

**INITIATIVE**

**SAVE  
COMBINED  
TRANSPORT**

**SUPPORTER BROCHURE**

# IDLING IN COMBINED TRAFFIC:

## IS THIS THE FUTURE?

Combined transport is at a crossroads. Mounting challenges are eroding its performance, with serious consequences for climate protection, security of supply and Europe's competitiveness.

The Save Combined Transport initiative, launched by Hupac, TX Logistik and Kombiverkehr, brings the industry together with a clear objective: to ensure reliable framework conditions, resilient infrastructure and fair competition in rail freight – and to secure combined transport as the backbone of sustainable logistics in Europe.



OUR INVITATION FOR YOU

**SAVE  
COMBINED  
TRANSPORT**

## BECOME A SUPPORTER

The initiative thrives on visibility, dialogue and collaboration. Every form of support – large or small – strengthens combined transport. Let's create impact together.

When trains stop, supply chains fail – everyone is affected. The consequences reach far beyond the logistics sector. This is why the issue goes beyond the industry and must be addressed in the wider public interest.

Everyone can become a supporter !

# DIFFERENT LEVELS OF ENGAGEMENT

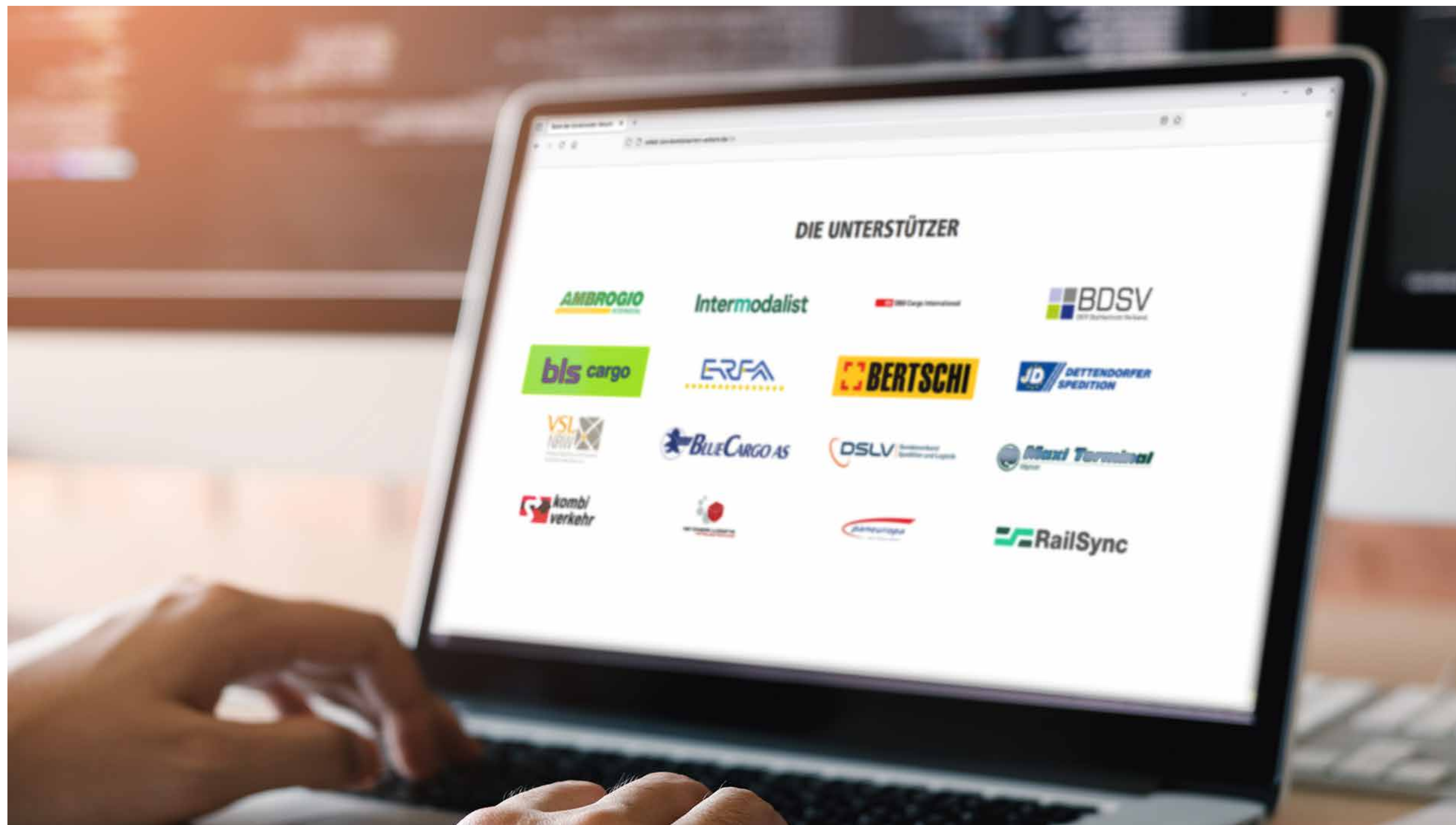


This brochure shows different opportunities for your engagement. Join us to...

- increase visibility
- communicate your position
- share reach and networks
- create presence in everyday operations
- actively participate and co-create



# VISIBILITY ON THE INITIATIVE WEBSITE



[Click here to discover more ...](#)

## Become a visible supporter

- Feature your company logo on the initiative's website
- Recognized as an official supporter
- Strengthen the joint external appearance

VALUE: VISIBILITY. POSITIONING. BELONGING TO A STRONG NETWORK.



# PETITION



YOUR SIGNATURE COUNTS!  
**JOIN NOW ...**

## Support the petition

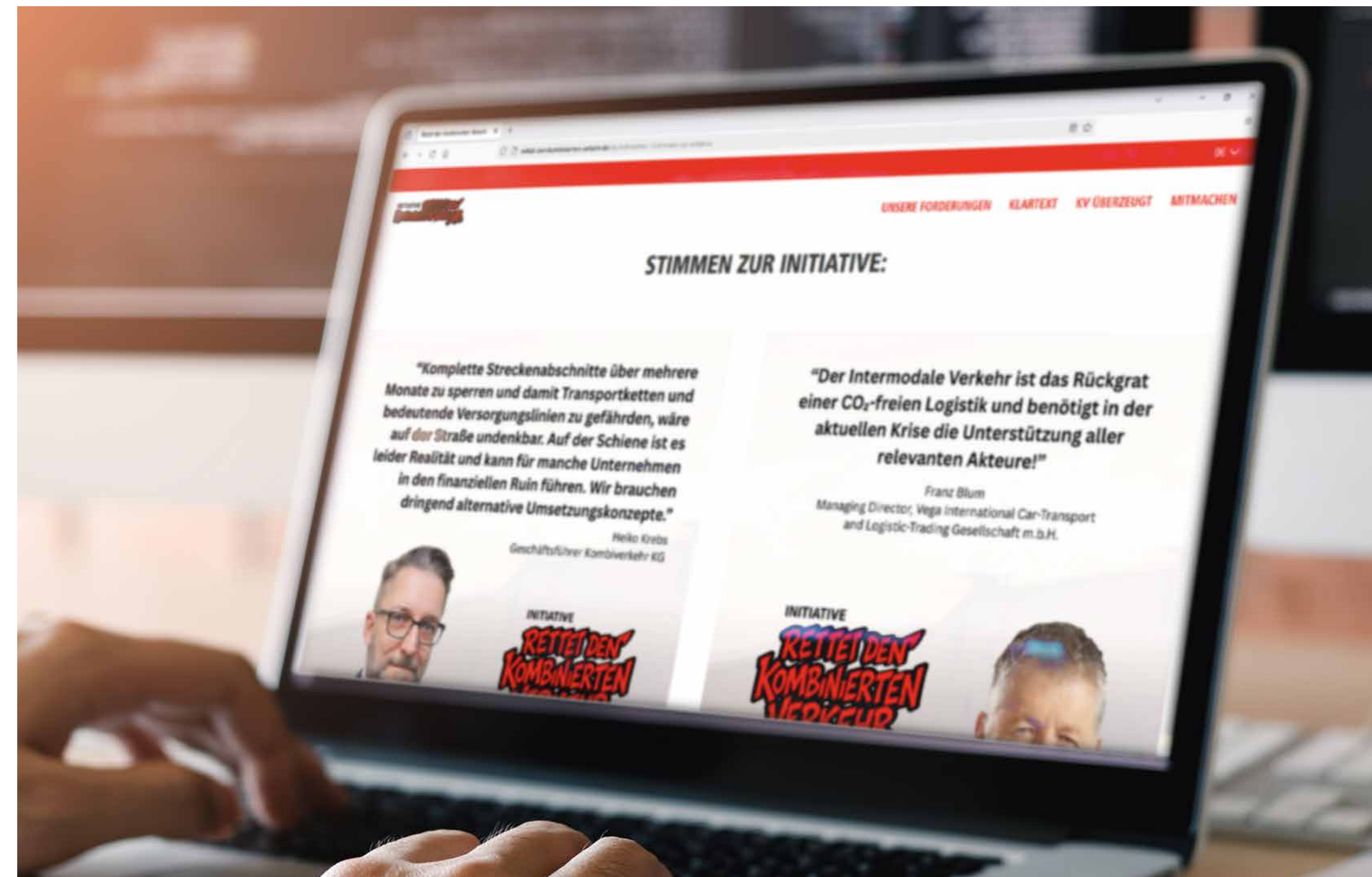
- Join the call for reliable infrastructure and fair framework conditions
- Send a clear signal to policymakers

