

# Acquisition to broaden Barloworld Transport's specialised offerings

Barloworld Transport, in a strategic business move, has acquired 51% of refrigerated transport company, Aspen Logistic Services. Barloworld Transport obtained the controlling share in a successful deal between Neil Henderson, Barloworld Transport chief executive and Dr Sujen Padayatchi, Aspen Logistic services managing director.



Neil Henderson and Dr Sujen Padayatchi

Aspen was established in December 2000 and has grown to service a large number of customers across a wide range of manufacturers and retailers, including Famous Brands, which voted Aspen their Supplier of the Year for 2015. They have long served the industry as a specialist service provider to the Fast Moving Consumer Goods (FMCG) market, transporting temperature controlled and ambient products for clients that supply products primarily to the major retailers.

"Incorporating Aspen Logistic Services into our stable means we are able to broaden our specialised offerings of smart, reputable and reliable transport solutions to our customers throughout Southern Africa," says Henderson.

## A strong culture fit

Apart from the obvious commercial benefits, both Henderson and Padayatchi note that the shared values and relationship-based business style of both companies have been critical in forming a solid foundation for this agreement.

"The Barloworld Transport partnership made sense on many levels, but primarily because there is a strong culture fit and customer-centric approach. We are partnership-driven and make sure we work as partners with our clients" said Dr Padayatchi. "We believe this is going to be a powerful partnership that works from a business perspective and most importantly, works for our customers."

The deal came into effect in January 2016 and will see both companies being able to enhance their offering and deliver smart transport solutions across a range of industries.

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