

# DEDICATED REEFER LOGISTICS

*Cool Carriers is one of the world's largest operators of specialised reefer vessels. Chief Operating Officer Glenn Selling outlined the state of the company and its plans for fleet expansion, in conversation with Phil Nicholls.*

**D**uring the pandemic, Cool Carriers played a vital global role by maintaining sea transportation of fruits and other perishable cargo. As the world returns to normal, the company has another cause for celebration on the horizon.

"Cool Carriers started operation on the 19th of December 1984," Chief Operating Officer Glenn Selling explained. "We are therefore celebrating our 40th anniversary in 2024. This means we have 40 years of being the largest operator of specialised

reefers. We are still at the planning stage about how to celebrate this event, but this will most likely take place in our new office in Limassol."

## **A cool fleet**

Today, Cool Carriers supports a worldwide network of routes with offices in Chile, Cyprus, South Africa, Sweden and the USA. The company also enjoys the support of a vast number of agents in ports around the world. ▽





Cool Carriers is involved in all the major reefer activities in a worldwide trading pattern. A fleet of specialised reefer vessels carry a wide range of produce, including bananas, citrus, kiwifruit and pineapples, as well as frozen meat and fish. The company is also a founding member of the 360 Quality Association and focuses heavily on

being fast, dedicated and direct. It is these traits which are highly appreciated by clients.

Currently, Cool Carriers operates a fleet of 45 vessels. Most of these vessels have high-container capacity on deck, along with cranes for self-sustained container handling. The ships can be equipped with advanced systems for a controlled atmosphere. All vessels are staffed with specially trained crew.



Exciting and interesting times lie ahead for the fleet, with a robust expansion programme underway, according to Mr Selling: "We are taking delivery of a vast number of new builds within the next few years. They are all fitted with scrubbers, and they are all built with 2.50m deck height capacity under deck. This means the specialised reefer industry is finally able to accept goods of so-called high cube pallets. Entering our fleet are two more sister ships to Cool Eagle, currently our largest and most modern vessel. This means we will then operate five ships of that class. In addition, there are 10 to 12 units of different sizes planned for delivery between 2025 and 2027."

To support this growing fleet, Cool Carriers will soon move into a new head office in Limassol, Cyprus. These offices have been constructed specifically for Cool Carriers.

### 360 quality, 365 days a year

These new additions to the Cool Carriers fleet will cement its position as the largest operator of specialised reefer vessels. The

inherent flexibility of a large fleet enables Cool Carriers to stand out in the market and meet customers' needs.

This leading global position is further enhanced by Cool Carriers being one of the founding members of the 360 Quality Association. This body is dedicated to improving food safety and food quality in





the central principle is that in a collaborative supply chain, everyone involved should assume responsibility for their activities and take corrective action to eliminate defects.

### Partnerships for the future

As to be expected of a founding company of the 360 Quality Association, Cool Carriers places a premium on working collaboratively. “We do indeed target having a long-term working relationship with our customers,” said Mr Selling. “During the pandemic we and other operators were basically able to pick and choose the best part of the ‘smorgasbord’ of cargo opportunities.

“Partly, we did; but not entirely. We also stayed with our core customers during those two years of pandemic, because we are convinced long-term relationships pay off in the end. We are proud service providers to the export and import industry, and these partnerships are important to our success.”

Working from this solid foundation, the core objective at Cool Carriers is to maintain this focus on specialised reefer vessels. “The worldwide pandemic made people understand how specialised reefer fleets like Cool Carriers kept the global transportation of perishable goods afloat,” said Mr Selling.

An important challenge for the entire shipping industry is to meet the EU 2030 Emission Trading System, ETS. Cool Carriers’ technical department is actively engaged in meeting all necessary regulations, according to Mr Selling: “The EU ETS

is a cornerstone of the EU’s policy to combat climate change and its key tool for reducing greenhouse gas emissions cost-effectively.”

Cool Carriers is handily placed to continue dominating the sector for many years to come. In conclusion, Mr Selling summarised his engagement with the industry: “I have spent 45 years in shipping – onboard ships, as well as in different offices. The most exciting part has been all the fantastic people I’ve met and all the amazing places I have seen.

“Eventually, my retirement is inevitable, and I will indeed miss all my wonderful colleagues and even competitors.



I will, however, remain for another while because it will be fantastic to see the arrival of the new ships into the Cool Carriers fleet.”

specialised reefer shipping. The main task of the Association is to develop guidelines for the implementation of the 360 Code and ensure it evolves to meet the needs of the market.

The 360 Quality Code is a set of voluntary standards for specialised reefer shipping lines and their service providers. These standards aim to meet the needs of customers by promoting the highest standard of quality and cargo care on reefer vessels, in port terminals, in liner trades and in container depots.

This Code recognises that reefer shipping lines and their service providers must work together to achieve this goal. The 360 Quality Code brings transparency to the supply chain of perishables, and