VALUE: RESPONSIBILITY. PUBLIC INTEREST. RELIABILITY.

[Click here to discover more ...](#)



# SHARE YOUR VOICE: STATEMENT AND QUOTE



[Click here to discover more ...](#)

## Show your perspective

- Publish a personal or corporate statement on the initiative and the current situation
- Photo and quote will be placed on the initiative website
- Share it in your own media

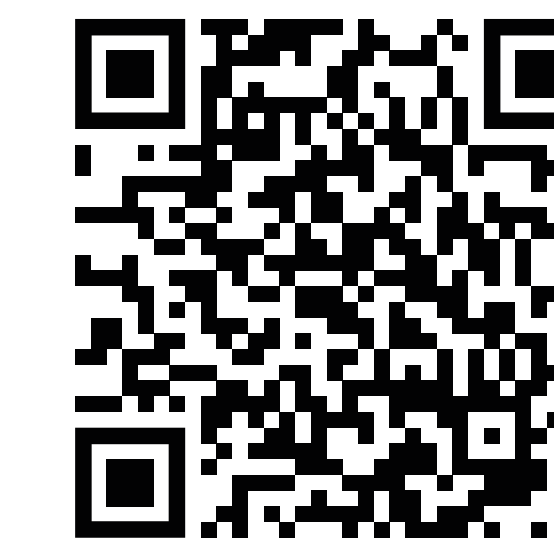
VALUE: CREDIBILITY. THOUGHT LEADERSHIP. AUTHENTIC COMMUNICATION.



# EVERYDAY SUPPORT

INITIATIVE **RETTET DEN  
KOMBINIERTEN VERKEHR**

Unterstützen Sie die Initiative,  
unterschreiben Sie die Petition.



SCAN MICH ▶

...WEIL ER UNS ALLE BEWEGT.

