact sheet: Changing the world's largest trade lane

The Daily Maersk facts. The ingredients to making a significant change in the industry.

Enclosed material:

Printed versions of advertisements

Animated product presentation

Digital version of full press kit

Daily Maersk

Introducing absolute reliability 1/3

Daily Maersk, Maersk Line's new service on the Asia-North Europe trade lane, will dramatically change the way shipping is done. It offers a daily cut-off at the same time every day, seven days a week, and always with the exact same transportation time. Containerised cargo will now be delivered with unprecedented frequency and reliability.

A daily service between Asia and North Europe with reliable on-time delivery will change liner shipping forever. Up until now, customers have had to adjust their production schedules and supply chains to accommodate shipping lines' unreliability, as they have never been able to trust that their cargo would be on time.

Not anymore. The engine behind Daily Maersk is 70 vessels operating a daily service between four ports in Asia (Ningbo, Shanghai, Yantian and Tanjung Pelepas) and three ports in Europe (Felixstowe, Rotterdam and Bremerhaven) in what amounts to a giant ocean conveyor belt for the world's busiest trade lane.

Regardless of which of the four Asian ports the cargo is loaded at, the transportation time – from cut-off to cargo availability – is fixed. Daily cut-offs mean that cargo can be shipped immediately after production without the need for storage.

Maersk Line promises that cargo at the other end will be available for pick-up on the agreed date. To underline that Maersk Line means business and how firmly the company believes in Daily Maersk, the promise is backed up with monetary compensation, should customers' containers not arrive on time. This promise is a first in the shipping industry.

Changing shipping from the weakest to the strongest link in the supply chain

"We set out to design a service that takes the stress out of our customers' lives, to change shipping from the weakest to the strongest link in the supply chain. After all, shipping is only around two percent of our customers' total cost. And yet our unreliability has until now forced them to shape their production plans and inventory around it," says Maersk Line CEO, Eivind Kolding.

Today, shipping creates anxiety, not boredom. As a general rule, shipping lines serving the Asia-North Europe trade are unreliable, in effect providing customers with an uncontrollable conveyor belt. 44% of all containers are late. 11% are more than two days late – and even as much as 8% are more than eight days late.

"The lack of on-time delivery costs our customers large sums of money because it makes shipping more of an art than a science. Companies have to make up for an unreliable supply chain; they are forced to build a buffer in their supply chains and lose income when goods are not on time," Kolding explains.

Before Daily Maersk, Maersk Line was already best-in-class with 75% of its vessels on the Asia–North Europe trade arriving on time. But this was still not reliable enough for customers to plan their supply chains in an optimal manner. Head of logistics at the electronics giant Pegatron, Andy Tron, explains:

"Reliability should be a key performance indicator for all carriers. Today, 10% of all our shipments are more than two days late, so we are of course doubtful any carrier can provide guaranteed reliability. But if it is possible and if it is combined with more frequent departures to meet our production schedule, it would allow us to lower our inventories and significantly lower our costs."

Without Daily Maersk	With Daily Maersk
Cut-off once every week	Cut-off every day
Transit time, counting from vessels' departure to arrival at destination	Transportation time, counting from cut-off to cargo availability
Approximately every second container arriving on time	Every container arriving on time
No compensation if shipment arrives late	If cargo availability is delayed by 1-3 days, Maersk Line will pay USD 100 per container. If delayed by four days or more, Maersk Line will pay back USD 300 per container

The first cut-off in the Daily Maersk set-up will be on 24 October 2011. More information on MaerskLine.com and DailyMaersk.com.

Picture quote Eivind Kolding: "Daily Maersk will allow our customers to rely completely on their ocean supply chain and enable them to focus on other value-adding parts of their business."

