



*The  
Merchant  
Adventurers*





## OUR HISTORY

The splendid pioneering spirit which has been demonstrated by ACT(A) over the past ten years in the Australia/New Zealand trade is a continuation of the adventurous spirit which has been characteristic of Blue Star, Ellermans and Cunard — the three companies which formed ACT(A) — from the earliest days of their sailing ships.

ACT(A), together with its partner, Australian National Line (ANL), has played an important role in bringing the container age to the U.K. It has been an enormous, complicated undertaking with vast sums of money being invested in new purpose-built ships, containers by the tens of thousands, inland depots, rail and road transport, and sophisticated computer systems to handle all the documentation and accounting. But above all, it has been the ACT(A) people with their considerable technical and commercial knowledge and skills and their wealth of experience in world shipping that has made the past ten years such a resounding success and has enabled the container concept — with its greater speed, reliability, security and much reduced handling costs — to come of age in this country.





## OUR TEAM

The ACT(A) team is made up of a tightly knit group of people with a wide range of knowledge and experience, but all having one goal in common: to ensure that the Company provides the best possible service to its customers.

The sales representatives and other members of the marketing staff are those with whom shippers, freight forwarders and agents are most likely to have direct contact - they are the "visible face" of the Company - but every member of ACT(A) is essential to the team effort.

From the clerk in the booking section, to technical shore staff and marine staff to top management, they are all helping to make certain that the Company functions smoothly and efficiently and they have been fundamental in bringing about ACT(A)'s revolutionary through-transport, door-to-door container service between the U.K./Continent/Australia/New Zealand and Fiji.

- A Trade Director
- B Marketing Manager
- C Managing Director
- D Financial Director
- E Director & Company Secretary
- F General Manager/Planning
- G General Manager/Operations
- H Trade Manager



General Sales Meeting





# OUR SHIPS AND PORTS OF CALL

Every ship operated by ACT(A) has been purpose built for the Service. The newest vessels in the U.K.-Continent/Australia-New Zealand Trade can carry over 2,000 containers with cells for more than 900 refrigerated boxes.

Regular ports of call include Tilbury and Seaforth in the U.K.; Zeebrugge, Hamburg and Genoa on the Continent with additional Northbound calls at Piraeus, Fos and Flushing. In Australia ACT(A) ships call at Fremantle, Melbourne and Sydney with feeder services to and from Adelaide, Brisbane, Newcastle and Pacific Island ports. New Zealand ports of call are Auckland, Wellington, Lyttelton and Port Chalmers.

As part of its "around the world" Service ACT(A)/ANL ships operate between the East Coast of North America and Australia/New Zealand in the Pacific America Container Express (PACE) Line Service, calling at Charleston, Norfolk, Philadelphia, Boston, St. John (Northbound only) and New York. ACT(A) are also partners in the Pacific Australia Direct (PAD) Line offering a roll-on/roll-off Service between the West Coast of North America and Australia.

Ship	Speed	Capacity
ACT 1	20.5 knots	1,414 TEU's
ACT 2	20.5 knots	1,414 TEU's
ACT 3	21.5 knots	1,294 TEU's
ACT 4	21.5 knots	1,294 TEU's
ACT 5	21.5 knots	1,294 TEU's
ACT 6	21.5 knots	1,326 TEU's
ACT 7	23.0 knots	2,002 TEU's
Australian Endeavour	20.5 knots	1,414 TEU's
Australian Exporter	21.5 knots	1,294 TEU's
Australian Venture	23.0 knots	2,002 TEU's







# OUR CONTAINERS

ACT(A) has co-operated closely in the development and perfecting of general cargo and refrigerated containers and bulk tanks. The Company is one of the world's largest refrigerated container operators and has piled up an impressive list of "firsts" in the field.

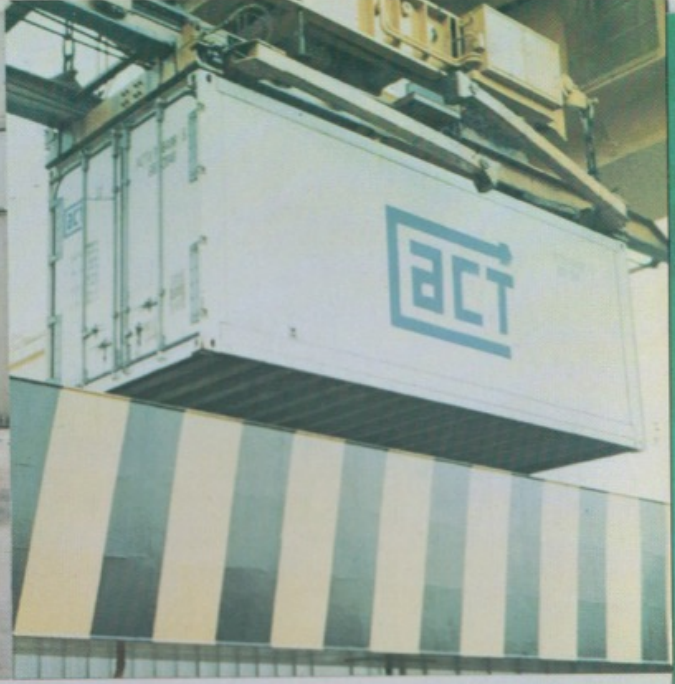
ACT(A) has pioneered refrigeration techniques for containers, for shore installations to serve container ships and to enable containers to be carried at sea on deck. It is now possible to carry new types of perishable cargoes which ten years ago could not have been expected to arrive in good condition.

