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There's a container behind it all

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With the holiday season approaching, chances are your presents or goodies arrived in one of the sturdy gift wraps from Maersk Container Industry.

Containers make a difference to billions of people around the world, but how can these building blocks of global trade be improved? And how can they help offset future energy cost increases?

Find one answer in Maersk Container Industry's movie now available to employees and the general public.

Containers must endure harsh environments from arctic cold to tropical heat, and the film depicts crash tests where MCI seeks to ensure its containers stand up to the harshest of handling.

The film is made by Copenhagen Film Company, which has so far won 14 international awards for its "We are Maersk" series, including a gold medal at Cannes Corporate Media & TV Awards.

MCI's documentary-style movie goes to the crux of world trade.

"It was a fun movie to make because a container is not just a box. For example, it is exciting to discover what it really takes to bring a banana to a supermarket," says Rene Strandbygaard, photographer and partner in Copenhagen Film Company.

You can find English, Spanish and Chinese versions of the movie at www.mcicontainers.com.

Facts:

An MCI reefer container is 20 times more energy-efficient than a regular household refrigerator.

MCI's Star Cool Integrated Front containers are currently the world's most energy-efficient, according to comparative tests performed by MCI customers.

MCI has 6,000 employees worldwide and is headquartered in Tinglev, Denmark, home to global sales and R&D. Production takes place at factories in Qingdao and Dongguan in China, and by late 2013 in San Antonio, Chile.

In 2011, MCI constructed 41,000 reefer containers, 37,000 reefer machines and 200,000 TEU dry containers.

In 2011, MCI revenue was USD 1.2bn (2010: USD 0.7bn). Profit was USD 69m (2010: USD 41m), and ROIC 33.1% (2010: 20.6%).

MCI is a business unit in the A.P. Moller – Maersk Group.

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