

# act NEWS

WINTER 1989/90



Best wishes for Christmas and the New Year

# 50 YEARS MAKING CHRISTMAS BRIGHTER

The largest single importer of Christmas lights into the UK, Noma Lites Limited, is celebrating its 50th anniversary — a milestone in the history of decorative lighting in Britain.

It is a far cry from the days of 1939 when Noma began trading under the name of Noma Electric Company Limited — not an auspicious year to start international trading. However, after the war when things settled down, the Company became a major producer of various well-known brands of lighting sets using British labour and components.

## LINK FORGED

In February 1969, following a massive re-organisation, Noma became a private company under its new name, Noma Lites. The link with Hong Kong was forged and supplies began to be imported from the Crown Colony.

Since then the business has grown considerably and continues to do so. As a result, Noma is now planning a new purpose-built warehouse and distribution centre at the former Brooklands Racing Track in Surrey which should come into operation in July 1990.

## MANUFACTURER

Clive Capel, who took over as Managing Director of the Company from his father in 1983, now makes an annual visit to Hong Kong, where Noma has been doing business with the same manufacturer for 30 years.

Today Noma is a household name in Christmas lighting and few homes in the UK are without at least some of their decorations in the Christmas season.

"Ben Line has been carrying a good proportion of Noma's traffic from Hong Kong to the UK for at least 20 years," said Roger Miall, Ben Line's Marketing Director, "and we congratulate the Company on its 50th anniversary and wish them every success for their second half century."



## New ACT Chairman

Mr. J.F. Muirhead, Chief Executive of Ben Line Containers Limited, has been appointed Chairman of Associated Container Transportation Limited (ACT), succeeding, by rotation, Mr. B. R. Hazlitt, Deputy Chairman and Managing Director of Blue Star Line, who remains on the ACT Board.



*For the past 50 years Noma Lites has been making Christmas in the UK brighter and more beautiful. On our cover and pictured above and below are some of their products.*



# Leading the Way to New Zealand



## The Winning Team!



Associated Container  
Transportation  
(Australia) Ltd.

ACT(A), who pioneered the UK/Continent to New Zealand container trade, has taken still another step to ensure that the Company provides the highest quality service to shippers and importers to and from New Zealand.

Earlier this year ACT(A) purchased The Shipping Corporation of New Zealand (SCNZ), which includes The New Zealand Line, from the New Zealand Government. ACT(A) then took over the management of the Corporation's container fleet and SCNZ's London-based personnel moved to ACT(A)'s Head Office at 136 Fenchurch Street, London.

The complete integration of The Shipping Corporation of New Zealand's operations and marketing functions with those of ACT(A) will be completed by the end of this year and as from 1st January 1990 the new scheme will be functioning.

"This will permit us to provide — and improve — the standards of service to our

ACT(A) and SCNZ customers in the UK, on the Continent and in New Zealand," said Peter Taylor, UK Marketing Manager of ACT(A).

"ACT(A)'s long experience in New Zealand — the Company and its shareholders have been closely linked with New Zealand for 90 years — places us in an ideal position to co-ordinate the trade," Mr. Taylor explained.

The Shipping Corporation of New Zealand will continue to be a member of, and serve on, the New Zealand Tonnage Committee and remains an active member of the ANZECS Consortium.

SCNZ has joined the Shipowners Refrigerated Cargo Research Association (SRCRA) of Cambridge as part of its renewed drive to foster and develop improved carriage methods for New Zealand's primary produce.

SCNZ's third generation container ship, "New Zealand Pacific", recently underwent a major refit to make the vessel more competitive for the 1990's. The underwater hull was shot blasted and painted and the

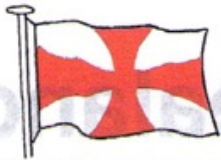
original propellers were refitted, which will improve speed and fuel efficiency.

