



Case Study: Transporting live fish on behalf of MasterFisch.

Every day, seawater or freshwater fish, invertebrates, giant clams or corals make the journey to their new owners. That requires the utmost care during transportation, maximum speed and absolute pick-up and delivery reliability.

Online merchant MasterFisch relies on courier and express service provider GO! for safe, animal welfare-focused shipping, and the latter is both officially licenced and complies with other strict transport specifications to ensure animal welfare. Live fish ordered from MasterFisch are

shipped by Overnight service in special, water-filled boxes to ensure they reach consignees the next day and only have to remain in their transport boxes for as long as absolutely necessary.

Strict transportation requirements

Ever since it was founded in 2010, MasterFisch has partnered closely with an acclimatisation centre near Freiburg that has been in business for more than 40 years, and it sells living creatures to its fishkeeping customers. 1,000 species of fish from all over the world are kept in more than 2,000 aquaria – ranging from small freshwater fish worth less than a Euro to pairs of colourful conspicuous angelfish worth over 5,000 Euros. Delivery is subject to particular requirements: the fish must be securely packaged and the packages must be handled with care. Not every company is permitted to transport live animals. An official licence (Regulation EC No. 1 / 2005) is required for the transportation of live ornamental fish, amphibians, reptiles and invertebrates. What MasterFisch also regards as key is the high degree of care, with which the animals are treated during shipment.

“The reliability of the logistics supplier is one of the most important factors in the live animal trade. Our customers need to have trust, in particular during the delivery period, because this is when there is the greatest risk of something happening to the fish. We are delighted to have found a partner of the calibre of GO! that meets our high standards”, emphasises Laurent Seyller, CEO of MasterFisch. GO! Express & Logistics also provides other services in addition to its official licence: GO! staff undergo special training annually and must pass a certificate of competence test – both guarantee that they are made aware of and trained in handling live animals.

Animal welfare-focused packaging ensures safety

Compliance with packaging and labelling specifications in accordance with IATA LAR guidelines and all other transport specifications for the protection of animals is just as much a matter of course for GO! as on-time delivery to the customer. "GO! drivers do a really excellent job. To date all packages have reached our customers on time and in perfect condition", says Laurent Seyller. Each package weighs around ten kilos when it embarks on its journey, because even the tiniest fish requires plenty of water. State-of-the-art, thermally insulated packaging that's tailor-made for the boxes ensures animal welfare-compliant transportation. This packaging consists of polystyrene with a graphite admixture, which ensures it is well padded

and provides particularly appropriate-to-species temperature stability. GO! picks up the fish at 6.30 pm on the dot in Freiburg and delivers the animals to customers throughout Germany between 8.00 am and 12.00 noon the next day. The consignee is notified in advance when exactly delivery will take place – by phone and email. "We are delighted with our good working relationship with MasterFisch and the trust they have placed in us for many years. Word about GO!'s particular level of service has already spread among aquarium fans, and we have already registered a significant increase in orders", says Volker Grefen, Key Account Manager at GO! Freiburg.

About MasterFisch

Close cooperation with a leading acclimatisation centre has enabled MasterFisch to tap into more than 40 years of experience in the acclimatisation and sales of aquarium animals. The team of more than 20 passionate experts carefully looks after these living creatures and prepares them professionally to be shipped. Be it freshwater fish, seawater fish, invertebrates, corals or living stones (lithops): MasterFisch offers a wide variety of different creatures to make your aquarium more vibrant and more attractive. At more than 2,000 references in its online store, MasterFisch offers one of the largest ranges of living creatures for freshwater and seawater fishkeeping purposes in Europe.

About GO! Express & Logistics

GO! Express & Logistics is Europe's largest independent express and courier service provider. The global partner network was founded in 1984 and currently comprises over 100 GO! stations in Europe. Approximately 1,400 employees and 1,700 drivers and couriers work hard every day to transport over 9.2 million shipments per year (2021).



Under the motto "beyond limits", GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.