Press contacts:

China:

Bonnie Huang, bonnie.hui.huang@maersk.com, +86 (10) 65351301

Singapore:

Wei Shan Lim, wei.shan.lim@maersk.com, +65 63183515

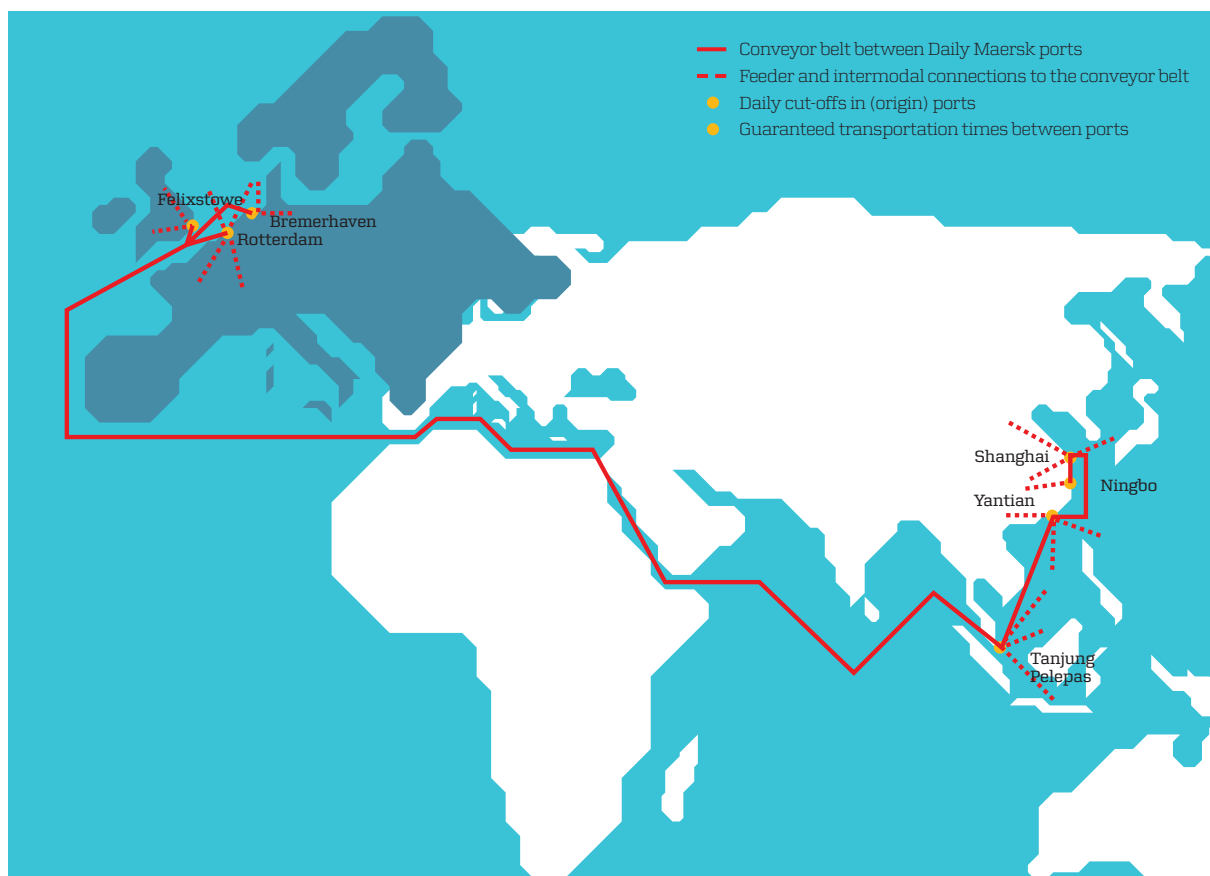
Copenhagen:

Michael Christian Storgaard, michael.storgaard@maersk.com, +45 33633534

Note to editors:

Cut-off: The latest time cargo may be delivered to a terminal for loading to a scheduled vessel.

Gate-in: The time when the container passes through the gate in the terminal.



Daily Maersk

Introducing fixed transportation time

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Maersk Line is introducing the most customer-focused set-up in the industry. Now you can deliver your goods to Maersk Line seven days a week and a fixed number of days later – counting from the cut-off – you can pick up your goods at the destination. Maersk Line will compensate customers USD 100-300 per container if they are not delivered as promised.

There has always been confusion and frustration about shipping schedules. While customers ask for the full transportation time – counting from the cut-off for the cargo until they can pick it up at destination – the shipping industry has traditionally informed customers about the transit time, counting only the time the cargo is on the vessel.

With Daily Maersk, Maersk Line - the only shipping company in the world able to do so – can promise the exact transportation time from the ports in Ningbo, Shanghai, Yantian and Tanjung Pelepas in Asia to Felixstowe, Bremerhaven and Rotterdam in North Europe.

