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Palibex's international expansion, faster and more effective with Wtransnet

alpega GROUP

PBX

> *"We are in Wtransnet from minute zero".*
>
> **General Manager of Palibex Barcelona**

Despite its youth, Palibex is already the reference in Spain when it comes to express transport of palletized goods. Such prestige has already crossed borders with the recent internationalization of the group. According to Lluís Gay, International Director of Palibex, and Jordi Obach, General Manager of Palibex Barcelona, a process that has counted on the tools of our freight exchange: "*We are in Wtransnet from minute zero.*"

Palibex is the first Spanish network of express transport of palletized goods. It has more than 70 delegations, a fleet of more than 500 vehicles, and a team of more than 650 people. Workers who feel they are a fundamental part of the company due to the excellent employee treatment policy that they strive for: *"Before being businessmen, were workers. Therefore, everything we thought could be improved when we were in that situation, we apply it now. We didn't want it to fall into oblivion,"* says Lluís Gay.

Some days after the interview, Forbes magazine selected Palibex as *"one of the 75 best companies to work for in Spain"*.

Express delivery always in time

To guarantee the urgent shipment of all its goods in a timely matter, Palibex has established a collaborative model with local companies to achieve national geographical coverage without losing the quality of service. However, they do not always find carriers for specific routes. Moreover, they needed to ensure that all carriers were reliable, so they turned to Wtransnet: ***"What I look for in a freight exchange is that, when I hire someone, they are of the utmost reliability. And this is only guaranteed by Wtransnet"***, assures Jordi Obach.

Jordi Obach
General Manager of Palibex Barcelona

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The handicap of internationalization

Palibex has recently begun an **international expansion**, with destinations in several European countries. The incorporation of Wtransnet into the **Alpega Group** and the consequent **liquidity bridge with Teleroute** has come "like a glove":

> *"The national volume that was there has not only not been lost, but has increased. But by strengthening the international part, we knew that we needed Wtransnet and, therefore, Teleroute, which has a great continental projection."* In this sense, Obach emphasizes that ***"there is more supply as thousands of trucks from all over Europe are present."*** This is where Wtransnet comes into play:

With the establishment of its international network, Palibex needed reliable partners to transport its palletized goods to other European destinations, beyond the Iberian Peninsula, without losing the essence of speed and quality that has made it a reference in Spain.

The **challenge**

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The **solution**

Jordi Obach and Lluís Gay have been working with Wtransnet for years. Specifically since their time in transport giants such as DB Schenker or Spain - TIR. And they are very clear: ***"For half and full loads, you have to be in Wtransnet."*** That's why, **as soon as they saw the need to access the continental market, they didn't think twice and turned to the liquidity bridge with Teleroute** to access *"the thousands of trucks on the platform."*

The **result**

The new window that the incorporation of Teleroute's offers represents has boosted the expansion of Palibex's formidable business project, **reaching destinations such as Germany, France, Italy, Benelux, and Poland in the guaranteed time.** Moreover, the Wtransnet tool has served them to complete their internationalization purpose successfully and **create a stable network of collaborators with whom they regularly work throughout Europe.** *"We know how to use it very well, and we give it the correct use, for which it was invented, and that is why we are still here,"* confesses Obach.

Bonus: WConnecta's plus

Finally, we could not leave out Jordi and Lluís' esteem for **WConnecta**, the essential event for professionals in the sector who never miss it. "We won't stop going. We make the most of it," he says. He also advises anyone attending the **largest transport networking fair in Europe** not to go alone, "because you have to be in the Cargo Area, in the Sprint... It's incredible the contacts you make in one day that would cost you in real life".

> *"We won't stop going. We make the most of it".*

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