CASE STUDY:

Transporting live fish on behalf of MasterFisch

Freshwater and saltwater fish, invertebrates, giant clams and corals are transported to their new homes every day. This requires extreme care, maximum speed, and absolute reliability when it comes to collecting and delivering consignments. For safe and species-appropriate delivery, online retailer MasterFisch relies on the courier and express service provider GO!, which not only holds an official licence, but also meets other strict regulations for the protection of animals during transport. The live fish ordered from MasterFisch are delivered overnight in special, water-filled boxes, so that they reach their destination the following day – thus having only spent as long as absolutely necessarily in their transport containers.

Strict transport regulations

Since it was founded in 2010, MasterFisch has worked closely with an acclimatisation centre in Freiburg (established over 35 years ago) to offer its customers aquatic animals for their aquariums. The centre houses more than 2,000 tanks containing 1,000 species of fish from all over the world – from small freshwater fish, sold for less than €1.00, to colourful pairs of angelfish, which sell for €5,000. All deliveries of live fish are subject to special requirements; the fish must be securely packed and the parcels must be handled very carefully. Not all companies are authorised to transport live animals. According to European Council Regulation No. 1 / 2005, an official licence is required to transport live ornamental fish, amphibians, reptiles and invertebrates.
For MasterFisch, it is also vitally important that the animals be treated extremely carefully during shipping. “Supplier reliability is one of the most important factors in the trade in live animals. Our customers need to be able to trust us, especially during delivery, because that is when the risk of something happening to the fish is the greatest. We are delighted to have found a partner in GO! who is able to meet our exacting requirements,” states Laurent Seyller, Director of MasterFisch. GO! Express & Logistics also offers other guarantees in addition to its official licence; its employees undergo special annual training and must also sit a certificate of competence exam – both of which ensure that they are properly trained and aware of the unique challenges of transporting live animals.

Species-appropriate packaging to ensure safety

Compliance with packing and labelling requirements under the IATA Live Animals Regulations – as well as with all other transport guidelines for the protection of animals – is just as important to GO! as punctual delivery to the customer. "GO!'s drivers really are excellent at their jobs. So far, all packages have arrived at our customers' doors on time and in perfect condition," Laurent Seyller reports. Every transported package weighs around ten kilos, because even the smallest of fish need lots of water. For the species-appropriate transport of these animals, GO! uses modern, thermally-insulated packaging made especially for its boxes. This is filled with air to ensure that it is well-padded and can maintain a suitable, stable temperature throughout transport.

GO! promptly collects the fish at 6.30pm in Freiburg and makes next-day deliveries between 8.00am and 12.00pm to customers nationwide. The packages' recipients are always contacted in advance regarding the exact delivery time – both by email and telephone. "We are grateful for our collaboration with MasterFisch, and for the trust the company has placed in us over the years. Word has already spread about GO!'s outstanding service among aquarium enthusiasts, and we have seen a clear increase in order volumes as a result," says Volker Grefen, Key Account Manager at GO! Freiburg.
About MasterFisch

Thanks to its close cooperation with a leading acclimatisation centre, MasterFisch has more than 35 years of experience under its belt in the acclimatisation and sale of aquatic animals. Its team of over 20 passionate experts cares for the animals and skilfully prepares them for transport. From freshwater and saltwater fish to invertebrates, corals and living stones, MasterFisch offers a wide variety of animals to make your aquarium look more lively and attractive. With more than 2,000 testimonials in its online shop, MasterFisch boasts one of the largest collections of animals for freshwater and saltwater aquariums in the country.

About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Germany's largest unaffiliated provider of express and courier services. The worldwide partner network was established in 1984 and currently includes over 100 GO! stations in Germany and Europe. Highly qualified employees and couriers transport more than 6.5 million shipments per year.

GO! offers regional courier transport and worldwide express delivery of goods, documents and particularly time-critical shipments round the clock 365 days a year. Customised supply chain solutions, tailor-made industry solutions and special services in response to complex customer requirements complete the portfolio.

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