



## Happy 5th Anniversary Knichel Logistics!



To all of our customers: With the most sincere gratitude, we at Knichel Logistics would like to thank you for your support during our five years of business. On April 28<sup>th</sup>, Knichel Logistics celebrates its 5<sup>th</sup> anniversary as an autonomous company which is a milestone that we are very proud to share with you. As our customer, you are the reason for our continuation as a successful company.

Throughout our five years in business, Knichel Logistics has evolved from its diminutive beginnings into a major player in the transportation industry, while still maintaining its commitment to personalized customer service and a family-oriented feel. In just this past year, Knichel Logistics has undertaken considerable upgrades in its technological capabilities to provide the best experience possible for our customers. We are taking things in new directions to remain a valuable provider for you, while upholding the values that we have grown with.

We hope that all of our customers, from those that have been with us from the beginning to those whom we have recently become acquainted with, will move forward with us as we explore even more exciting developments. Thank you for sharing this moment with us because without you, commemorating our 5<sup>th</sup> anniversary would not have been possible.

Everyone at Knichel Logistics thanks you!

### A New Look for Knichel Logistics

Going along with the other changes that are taking place, we are currently undergoing the process of rebranding Knichel Logistics. This process will be quite extensive and will take Knichel Logistics to the next level. Working side by side with a strategic design partner, we will be redesigning our current logo, establishing a stronger graphic identity, increasing the value of our communications, and completely reinventing our current website design.

This entire process is slated to be completed in steps within a year-long timeline. The first step in the branding process will involve researching Knichel Logistics' current identity by our strategic partner. After the researching phase is complete, Knichel Logistics will be given a new "brand positioning statement" that will put into words who we are as a company and what we stand for. This statement will be the keystone that describes our missions and goals and will be the foundation upon which Knichel Logistics operates.

The next step will include an updated, refined logo that will be incorporated into all of our correspondence. New informational brochures will also be created with the new logo. The final and most expansive part of the rebranding process is an entirely new website design with interactive capabilities. It is our goal to provide for you a website that is not only easy to use, but also an invaluable tool that will make your interactions and experiences with Knichel Logistics as efficient as possible.

We are extremely excited to have begun this process and we assure you that Knichel Logistics pledges to maintain our key commitment to be the best transportation provider for you.

### Employee of the Month

A big congratulations goes out to the following Knichel Logistics employees for their hard work and stand-out performances during the first quarter of 2008. Keep up the great work and thanks for your help in starting off 2008 right!



*January*—Jen Sapienza  
(Intermodal Manager)



*February*—Adam Martin  
(Rate Analyst)



*March*—Mindy McNeil  
(Intermodal Support)

### New Employees

Knichel Logistics is welcoming 2 new members to our intermodal dispatch crew. Dana Lion and Dimitri Trevant will be joining Team 2 on April 28<sup>th</sup>. As our staff continues to grow, we will be prepared to handle even greater capacity with more efficiency. As the year progresses, we are looking to expand our intermodal dispatch and pricing departments by at least 2 more individuals.

### Renovations All Around!



2008 has definitely become the year for positive changes around Knichel Logistics! By the middle of May, our entire Intermodal and Over the

Road divisions along with our pricing department will be integrated as one group in an expanded and newly renovated part of our office space. We have expanded our current office space from 5,000 square feet to 8,000 square feet to accommodate our growing operations group and to make life a little more comfortable for our crew here. Growth is the word for this year!

### Knichel Logistics Technology Update

Continuing the theme of growth, another important aspect to be aware of is our technological upgrades. Currently we are performing some internal upgrades that will allow our employees to be more efficient so that customers can be assisted more quickly. We have recently added several new servers to speed up our system capabilities and have incorporated a generator that will allow Knichel Logistics to be fully functioning during any and all power interruptions.

An external upgrade that we are currently working on setting up is giving our carriers the capability to have outside access to our system. This access will connect them electronically to our databases which will alleviate potential errors with data relaying and will also create another line of communication.

Another upgrade on the horizon is the set up of document imaging via our new website which will save time by eliminating the need for calling in to have documents faxed or emailed. All of these upgrades are scheduled to take place over the next six months so you will be seeing some pretty big changes very soon. There will always be more to come though as we strive to consistently keep up with new technological innovations!