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Mega Liner with job offer

Spedition Peiffer relies on rolling messages

Are you a Peiffer guy? This question is written in huge white letters at the rear of five new Mega Liners, which Axel Peiffer, owner of the forwarding agency of the same name, has now picked up in Werlte. Eight Peiffer employees are laughing at the curtains on the trailers. Above them is the message: We are guys. Become a road star. Peiffer-Typen.de. With this offensive campaign as a rolling message, Axel Peiffer is on the lookout for new drivers for his haulage company. "Everyone is talking about a shortage of skilled workers, especially in the transport sector. We have therefore consciously decided in favour of this rolling campaign and hope in this way that we can inspire some people for the professional driver and of course also for our haulage company". At Peiffer, the sense of responsibility for the employees is traditionally lived, Axel Peiffer continues. "For new acquisitions, for example, we always rely on the latest technology; i.e. we take a close look at what advantages the technology has for our customers and our employees. For this reason, we have now also opted for Mega Liners, which are equipped with Krone Telematics and are protected with the Fair Care full service package, including the tyres. This puts us on the safe side and gives us a transparent view of our costs. And last but not least, our drivers also benefit from modern trailers that offer great ease of use thanks to first-class equipment." On behalf of the Krone team, Markus Gemmel, Krone Regional Sales Manager, expressed his thanks for the many years of trusting cooperation. "We at Krone really love the lettering on the Peiffer Mega Liner. The lack of drivers is already posing huge challenges for the entire transport industry. This is why Krone, together with the Federal Association of Road Haulage, Logistics and Waste Management (BGL), launched an initiative last year to strengthen the image of professional drivers. Because hardly any consumer today thinks about how fresh food or other things of daily use get into supermarkets. That is simply impossible without the truck including driver. We hope that the message of the rolling Mega Liner will be received and that Team Peiffer will be able to find new colleagues in this way".

The company Peiffer Internationale Spedition

Adolf Peiffer founded the forwarding company in 1956 as a haulage company with a single truck, which he used to transport rape and building materials. Today, the company is a competent partner for its customers for Europe-wide transport tasks - from in-house logistics to picking and delivery. Together with its sister company TLP, founded in 1990, Peiffer employs more than 120 people and operates three locations in Freisen, Saarbrücken and Brandis. The company currently uses 70 towing and 100 towing units; all semi-trailers (exclusively from Krone) have a pick-up device for truck-mounted forklifts, and around 50 forklifts are in use.



If you have any questions, please do not hesitate to contact me.:

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