“The customer only needs to inform us when the cargo is available for shipping. Based on that single piece of information, we will fix the arrival date and ensure on-time delivery. The complexities behind this simple offering are irrelevant to our customers. What they basically care about is knowing when their cargo will be available to them,” says Maersk Line CEO Eivind Kolding. He continues:

“The effect is that customers no longer need buffers in their supply chains. We are getting rid of the concept of transit time. Now we promise what’s relevant to the customers – the full and exact transportation time.”

Promise backed by compensation

With fixed transportation time comes 100% predictability. Customers won't get their shipment three days late. Maersk Line will deliver on the date promised upon booking. Should the cargo arrive earlier than planned, customers will of course be given the option to pick it up, but they will not be penalised for not doing so.

If Maersk Line fails to deliver the cargo at the time promised, they will offer monetary compensation. If delayed by 1-3 days, Maersk Line will pay USD 100 per container; if delayed by four days or more, Maersk Line will pay back USD 300 per container – with only very few exceptions such as extremely severe weather or port strikes or closures. Up until now, such compensation is unheard of in the shipping industry.

Daily Maersk

Introducing fixed transportation time

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The promise is made possible by daily cut-offs as opposed to the industry standard of once or twice a week. So no matter when customers are ready to deliver their goods at the port, a fixed number of days later, Maersk Line returns their goods at destination, thereby significantly improving customers' planning.

This offers customers the opportunity to ship products immediately after production without any requirement for additional storage – evening out the flow at both origin and destination and reducing the lead time and cost. Customers can plan their business around their production needs and delivery schedules, rather than the carriers' schedule.

The higher frequency also enables customers to get better deals with origin and destination services, and avoid any potential bottlenecks. "Reliability and predictability can increase efficiency - and thus capacity utilisation at the distribution centre," says Alex Linton from ASDA/Wal-Mart. In addition, customers also avoid any further delays, should their production or quality inspections be prolonged due to unforeseen circumstances.

Daily Maersk

Cutting supply chain costs

With a promise of daily cut-offs and absolute reliability on the Asia-North Europe trade lane, Daily Maersk allows customers to take considerable costs out of their supply chain. Today, a major portion of customers' supply chain costs is measured in the number of 'buffer' days added to a shipment's forecast arrival. This is inefficient and costly.

An issue often raised by our customers is that every time a shipping provider is either faster or slower than expected, it creates problems in the supply chain. When the products arrive early, customers may face capacity problems in the warehouse. If products are late, they face a performance problem.

Before Daily Maersk, a typical voyage from Shanghai to Rotterdam lasted 28-32 days. Add to that approximately 3.5 days inventory buffer for weekly departures, then add a further buffer for lack of service reliability plus the time from cut-off to load and the time from discharge to cargo is available for pick up: as you can see, the overall transportation time can quickly increase. Daily Maersk offers a total transportation time of 34 days for the same journey: every time, and starting every day.

With daily cut-offs and a precise, consistent network flow, Daily Maersk can reduce customers' inventory buffer at both origin and destination significantly. One large retail customer told us that the boxes in their security stock on average cost USD 15 a day in capital costs.

Another customer estimated that going from 70% to 85% reliability would increase revenue by an estimated USD 200 million. So you can just begin to imagine the revenue potential in introducing Daily Maersk with absolute reliability.

Daily Maersk

Increasing the value of a container

The value to customers of on-time delivery goes beyond optimisation of their supply chain. In several industries, containers arriving on time are essential to pricing and profits. Having the right products on the shelf at the right time is critical, especially in the retail and electronics industries, both heavily represented on the Asia–North Europe trade lane.

“As a rule of thumb, the transportation cost is about 2% of total product cost. It is natural that our customers want to reduce this cost as much as possible, and the success criteria of logistics managers and procurement officers are usually simple – get the lowest possible transportation cost per box,” Maersk Line CEO Eivind Kolding explains.

“It may sound simple and logical that we deliver on time. But to take full advantage of this, it will also require a rethink on many levels on the part of our customers. For instance, are employees and managers in our customers’ organisations measured on the right things in their dealings with shipping lines?”

The cost of losing a week

In a recent Maersk Line survey, one global retailer explained that 70% of his cargo loses on average 25% of its retail value when it is a week late. With an average cargo value per container of EUR 30,000, the cost of delay equals EUR 7,500 per container.