Mr. R. C. Whyte, Chairman of SCNZ said, "The Corporation wishes to contribute to, and play a part in, the development of refrigerated shipping at this important time for New Zealand's exporting future as the single European market approaches. New Zealand exporters are strengthening their links with the European Community, which is New Zealand's largest single export market," Mr. Whyte explained.

"The Corporation is equally determined to consolidate its position as one of the major refrigerated cargo carriers serving both the European and Far East trades from New Zealand," he stated. "Our objective is to ensure that both in terms of quality and cost of service that standards are continuously improved as New Zealand develops its position as an internationally competitive trade nation with world markets," Mr. Whyte emphasised.



The Shipping Corporation of New Zealand's third generation container ship, "New Zealand Pacific", is pictured loading at Tilbury's Northfleet Hope Container Terminal recently, after undergoing a major refit, before continuing on to Hamburg and Rotterdam.



# HARRISON LINE TAKING

Harrison Line is playing a part in the London Science Museum's new "Food for Thought" exhibition which was recently opened by Her Royal Highness the Duchess of York.

The £1.2 million exhibition is located in a new permanent gallery on the first floor of the Museum, occupying a prime site of 750 square metres.

In the middle of it are two Harrison Line 20-foot containers which have been turned into an eye-catching "double decker" exhibit through which the millions of visitors to Food for Thought will have to pass as they go around the varied "sets", including a 1920s Sainsbury's shop, a mini McDonald's restaurant, a Fifties' coffee bar with jukebox and a 1926 Lyons' Corner House, each designed to illustrate the change in pattern for eating out.

Things are not always what they seem, however, and these are not the usual Harrison Line containers — they had to be specially adapted so that they would meet the requirements of the exhibition.



Harrison Line container being specially adapted for the "Food for Thought" exhibition (photo at left). Geoff Andrews (left), Senior Office Clerk of Harrison Line, and Ron Jenkins, Managing Director of Eastern Containers, watch welding being done on one of the boxes, and in the photo at right Ron Jenkins (right) explains how the "doors" are being cut out.



When the containers arrived at the Science Museum in London they were hoisted by a powerful mobile crane (photo at left) and then lowered onto a specially constructed platform (photo on right), watched by Captain A.G. Nicholson (left), Cargo Superintendent of Harrison Line, and Ron Jenkins of Eastern Containers.



After gently being lowered onto metal "rollers" (photo at left) the container is eased inch-by-inch through the frames from which the windows had been removed (photo at right).

# PART IN 'FOOD FOR THOUGHT'

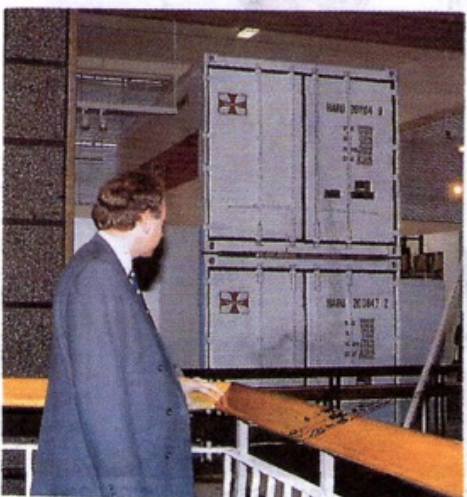


Her Royal Highness the Duchess of York signs the Guest Book as she officially opened the "Food for Thought" exhibition. She is shown with Dr. Neil Cossons, Director of the Science Museum.

Harrison Line with its "the difficult we do immediately, the impossible takes a little longer" mentality and its reputation for finding a solution to any problem, no matter how thorny, was not to be beaten by this one either.

They arranged for a centre portion to be cut out of the boxes and for them to be welded together again. This was in addition to the "doors" which had to be cut out of the containers for people to pass through.

