

# Supply chain specialist makes a fruitful acquisition

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First step towards 'farm to market' service

## Liesl Venter

Supply chain specialist 4PL.COM Logistics has expanded its domestic business with the acquisition of Fruit Cargo Logistics (FCL), a transport solutions company.

According to Paul Cunliffe, managing director of 4PL.COM Logistics, the move is part of the

company's strategy to fast-track and increase its footprint in the fruit market.

"Through this acquisition we are speaking directly to our strategy of becoming the foremost provider of a specialised service to the fruit industry. In time our aim is to extend this service to include a full 'farm to market' supply chain service," he told FTW.

Cunliffe said the decision to

purchase the company made sense as they had "a prior relationship with FCL which runs a very similar operation to 4PL.Com Logistics".

"Also the FCL managing director, Albertyn du Bois, has extensive experience in the fruit industry, particularly citrus, where we have successfully mastered the rail component.

With this

acquisition we now have the opportunity to harness additional capacity for rail as well as an increased road option."

He said FCL had proved its value to the

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– PAUL CUNLIFFE

fruit industry, despite still being the new kid on the block. The company was launched in 2010.

"It has operated as a non-asset-based transporter focusing on the fruit industry," said Cunliffe who finalised the acquisition of FCL's major share from Xinergistix Transport at the end of May.