In 1978 ACT(A) became the first container operator to have accepted delivery of 5,000 refrigerated boxes from a single manufacturer; the Company installed the first Gresco centralised container refrigeration system on the Continent at Zeebrugge; and at the new Northfleet Hope Terminal at Tilbury the Unicore and Holima units can accommodate 1,464 refrigerated containers - the largest such facility in the world.

ACT(A) is able to offer a wide range of containers including 20 and 40 foot general cargo, refrigerated and open top containers, bulk tanks, flat racks, half heights and other specialised boxes.









# OUR SERVICES

ACT(A) is able to offer an unparalleled range of services to customers.

Our FCL and LCL container service to Australia and New Zealand is world famous and offers regular, safe, reliable and personal service. The Company's other services include agencies for an exclusive car-carrying service to Australia, Transmeridian Air Cargo (TAC) Limited's air freight service to Australia and in Scotland for the Cunard Arabian Middle East Line (C.A.M.E.L.). ACT(A)/ANL ships operate between the East coast of North America and Australia in the Pacific American Container Express (PACE) Line service. ACT(A) are also partners in the Pacific Australia Direct (PAD) Line between the West coast of North America and Australasia.

Our experts are available to advise on the type of container to be used, packaging, use of pallets, loading, ventilation, quarantine regulations and many other considerations that help ensure complete client satisfaction.

As part of ACT(A)'s personalised service, regional sales managers, representatives and experts are available to assist the customer or potential customer. They will visit the factory and see how products are manufactured, examine the packaging and make a thorough survey before advising how the cargo should be carried.





*The Merchant Adventurers*

# OUR ROUTES

- ACTA/ANL Service
- PACE Service
- PAD Service



# OUR CUSTOMERS

Most of the leading companies in the U.K./Continent are our customers and receive the famous "personalised service" provided by our experienced and skilled staff.

Close relationships are established between customers and ACT(A)'s specialised team of experts who strive for an in-depth understanding of how our customers' businesses work so that we can originate ways in which to improve ACT(A)'s services to them.

Our customers range from the giants of industry such as ICI and Ford to individuals who make small shipments of personal effects. They can be sent by the friendly fraternity of freight forwarders or by captains of industry in Australia and New Zealand who ship wool, wine, fruit and meat. The shipment can be as heavy as a huge turbine or as light as ping-pong balls, but our customers are all people with whom we have great affinity.

Our staff is trained to think in terms of the most important person with whom we deal - our customer.

The photographs on these pages show a small sample of our customers and how our team is available to advise and assist them in solving their particular problems and to help in achieving their marketing objectives.







# OUR TERMINALS AND CONTAINER BASES

In addition to the two major terminals at Tilbury and Seaforth, ACT(A) has regional offices at Basildon, Birmingham, Bristol, Coatbridge (Scotland), Leeds, Liverpool and Manchester and our representatives are "just a 'phone call away."

These offices and terminals are staffed by some of the most knowledgeable and experienced people in the business with a proven record of helping the customer find the best way to move his goods from door-to-door.

At the terminals and container bases, specially designed equipment helps speed the loading and unloading of the containers. Gantry cranes, straddlecarriers and other specialised equipment handles the containers easily and safely whether they be 20 or 40 foot general cargo boxes, insulated containers, open top boxes, bulk tanks or flat bed containers.





## OUR FUTURE

ACT(A) is not resting on its laurels - quite the contrary - the Company is constantly planning more and better services to customers. Recent developments include initiating regular service to Fiji and Piraeus, opening the new Northfleet Hope Terminal at Tilbury, signing a long-term contract at Seaforth and expanding our services around the world.

In ACT(A)'s position as an independent, self-managed container group and not part of a large consortium, the Company is able to operate more efficiently by exercising more direct control over its own decision-making which in turn allows it to be more responsive to customer requirements and to fluctuation in trade demands.

ACT(A)'s global service enables it to switch ships from one trade to another which, together with chartering vessels when required, gives a flexibility of service which is in the ultimate interest of our customers.

We will continue to strive to open new frontiers in our role as Today's Merchant Adventurers!