On the day the containers were to be taken into the Museum work began at the crack of dawn and went on most of the day. The containers were hoisted by a giant crane onto a platform built on the specially erected scaffolding. They were then gently lowered and eased inch-by-inch through the frames from which the windows had been removed, using metal "rollers", until they were inside. They were then lowered by massive jacks and positioned in place, where they will stay for at least ten years.



A view of the "double decker" Harrison Line exhibit from one of the balconies of the Science Museum.



The Harrison Line exhibit was a centre of attention and (above) the television camera is shown filming Peter Jarvis, Assistant Marketing Manager of Harrison Line, London, having coffee with Jan Metcalfe, Project Co-ordinator for "Food for Thought", while at the opposite entrance of the Harrison exhibit (below) Peter Jarvis chats with Heather Mayfield, Curator, of the Science Museum.



Dr. Neil Cossons, Director of the Science Museum, said, "This exhibition is presented as part of our expanding role in improving the public understanding of science and technology. It will give visitors much food for thought, highlighting the buying, preparation and consumption of food and other issues in a new interactive manner."

Mr. Nigel Hollebone, Director of Harrison Line, said, "We are proud to have been asked to contribute to this new exhibition demonstrating the importance of science and technology. Modern transport systems are a major influence on the availability of food today and Harrison Line plays a leading role in this area."

Lending a helping hand to two of the life-like models in the Harrison exhibit (photo at right) is Peter Jarvis, Assistant Marketing Manager of Harrison Line, London.



# UNITED DISTILLERS - THE UNDISP

United Distillers, the spirits company of Guinness PLC, is the undisputed world leader in its field with a portfolio of brand names that reads like a "Who's Who" of Scotch whisky, gin and vodka.

The company invoices a billion pounds worth of spirits annually, which is equivalent to one per cent of all UK export income, and it exports five hundred million bottles of spirits every year — one for every tenth person on the planet.

United Distillers employs 9,000 people worldwide, of whom some 6,000 work in Scotland. It produces whisky in 30 malt distilleries — more than half the industry's total malt capacity — and three grain distilleries — more than one-third of the industry's total grain capacity.

Its famous Scotch whisky brands are blended and bottled at seven modern plants located in central Scotland. They have the leading brands in seven out of the top ten markets in the world. The company is also the world's largest supplier of branded spirits for the duty free market.

United Distillers is also a major cereals company with five maltings. The barley and wheat output of 675 average-sized farms is processed annually to meet the group malting and distillery requirements.

At Glenochil, near Stirling, the company operates the Scotch whisky industry's leading research facility where more than 100 scientists, laboratory technicians and support staff work on a range of activities, including quality control, distilling research and new product development.

United Distillers deals with some 200 countries and handles over 200 different brands with 10,000 different product specifications. The biggest single market is the U.S.A. which accounts for 25 per cent of its business. It receives orders from over 7,000 buyers worldwide.



Partial view of the huge storage area at White Horse, Shieldhall, which allows customers' requirements to be met promptly.



Discussing the shipment of another container load of Scotch whisky at Shieldhall are John McLatchie (left), Sales Manager for Scotland of ACT(A), and George Millar, Assistant Bottling Manager of White Horse, Shieldhall.



United Distillers and ACT Group Lines work closely together. Planning future shipments at the offices of United Distillers' International Export Centre are (left to right) John Duffy, Regional Manager, International Duty Free; Hamish MacSween, Regional Manager, Asia/Pacific Region; Ken Lofthouse, Shipping Controller; Brian Baillie, Marketing Executive of Prentice, Service & Henderson, Agents for Ben Line, EHCL and Harrison Line; and John McLatchie, Scottish Region Sales Manager of ACT(A).

# THE WORLD LEADERS IN SPIRITS

ACT member Lines have worked closely with the company over the years.

Ben Line has carried Scotch whisky to South-East Asia and Japan for over a hundred years and the deluxe brand Old Parr is particularly popular in Japan. Large shipments of Johnnie Walker Red and Black Label are also important Ben Line cargoes to the Far East.