Electronic products may suffer even greater losses when delayed, as new and improved products continuously hit the market. A container full of laptops is valued at around USD 1.5 million. If it is delayed, the metre quickly starts to run. The customer may be penalised by their customers waiting for the products, or they may have to reduce prices due to competitors’ product launches that have overtaken them – or simply because they have fewer days to sell the product.

Also, if on-time delivery is inherent in the brand promise made by the industry’s customers, late delivery not only has a short-term impact on profit, but can damage credibility in the eyes of the end-consumer and thereby result in loss of brand equity.

Absolute reliability has until now been deemed impossible by both the shipping industry and logistics experts. Maersk Line took on the challenge and is reinventing the industry.

It is conventional wisdom that industry leaders never reinvent their own industry. As a result, they fall prey to younger and nimbler competitors. But knowing that reliability is the number one priority of its customers, Maersk Line decided to make the quantum leap from an industry norm of 56% reliability to absolute reliability.

Stopping the overbooking spiral

Throughout its history, shipping has required many adjustments from customers due to the industry's low rate of on-time delivery, resulting in inefficiencies. For example, it has become customary for shipping lines to overbook vessels – sometimes by up to 180% – to avoid empty vessels due to bookings not showing up or being cancelled at the last minute.

If 120% of the cargo shows up, 20% might be 'rolled', meaning the boxes are transferred to the next vessel – usually sailing a week later.

As a response to this practice, customers have felt forced to book more cargo than they actually plan to ship to make up for the 'rolling'. For example, if they plan to ship 50 containers, they might book 75. Many customers even book the same shipment with several carriers to ensure that at least one of them will actually be able to load the cargo at the time agreed.

This has become a vicious circle, only resulting in more delays and unreliability with even less efficiency in port operation.

The conveyor belt approach

It has taken a change in mindset to reinvent the industry and get back to basics after decades of tweaking. But now, Maersk Line is rebuilding the whole set-up with Daily Maersk, trusting that it will be better for business – for both the customers and Maersk Line.

By introducing transportation time through Daily Maersk's conveyor-belt approach, overbooking is no longer the customer's problem. Vessels will still need to be slightly overbooked, as sometimes cargo just doesn't show up at the port in time due to late production, customs or other issues – and vessels still have to be fully loaded.

But there will now be 'controlled overbooking', meaning that every booking made after the vessel reaches 100% utilisation will be monitored. The Daily Maersk conveyor belt will always have another vessel arriving to cater for the overbooking.

Maersk Line promises a fixed cargo availability date based on the agreed cut-off – and transportation time is always the same from each port. From a customer's perspective, the primary reasons to overbook are then eliminated, because even if a container is transferred, it will not be delayed at destination, but just put on another vessel arriving on time. We have added extra capacity to the Asia-North Europe corridor to make sure cargo is always available on time at its final destination.

Managing all ports at the same time

An issue often resulting in unreliability is 'one port at a time' management. On the Asia-North Europe trade lane, vessels start loading cargo in Ningbo, followed by Shanghai, Yantian and Tanjung Pelepas. When leaving Tanjung Pelepas, heading for Europe, it is crucial that the vessel uses 100% of its capacity. But no liner company has ever planned the end-to-end capacity of every vessel.

In each port, the vessel has a slot time, the so-called berthing time, for example 14 hours, which equals 2,000 containers to be on- or off-loaded. But if more containers are left at the port when the berthing time is over, the liner company is left with a difficult choice: should it leave the cargo, risking that it will not be able to fill the vessel? Or should it load the rest of the cargo and accept the delay? It will usually run the chance of a delay.

This is also a problem when entering Europe. Today, vessels do not make sure at origin that the amount of cargo to discharge in a given port equals the berthing time given in that port. So if the schedule leaves time for discharging 2,000 containers, but the vessel carries 3,600 containers, the vessel might be late for the next port.

In the past, buffer time has been added for eventualities, such as port lock-downs due to bad weather or more time spent on- or off-loading cargo. But the buffer time added is often insufficient and if a vessel is delayed from one port, it will be even more difficult to get into the next port at the given time slot. As terminal berthing windows are increasingly becoming a bottleneck and other vessels will be waiting in line, it is difficult to swap port call times, so arriving late will further delay the shipment.

