



President Gaetano Nicolosi

Specialists in cooling transports

The transport industry has experienced unparalleled growth in the last years. Due to increasing competition, more and more small and medium-sized forwarding companies had to surrender to the economic power of the big players of the market. This has also been the case in Italy. Yet there are still some exemptions. Nicolosi Trasporti S.R.L. from Catania in Italy is a nationwide operating forwarding company specialising in cooling and food logistics. Thanks to this specialisation strategy, the family company is able to compete with big names of the industry.

NICOLOSI **N** **TRASPORTI**

"For sure, the transport industry will continue to grow within the coming years," says President and Business Director Gaetano Nicolosi. "But it will grow within major structures, and even more small players will disappear. I am sure that we will be able to consolidate our market position thanks to our excellent food logistics. The food industry serves the basic needs of people, and there will always be a demand. We offer good value for money and undisputed quality. We care for our clients and always aim to render the best service possible. Last but not least, our fleet of vehicles is highly efficient. Our fuel economy data are excellent; our lorries are easy to use and offer the drivers as much comfort as possible. Of course, safety always has top priority."

Nicolosi Trasporti focuses on transports for the Italian market and Mal-

ta. Around 10% of the overall business volume falls to export activities within Europe. Focusing on cooling transports and food logistics, the forwarding company mainly targets food producers and the major Italian chain stores. In Italy, Nicolosi takes on transports of all kinds. Abroad, the company focuses exclusively on

cooling logistics. "Italy is a huge country with many waterways and a poor rail network," Mr. Nicolosi describes the current market situation. "Our motorways have to be improved, too. We are set up well and able to handle all transports in a highly efficient way." The company's fleet encompasses 160 own lor-

ries, mainly DAF, Mercedes and IVECO, 400 attached trailers and 200 cooling trailers. Nicolosi strongly benefits from word-of-mouth advertising. In addition to this, the company runs direct marketing campaigns.

Renowned food companies as well as producers in general rely on the competent service of Nicolosi. Sebastiano Nicolosi founded the company in 1960 with just one lorry to transport goods within Italy. Over the years, the business grew, and in the 1980s, Nicolosi had its first export experiences in Europe. Today, the company is still in the hands of the Nicolosi family with Giovanni Nicolosi, the brother of Gaetano Nicolosi, being responsible for human resources, his sister Vera being administration manager and the president's cousin, Aldo Ranazzo, being in charge of the trucks and trail-



The company has several storages nationwide



Nicolosi Trasporti is a true family business

ers. With a staff of 164, Nicolosi achieves annual revenues of around 25 million EUR. Besides its head office, the transport experts have storages in Palermo, Naples, Frosinone, Parma and Genoa and a subsidiary in La Valletta (Malta).

Besides transportation activities, the group also engages in other business sectors.

Mr. Nicolosi looks to the future with confidence. "Of course, we would like to enhance our market position," he says. "We still see a lot of poten-

tial for our services in Italy as well as in other countries. Our next objective is North Africa. Yet we do not aim at growth at any price.

Whatever we do, the customer will always stay central to all our activities. Service quality is at the top of our agenda, and this is what made us what we are today. Yet we will continue to improve our services and adapt our offer to the current needs of our clients and to the latest market trends." ■

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