Scotch whisky has always been a major cargo for Harrison Line ships on their Westbound services. Venezuela, which is one of the Line's regular ports of call, has for many years been a large importer of these products.

EHCL has carried substantial amounts of United Distillers' Scotch whisky products to Southern Africa since the Line's inauguration in 1977, especially Bell's and White Horse.

ACT(A) has an excellent working relationship with United Distillers and is involved in the carriage of their exports to Australia and New Zealand. The Line has carried many famous brands over the years and the most popular of these have been Johnnie Walker Red Label, VAT 69 and Bell's.



Careful monitoring and quality control on the production line at White Horse, Shieldhall, ensure that the product's outstanding reputation is maintained worldwide.

## Internationally Famous Brands

As the world's largest producer of Scotch whisky, United Distillers' portfolio includes internationally famous brands like:

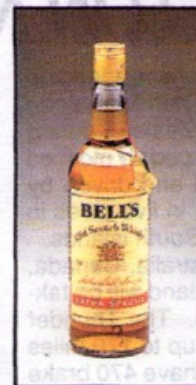
### Gordon's Gin

United Distillers' largest volume brand and the world's leading gin, selling more than twice the volume of its nearest rival — two bottles are consumed every second!



### Johnnie Walker Red Label

the world's best selling Scotch whisky.



### Bell's Extra Special

the best selling Scotch whisky in the UK and the fourth largest brand in the world.

### Dewar's White Label

the best selling Scotch whisky in the United States.



### White Horse

the number one Scotch whisky in Japan.



### Johnnie Walker Black Label

a world leading deluxe Scotch whisky.



### Tanqueray Gordon

the number one imported gin in the United States.



### Old Parr

market leader in Latin America and the largest selling deluxe brand in Japan.

# HARRISON LINE - THE HOUSEWIFE'S FRIEND

Demand for more exotic fruits, vegetables and plants in Europe has led to an increase in demand for refrigerated space on Harrison Line container ships serving the trades from the Caribbean and Central America.

The Harrison Line vessel, "MV Author", has recently been dry-docked and has been modified to carry 25 per cent more Integral Refrigerated Containers. By early 1990 all vessels in the CAROL Consortium will be capable of carrying 180 40-foot integral reefer containers in addition to the 120 40-foot Conair containers, giving a total capacity of 600 20-foot equivalent units.

Bananas, pineapples and mangoes are the principal fruits which are imported from the Caribbean area with smaller quantities of oranges, grapefruit, limes, ortaniques and ugli. Ground provisions move regularly from Jamaica and Costa Rica and large quantities of yuccas and leather leaf ferns from Central America.

Responding to the demand, new Conair containers have been ordered by Harrison Line to ensure that this delicate cargo will arrive at the market place in prime condition.



A 40-foot refrigerated Harrison Line container is pictured carrying another load of exotic fruits and vegetables from the Caribbean area.