Today, vessel schedules are always very tight in order to be able to promise customers the best transit times. Until now, the shipping industry would rather promise tight schedules – knowing it would fail to deliver – than lose customers to companies with a better promise on paper. It has become a standard of the industry to over-commit to fast transit times.

Daily Maersk manages the cargo for every vessel through all four load ports on the rotation at the same time, making sure that the vessels leave the port when their time slot is over, without risking that they are not fully loaded when heading for Europe. This intense shipment planning also means it is always possible to prioritise cargo that requires it in order to make it to destination on time – and eventually, based on the Daily Maersk network set-up, find alternative vessels that will also make it.

When managing cargo for each vessel, it is even taken into account where the cargo is bound to be discharged. There is no longer a risk that a vessel carries more cargo for a port in Europe than can be unloaded in the slot time allotted in that particular port.

Schedules are no longer as stretched as previously. A time buffer for every vessel's slot time has been added in order to diminish the risk of being delayed for the next port. Time is money; hence buffer time is an expense. But being late can be even more costly to the shipping line, as catching up two days' sailing from Asia to Europe costs several hundred thousand dollars in extra fuel. More importantly, it can be costly for customers, since they have to spend time on re-planning their inventory.

The first results

The Daily Maersk set-up has been tested for three months, and an interesting result of the new shipment planning is that on several occasions during the test period, containers were loaded earlier, even though they had been booked for a later vessel.

This is definitely new to the industry, but it results in filling up the vessel in port, freeing up space on the planned vessel – and making the cargo available for the customer more than a week before promised. That is, if the customer wishes to pick it up before – otherwise Maersk Line 'just' delivers it on time.

Note to the editors:

Berthing time: The time reserved for a vessel for loading and unloading cargo in a port.

An answer to an industry challenge

In June 2011, Maersk Line CEO Eivind Kolding stated at the international TOC conference in Antwerp: “The shipping industry is faced with three fundamental challenges: our unreliability, our complexity and our environmental impact. But instead of making excuses, we should see these challenges as fantastic opportunities.”

Daily Maersk will address the challenges of the industry in the following way:

On-time delivery

The launch of Daily Maersk introduces absolute reliability, which is currently unheard of in the industry. Daily Maersk has a promised transportation time on 12 corridors from Asia to North Europe forming the core of Maersk Line services on the largest trade lane in the world. If the Daily Maersk concept was applied to all cargo moved by the shipping industry on this trade lane, it would increase the number of forty-foot-equivalent units (FFE) delivered on time by 8,400 – per day. This would enable customers in North Europe to make better use of the equivalent to the thousands of employees otherwise allocated to handling the delays imposed by the shipping industry.

Ease-of-business

Daily Maersk will increase transparency by removing the concept of transit time and replacing it with transportation time. Daily cut-offs will also make shipping easier for customers. Instead of rushing to make e.g. a weekly cut-off time, the cargo can be delivered any day of the week.

Although these steps represent a significant improvement for customers, they do not represent the entirety of the revolution that Maersk Line is seeking to implement. Removing shipping’s immense complexity will require other solutions as well.

Environmental performance

Maersk Line is an environmental leader in its industry, producing approximately 10% lower CO₂ emissions per container moved than the industry average, and by 2020 it aims to have reduced emissions by 25% (based on 2007 figures). Daily Maersk will contribute to meeting this target. In fact, Daily Maersk will produce 13% lower CO₂ emissions per container moved compared to the industry average on the Asia-North Europe trade. Maersk Line’s future investments in the 20 ‘Triple-E vessels’ will turn Asia-North Europe into one of the most energy efficient trade lanes in the world, as these vessels will cut 50% CO₂ per twenty-foot-equivalent units (TEU) compared to the industry average.

Daily Maersk

An answer to an industry challenge

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"In Antwerp, I stated that we would address the three challenges of the industry and we are. Triple-E is a significant improvement over all existing solutions, but we recognise that we still have a long way to go on environmental performance. Likewise, Daily Maersk is a huge leap forward in two ways: it offers reliability on the largest trade in the world. Even more importantly, it will prove that shipping can be consistently on time. It has the potential to change liner shipping forever. Even so, we recognise that Daily Maersk only covers Asia-North Europe. In time, it should be the worldwide standard," says Eivind Kolding. He continues:

"We are working on the third challenge – making it easier to do business with us. Daily Maersk makes it a bit easier. We only need to know the cut-off to give the cargo availability date, and we have eliminated the concept of transit time."

