

Lubbers Logistics Group expands products and services portfolio

Schoonebeek, June 21, 2018 - Lubbers Logistics Group, one of Europe's leading players in specialised transport and logistics for the Oil & Gas industry, is expanding its services to other complex industrial sectors. At the same time the company launches its global project services division with Lubbers Global Freight. What started as a regional road transport business in 1929, has grown into a renowned company with 14 international facilities across Europe, recently adding Amsterdam Airport Schiphol.

Global growth and service differentiation

To consolidate its position and guarantee future growth, Lubbers broadened its focus. While continuing to build their presence in upstream O&G transport, they expand their services for specialised transport and logistics to other complex sectors. "Additionally, we aim to capitalize on our strong knowledge base and experience as an operator by offering project-based global freight solutions. We sell this service in conjunction to our European road network and we actively seek partnerships with the forwarding & logistics industry to offer maximum added value to our customers," says Ger Engelsman, CEO Lubbers Logistics Group.

New branding and brand structure to match clients' needs

Lubbers updated and refreshed its branding to reflect the way they tailor services to their clients' needs. As part of their repositioning Lubbers introduces three labels, each with a separate and recognizable new logo: specialist Road Transport throughout Europe, Global Freight services and a Projects & Services unit offering expertise and personnel for extraordinary logistics. André Mulder, Group Director Sales & Marketing: "Our new brand structure allows for easy navigating to the best solution for any business need, both on the new website and in other marketing tools."

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About Lubbers Logistics Group

Lubbers was founded in 1929 as a road transport business. Today they are global experts in transport and logistics for specific industries with currently 350 employees, 157 trucks, 360 trailers and 14 international facilities. High standards in QHSE, a strong network, proven track record and a personal approach are the pillars for their success and future growth.

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