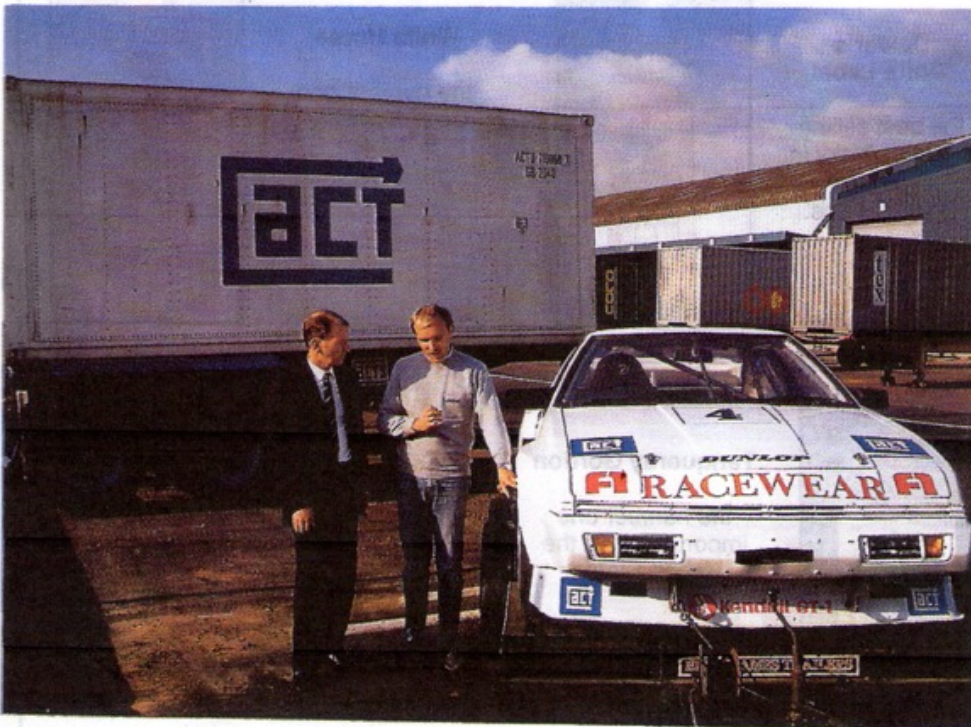
## THUNDER IN NEW ZEALAND

ACT(A) is helping to sponsor a leading entry in the International Thunder Saloon series being held in New Zealand during January and February. The specially modified Mitsubishi Starion, owned and driven by Rod Birley, will participate in five races in New Zealand's North and South Islands.

Cars from the USA, Australia, Canada, Great Britain and New Zealand will be taking part in the competition. The Thunder Saloons, which can reach up to 170 miles per hour during races and have 470 brake horsepower, provide a thrilling display for spectators.

Rod Birley has been racing since 1973 and during that time he has won a string of titles. He was English Hot Rod Champion in 1983 and Modified Saloon Champion in 1984-85. He was awarded a "Golden Helmet" in 1985 for winning the most races in one year.

In the photograph, Rod Birley (right) discusses the capabilities of his Thunder Saloon with Walter Marshall, Southern Region Sales Manager of ACT(A), shortly before the vehicle is loaded into an ACT container at Barking Containerbase near London.



## ACT(A) APPOINTS TWO DIRECTORS

Mr. Robert Whyte and Mr. Christopher Cullen have been appointed to the Board of ACT(A).

Mr. Cullen joined ACTA Pty. Limited in Australia in 1967 and became Assistant General Manager in 1969. He was appointed General Manager and Director of the Australian company in 1973, becoming Managing Director in 1982, the position which he presently holds.

Chris Cullen is currently Chairman of the Australia/Europe Shipping Conference in Australia, Vice-Chairman of the Australian Association of Waterfront Employers and he is a Past President of the Australian Chamber of Commerce. He is President of the Children's Medical Research Foundation in Australia and was awarded the Order of Australia in 1985.

### BOB WHYTE

Mr. Whyte joined Port Line in 1951 and was appointed Manager of ACT in New Zealand in 1969, becoming Director and General Manager in 1971. He was named Chief Executive when Blueport ACT (NZ) Limited was formed in 1976 and he was appointed Chairman of The Shipping Corporation of New Zealand when it was acquired by ACT(A) in April of this year.

Bob Whyte is currently Chairman of: New Zealand Line Ltd., The Shipping Corporation of New Zealand Ltd., Container Terminals Ltd., the New Zealand Association of Waterfront Employers and the Wellington Committee of the New Zealand Tonnage Committee.





# Historic Evening for Scottish Customers

A group of 40 leading Scottish customers of Ben Line, Harrison Line and Ellerman Harrison Container Line were invited to spend an unforgettable evening in Edinburgh in September, organised by their agents in Scotland, Prentice, Service & Henderson.

