

# LEMAN

# NEWS

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## IN AMERICA

### **Building on success in the Mid-West.**

Following the near 100% increase in U.K. exports to America over the past four years, the company has been well placed to significantly increase its own share of the market from our offices and terminal at Racine in Wisconsin.



So much so, that to accommodate the growth, ½ million U.S. Dollars has been committed to the expansion at Racine of the existing facilities and in addition, new premises have been purchased in Connecticut to further improve the company's strength over the east coastline.

The work at Racine consists of a new section of building to link the existing terminal and office, improved ramps to allow

an increased number of vehicles loading and unloading at any one time and completing the scheme, a new adjoining warehouse will provide the much needed additional storage space.

The original complex was established in 1970 and was chosen as being well situated in the mid-west area. Racine lies on the shores of Lake Michigan and is close to Chicago and Milwaukee, with Minneapolis, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland also close by. Centrally located within the mid-west industrial belt, Racine offers first class facilities for distribution of goods throughout this part of America.

Our premises at Racine were doubled in size during 1979, just nine years after opening and the warehouse is able to cater for Bonded cargoes, having been authorised by the U.S. Customs, which allows for an easy and flexible operation of cargo movement through the warehouse.



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At the terminal, the company not only receives European goods by groupage containers, which are customs cleared and distributed to the various American consignees, but has also established U.S.A. Daughter companies for many European exporters who wish to sell their goods to American markets. The principal behind this system and the main attraction to our customers, is that they can concentrate on selling their products throughout the 'States, knowing that they are available from stock and that sales are conducted by an 'American Incorporated Company. This method tends to reduce the nationalistic resistance to 'buying from foreigners'.

To assist customers in this type of operation we offer them the services of book-keeping invoices and tax returns, sales enquiries and despatching and the facility to hold stock in the warehouse to be called off and delivered to American consignees as required.

## Opening up the East Coast.

The great success of our management and staff over the years at Racine, contributed in our decision to build a new terminal and offices in Windsor Locks, Hartford, Connecticut, which is ideally situated for servicing the east coast areas of America.



Hartford itself is sufficiently close to the neighbouring states' main ports, such as Boston and New York, whilst remaining well placed for distribution links inland.

Its position reflects our policy to stay away from the bigger cities and the large terminal enables the company to avoid longshoremen, public warehouses and the problems associated with them.

However, from this state, with its population of over 5 million people, it is possible to drive to New

York in two hours, or fly from Hartfords' Bradley International airport, or even travel by the world renowned AmTrack train.

Like the Racine terminal, Windsor Locks was established under European management and has been operative since January this year. Already, a large amount of business from European exporters has been attracted and a great many of these customers are wisely using the warehouse facilities to hold stocks of goods to be distributed under a U.S. Daughter company arrangement.

We wish our colleagues in Hartford every success in the new premises and look forward to reporting in a future edition of Leman News, of their business gains and who knows, perhaps additional buildings too!

## Establishment of UK Groupage Services to USA.

A groupage departure by 40 ft. container has been established leaving the UK Depots at London, Birmingham, Bradford and Harwich every Friday with Customs clearance, break bulk and distribution via the Leman terminal, Racine, covering the American Mid-West and the Leman terminal, Hartford covering the American East Coast. Development of this service is the responsibility of Mr. Carsten Nielsen who recently took up the post of UK Marketing Manager – USA and is based at the Bradford Office. He has a sound knowledge of the American freighting industry having previously been based in New York, Chicago and New Orleans.



## British trade with the USA.

As an encouragement to those exporters just entering the American markets, or contemplating doing so, we publish these figures on trade with the U.S. which highlight the favourable trend for sales of U.K. goods.