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Dreier AG leads the way in combined transport in Switzerland. The fleet comprises around 250 vehicles and 600 swap bodies.



»WE BELIEVE IN THE FUTURE«

Dreier AG in Switzerland focuses on combined transport. The family business with 450 employees uses around 600 swap bodies.

A multi-temperature, double-deck swap body as a trailer unit encompassing four cool zones across two levels: this all-rounder helps the Swiss company Dreier AG transport fresh, frozen and dairy products and hardware to the customer in one batch. Hans-Peter Dreier, company CEO, explains: "In Switzerland, we use things that would raise a few questions for logistics companies in other countries. We have at times used some very unusual vehicles because if it makes sense for our customers, we are happy to handle things that are a bit trickier."

TRADITIONAL AND INNOVATIVE BOTH AT THE SAME TIME

Dreier AG provides a comprehensive range of customised transport and logistics services. Hans-Peter Dreier has run the company since 1994 and is the third generation of his family to do so; his grandfather Adolf founded it in 1905 as a cartage company. "We are bound to tradition and at the same time very future-oriented and innovative," says the company boss. "We are in constant contact with our customers, asking them what they want and responding

to them individually. We always want to know how to improve the process chain." Being close to customers on a personal level is particularly important to him: "If customers have a problem, they know we will always listen."

The solution may for example be a custom-made product, such as an abnormal swap body. Projects like this were taken on a lot in the 1990s in collaboration with Bernd Brügglen, the Managing Director of the Krone Commercial Vehicles Group. "One of our first joint projects was a





As a leading provider of swap systems, Krone offers particularly flexible and robust features with its box carrier.

jumbo swap body for textiles, which was more than three metres high inside. When Dr Bernard Krone then asked us how many we wanted to order, I had to tell him: “We’ll start with two,” says Hans-Peter Dreier. “We aren’t a global player after all and Switzerland is quite a small country.”

The company is situated on the so-called “economic banana” – a curved arch between east and west Switzerland. The country’s borders are 250 kilometres away at most. “The amount of distance we cover here is much smaller than in Germany, for example.”

Photos: Dreier AG

SWAP BODIES ALLOW FOR ENORMOUS FLEXIBILITY

“In the company, we deliberately have a company culture that stretches beyond corporate structures: if a customer has a problem, then he gets help there and then.” Aged 88, Hans-Peter Dreier’s father, Hans-Rudolf, still comes into the office every day. Equipped with a mobile phone, tablet and a connection to the stock exchange, he looks after the purchase of diesel and their heating oil business. “He had always been a role model,” explains his son. There are no concerns as



»Switzerland is an expensive location, so we have to be **ESPECIALLY** innovative.«

Hans-Peter Dreier,
Managing Director