The evening began with dinner at the historic Beehive Restaurant in the Grassmarket, Edinburgh, prior to attending the final night of the famous Edinburgh Military Tattoo on Edinburgh Castle Esplanade shortly before midnight. This event (pictured above) attracts visitors from all over the world and they are invariably thrilled by the colourful and inspiring Military Tattoo.

The photo at right shows a group of guests preparing to enjoy their dinner and below the group poses in front of the Beehive Restaurant.



# Ben Line Moves to Bangkok Modern Terminal

To overcome the chronic congestion problems at Klong Toey port in Thailand, Ben Line moved its operations to Bangkok Modern Terminal (BMT) in October.

The new private wharf and container terminal is a joint venture between Ben Line Containers Ltd., P & O Container Holdings Ltd., Bangkok Metropolitan Bank, CRC Wharf Co. Ltd., and Inchcape Group Ltd.

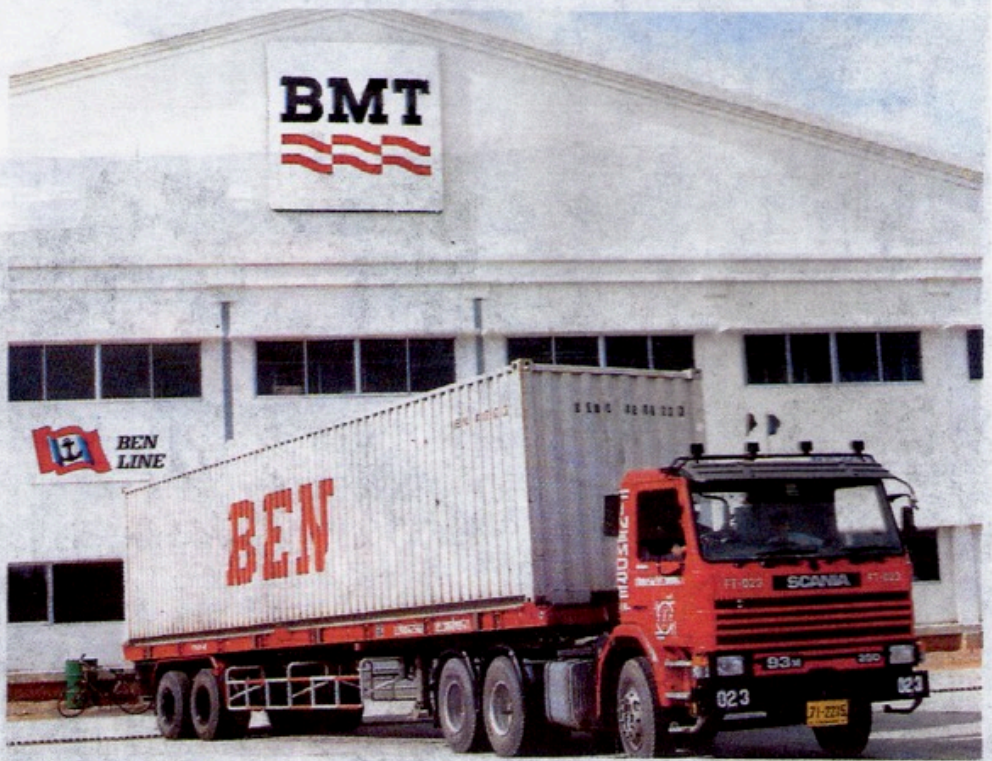
The purpose-built facility is located on the west bank of the Chao Phay river eight miles south of Bangkok. It is convenient for the expressway and easily accessible from the north, east and south.

## ANNUAL CAPACITY

BMT has an annual capacity of 100,000 TEUs and can accommodate two large modern container vessels. It has a 112,000 square metre container yard with a capacity for 4,000 containers, 8,400 square metres of customs-authorized import warehouses, an export container freight station with 22 loading bays and round-the-clock service by 14 customs officers.