Daily Maersk

A product of customer innovation

Daily Maersk has been developed in close co-operation with more than 60 customers – from concept creation to training of staff.

The development of Daily Maersk started with an idea: the concept of a conveyor belt from Asia to North Europe. To make it happen, Maersk Line entered into a close dialogue with customers, ending up with a product that Maersk Line could never make on its own.

One of the most important insights from the customers was that with a conveyor belt, there would be much more to reliability than just being on time. As customers move to daily shipments, their business is made cumbersome by different lead times from the carriers. Their point was clear: predictability is much more important than lead time. In fact, it's the most important factor in supply chain management.

That's how the promise of fixed transportation times came into being.

Another issue raised by customers in some of the many interviews Maersk Line conducted while gathering information and ideas about utilising the potential of the conveyor belt, was the current need for buffer stock, both at origin and destination.

An answer to this challenge is the Daily Maersk feature of daily cut-offs. When customers can deliver their cargo at origin any day in the week, knowing that it will be available for pick-up at destination a fixed number of days later, they can optimise their supply chain management and cut away a lot of buffer stock both at origin and destination.

Customers training the sales people

Maersk Line still has much to learn from its customers, and they are still involved in the continuous improvement of Daily Maersk.

In the process of training sales people to explain the benefits of Daily Maersk to customers, the customers have been involved in two full days, discussing openly how the product should be presented to other customers, describing how they see the value to their supply chain management. Role-playing is often used in sales training, but this time, the part of the customers has actually been played by real customers offering strong and relevant feedback.

Daily Maersk

Fact sheet: Changing the world's busiest trade lane

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Daily Maersk is:

Daily cut-off at origin and daily availability at destination.
Same cut-off time every day, seven days a week.
Same fixed and promised transportation time.
An easier way to ship your cargo from Asia to North Europe.

Number of vessels in Daily Maersk:

Maersk Line owns and operates a fleet of 500+ vessels. Of those, more than 70 vessels are committed to making Daily Maersk possible.

Ports covered in Daily Maersk:

Four ports in Asia: Ningbo, Shanghai, Yantian and Tanjung Pelepas
Three ports in North Europe: Felixstowe, Bremerhaven and Rotterdam
Daily Maersk's scope covers the westbound direction between these ports.

Promised transportation times:

Ningbo to Felixstowe, Bremerhaven or Rotterdam: 36 days
Shanghai to Felixstowe, Bremerhaven or Rotterdam: 34 days
Yantian to Felixstowe, Bremerhaven or Rotterdam: 30 days
Tanjung Pelepas to Felixstowe, Bremerhaven or Rotterdam: 26 days

Daily cut-off:

Every day, cargo can be delivered at the port of origin, and transportation time is counted from the cut-off. The promised transportation time does not require a departure every day between Daily Maersk port pairs.

Definition of transportation time:

Transportation time is the number of days between the cut-off at origin and the cargo availability at destination. It is the total time used for ocean transport in the supply chain from the customer's point of view.

Cargo availability:

Cargo will of course be available at destination at the agreed availability date. Should the cargo arrive earlier, customers can pick it up before originally agreed, though they will not be obliged to do so. We will only start counting demurrage (payment for storing cargo at the destination port) from the agreed cargo availability date.

Back-up to the promise:

Maersk Line offers monetary compensation if cargo is not available at the time promised.

- If delayed by 1-3 days, Maersk Line will pay back USD 100 per container.
- If delayed by four days or more, Maersk Line will pay back USD 300 per container.

The promise will be stated in the Booking Confirmation, including the agreed cargo cut-off, cargo availability and promised transportation time.

The cost:

Although Daily Maersk is a more superior service than any available on the market today, no premium will be charged.

First cut-off:

24 October 2011

First availability date:

19 November 2011

Amount of cargo moved by Daily Maersk from Asia to North Europe:

More than 1 million FFE per year.

The cargo that will be moved on the Daily Maersk corridors amounts to more than 20% of the combined Maersk Line volume on the Asia-North Europe trade lane.

Daily Maersk accounts for 5% of Maersk Line's global volume.

