



# TAKE FIVE

With PDL December 2014

Welcome to Take Five, PDL's newsletter. We will share with you news updates, information and events from PDL and our agencies around the Pacific. Please email your comments and any feedback or suggestions to: [info@pdl123.com](mailto:info@pdl123.com)



## CHRISTMAS GREETINGS FROM OLIVIER RAVEL



### MERI KIRIHIMETE ME NGA MIHI MAHANA O TE TAU HOU. TRES BONNES FETES DE FIN D'ANNEE A TOUS

Dear Customers, Partners, Colleagues, Family & Friends,

Once again it seems the end of year has come all too soon. 2014 for PDL, with all its hurdles and rewards, has tested our flexibility and ability to react. Often, patience and the ability to work with others is tried when there is a change of direction. Pacific Direct Line faced many challenges this year, but I can say with great pride that we overcame each one as a team, proving that camaraderie can turn any hurdle into a platform. In that same spirit of working together PDL focuses, & will continue to focus, on building relationships with our clients, service providers and partners that go beyond business. Something that's often undervalued and forgotten is the personal aspects of a business relationship that can change a customer from a number to a name. We will continue to focus on nurturing every relationship individually and to always remember the importance of people.

Externally, this year, we've seen major changes in our trading environment. Larger carriers have embraced the benefits of dealing with regional carriers that specialise in the niche markets of the Pacific. This has meant service improvements & increased frequency to some of the existing PDL & partner services as well as a refocus on improving stability in the market place. The major service rationalisations announced last year and implemented in 2014 are working well, specifically, the changes to our AUSPAC (ex Australia) service to once again call directly into Tonga and the Samoas rather than hubbing over Fiji onto the SOUTH PAC service (ex New Zealand). The resulting change to the Southern Lily schedule, re-introducing the direct Auckland Tonga/ Samoas fixed day service has been a huge success, with customer feedback positive on the excellent schedule integrity. PDL also introduced new services to Tokelau, the Solomons and unusual destinations such as Nanumanga! PDL now call at 21 ports in 15 countries throughout the Pacific. Our service package from the USA was strengthened by the introduction of a weekly direct service to New Zealand ex Los Angeles, while our service from China now has an additional 52 sailings a year for our all-important cargo from Asia to the South Pacific Islands.

At the start of 2014 PDL focused on our objective of increasing productivity, working smarter, and getting closer to our customers and service providers. We feel the progress made has been valuable and we will continue to focus on improvement. A major change this year was the restructuring of the Auckland Company to better reflect the growth of Pacific Direct Line and to allow the development of the Management Team. The process of organisational change is a complex one, but we feel we are well placed to enter the next stage of the Company's evolution. In embracing change, growth & improvement, we've set also set up a Corporate Division to focus on subsidiary companies, human resources, health and safety, improved systems and Information Technology. Amongst other achievements, PDL launched our new Website this year, with major improvements to the old site based on feedback from our customer survey. PDL is now undertaking a major rewrite of our in-house shipping software and this will incorporate many enhancements based on extensive discussions with all the Island agencies and users. The rewrite is planned for completion in 2015. We know this will complement our 2015 targets of raising efficiency, cost awareness & improvement on every front.

We could not have achieved these successes without the continued support of PIL. With their assistance we have chartered seven R Class vessels which are ideally suited to shipping requirements in this part of the world. With the continuing downwards pressure on freight rates, our hard work and focus on cost savings allow PDL to stay ahead. I personally thank them for their ongoing support. I would also like to thank our Partners & suppliers for the amazing work they do with and for us.

To the PDL staff, Agencies & subsidiaries I would like to humbly thank you for your hard work, dedication and drive you give to fuel and grow Pacific Direct Line every day. Steve Jobs once said, "The only way to do a great job is to love what you do". Thank you for loving what you do - I am immensely proud of what you have all achieved. Finally, to the PDL Family, to our customers, suppliers & colleagues - May I offer my best wishes to you and to your families for a Merry Christmas and a wonderful 2015. Joyeux Noël et Bonne année.

Olivier Ravel, CEO, PDL International.

### PDL CELEBRATES CHRISTMAS WITH 'THE AMAZING RACE' IN AUCKLAND



From the Editor's Desk, thank you for reading Take 5 in 2014. We are grateful for all the positive feedback and look forward to keeping you up to date with developments at Pacific Direct Line throughout next year. Send us any pictures or stories of your holiday adventures for our January Take 5. Have a Merry Christmas and our best wishes to you all.



[www.PDL123.com](http://www.PDL123.com)



VAKANJINUI VINAKA NI MARAU NI SIGA NI SUCU KEI NA TAWASE NI YABAKI. LA OUTOU PAATOA, LA MATAI OUTOU I TEIE NOERA.

MANUIA LE KERISIMASI MA LE TAUSAGA FOU KE MOU MAU HA KILIMASAFIEFIA MOE TAU FOU MONUIA