The terminal has been equipped with the most up-to-date container handling equipment and efficient container handling systems have been set up with the help of a project consultant from Southampton Container Terminals Ltd.

The advantages of BMT — freedom from congestion, greater security, less damaged cargo, excellent consolidation facilities and efficient service — will ensure a fast and efficient throughput of cargo for Ben Line's customers.



A 40-foot Ben Line container at the new Bangkok Modern Terminal.

## New Director for ACT Services

Mr. Alec Ross has been appointed Director of Information Services of ACT Services with responsibility for all computing and communications activities for the Company. "His appointment as a Director empha-



ALEC ROSS

sises the importance that ACT Services and the ACT Group place on the continuing development and use of information technology," said ACT Services Managing Director Bill Campbell.

On completing his studies at Oxford, Alec Ross joined ACT Services in 1976 as a Management Trainee. He spent two years in Australia with ACT(A) and on the Continent. In 1985 he was appointed Business Systems Manager of ACTS.

## UK FURNITURE FOR TAIWAN



Well-known UK furniture manufacturer, Ercol, has shipped their first consignment to Taiwan, a new market for them. Our photograph shows Ercol's Shipping Manager, David Winchester (left) and Robin Nelson, Killick Martin's Export Sales Manager, with a sample of the furniture that was carried by Ben Line to Taiwan.

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# ACT(A)/SCNZ-Sponsored Yachts Set the Pace

"Steinlager 2", sponsored by The Shipping Corporation of New Zealand (SCNZ) arrived first in Fremantle Australia, at the end of November to win the second leg of the Whitbread Round the World Race. "Fisher & Paykel New Zealand", sponsored by ACT(A), came fourth after being in the lead until four days from port.

This second and longest leg of the race covered some 7,650 nautical miles from Punta del Este, Uruguay to Australia.

When the race started at Portsmouth on September 2nd, "Fisher & Paykel New Zealand" and "Steinlager 2" took the lead almost immediately.

After a hard-fought and difficult first leg of 6281 nautical miles, "Steinlager 2" arrived first at Punta del Este in Uruguay with "Fisher & Paykel New Zealand" coming in a very close third, after losing her mizzen mast a week out of Uruguay.

## NECESSARY REPAIRS

There followed a much-needed rest period for the crews in Punta del Este, which allowed time for some necessary repairs and maintenance work on the boats. The prizes for the first leg were presented by Her Royal Highness the Duchess of York, who flew out specially for the event.

Shortly before setting off on the second leg, crew members of the yachts were astonished to suddenly witness the water level going up and down one metre every six minutes. Boats were riding up and down



The "Fisher & Paykel New Zealand", sponsored by ACT(A), at the start of the 35,000 nautical mile race, in September.



Hundreds of small craft accompanied the yachts taking part in the Whitbread Round the World Race as they set off from Portsmouth.



Ready to join the line-up for the race is "Steinlager 2", sponsored by The Shipping Corporation of New Zealand.

the pier and dragging their moorings as the water surged in and out of the area.

It was an extraordinary sight, especially since they had become used to very little tidal movement, and no one seemed to have an explanation until they were advised of an earthquake in Argentina which had given rise to various tidal waves which were about the South Atlantic.

As final provisioning was being completed and the competitors prepared to set off, at the end of October, they learned that there was snow at 48°S and ice at 53°S. How-

ever, that is what the Whitbread Race is all about — beating the elements as well as the opposition.

Grant Dalton, Skipper of the "Fisher & Paykel New Zealand", and Peter Blake of "Steinlager 2" have both said that they are confident of arriving first in Auckland on the third leg of the race.

It's an exciting and invigorating battle and ACT(A) and The Shipping Corporation of New Zealand can be proud of their entries in the race that is being watched by yachting enthusiasts around the world.