Breakdown on the trade lane:

20% electronics, appliances and kitchenware

15% furniture

10% textiles and apparel

10% vehicles and auto parts

5% toys and games

40% miscellaneous

Daily Maersk will apply to all cargo types, including reefer cargo, OOG and dangerous cargo.

The potential of absolute reliability on global trade:

Every year, more than seven million FFE are moved from Asia to North Europe. If the shipping industry delivered 100% reliability instead of 56%, every day 8,400 more containers would arrive in sync with the supply chain and make it to stores and customers in time.

CO₂ saved:

Shipping with Daily Maersk saves 13% CO₂ emissions per TEU moved compared to the industry average on the Asia-Europe trade. For example, for every four boxes (FFE) that customers move from Shanghai to Rotterdam by shipping with Maersk Line instead of the competition, they will save one ton of CO₂.

The addition of more vessels to the Daily Maersk service will not increase Maersk Line's total CO₂ footprint. Daily Maersk's twelve Asia-North Europe corridors deploy the largest, most modern and energy efficient vessels. The precise scheduling helps ensure a steady pace throughout the network, avoiding bunker-intensive speed increases. According to calculations, total emissions will remain on a par with current total levels on the trade lane.

Expected competitor reaction

The Daily Maersk set-up requires the ability to prioritise enough vessel capacity to these corridors, to have the right systems in place, operational procedures that deliver the desired level of reliability and an organisation with a mindset to deliver reliability. Maersk Line does not believe that any other carrier will be able to successfully build the same network set-up, and that competitors will be forced to focus their attention on other trades or differentiate their product on price alone.

They said it couldn't be done.

Today we will prove them wrong.

Given the fact that 90% of retail consumer goods are transported by sea, it would be false modesty for the shipping industry to downplay its pivotal role in globalisation.

However, it would be equally false of us to suggest that we have attained this position as a result of groundbreaking innovation - quite the opposite in fact.

The last great industry milestone was in the fifties, when container shipping itself was born.

Since then, very little has happened, especially when you consider how much the world has changed around us. So we're hardly exaggerating when we say that on 12 September at 2 pm in London, Maersk Line will rewrite shipping history with the launch of a brand new product.

It will be met with scepticism, which is perfectly understandable. After all, we're solving what has always been seen as an insoluble problem: To deliver what we promise.

As things stand, the best shipping industry customers can hope for is on-time delivery 50% of the time.

And while we are sure that they appreciate the challenges of moving a container halfway around the world, this figure is neither sustainable nor acceptable.

We look forward to unveiling our new industry benchmark.

Keep an eye on MaerskLine.com



We just made shipping boring.

Introducing absolute reliability.

The shipping industry faces serious challenges on reliability. It can't meet your deadlines. Statistically, you'll be disappointed just about every other time.

There can be lots of good reasons for this; we would be the last to suggest shipping is uncomplicated. But we find it hard to justify that it should be our customers' problem.

Your problem.

Everything taken into account, shipping is just one of many links in

your supply chain. And from that standpoint, it is also the source of a disproportionate amount of fuss.

At Maersk Line we've decided to do something about it. We have developed a product for our routes between Asia and North Europe that ensures absolute reliability.

And that's not just an ambition. It's a promise.

At the same time we're tackling the inflexibility that's connected with weekly departures.

We've increased our cut-off frequency so considerably that our customers can technically ship every single day – and therefore begin to see shipping as a direct extension of the production line.

This is why we call it Daily Maersk. It's predictable. It's boring. And it's right on time.

You're welcome to read more on DailyMaersk.com



MAERSK
LINE

Thank you for your patience. We won't need it anymore.

Introducing absolute reliability.

You've been waiting a long time. Some may say too long. But the waiting is now over.

After a decade-long, concerted effort, Maersk Line has finally developed a product that resolves what many customers see as the shipping industry's biggest headache. Reliability. Or rather the lack of it.

From today, we promise on-time delivery between Asia and North

Europe. Not every other time, which has become the industry standard. But every single time.

Our solution is called Daily Maersk, an apt name when you consider its other unique feature. In addition to on-time delivery security, customers are offered daily cut-offs. Not weekly as they are used to.

This increased frequency represents a fundamental change to our role in your supply chain.

In reality, you can begin to see Maersk Line as a direct extension of your production line.

On DailyMaersk.com you can now book your space on board the world's most reliable shipping connection. We hope you agree it's been worth the wait.



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LINE