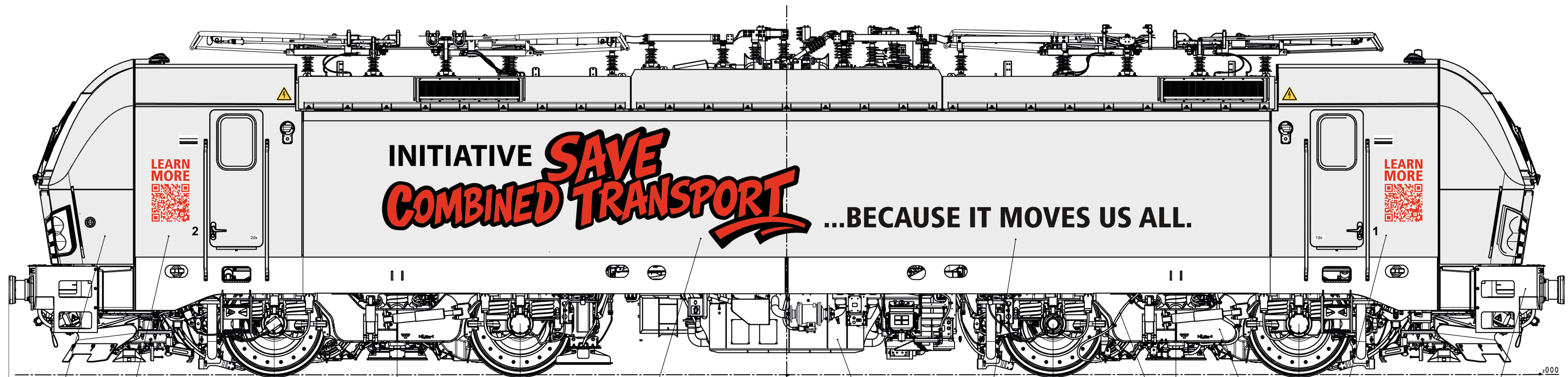
[Click here to  
discover more ...](#)

## Simple actions with strong impact

- Integrate the initiative's logo into your email signature
- Use the provided materials (logos, ads, visuals, banners, QR Code)
- Share it through your own channels (website, social media, newsletter)

VALUE: LOW-THRESHOLD PARTICIPATION. CONTINUOUS VISIBILITY.





Logo + QR Code

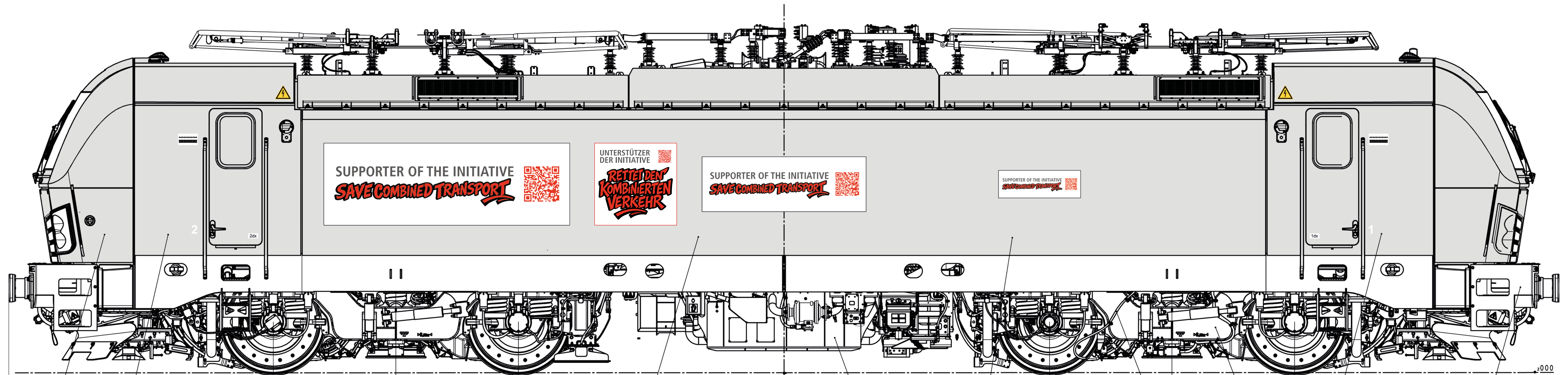
### Making the community visible

- Appear as supporter with a livery on your locomotives
- Place a strong symbol of collective commitment
- Use our stickers or create your own design

VALUE: HIGH PUBLIC IMPACT. EMOTIONAL APPEAL. STRONG SENSE OF COMMUNITY.

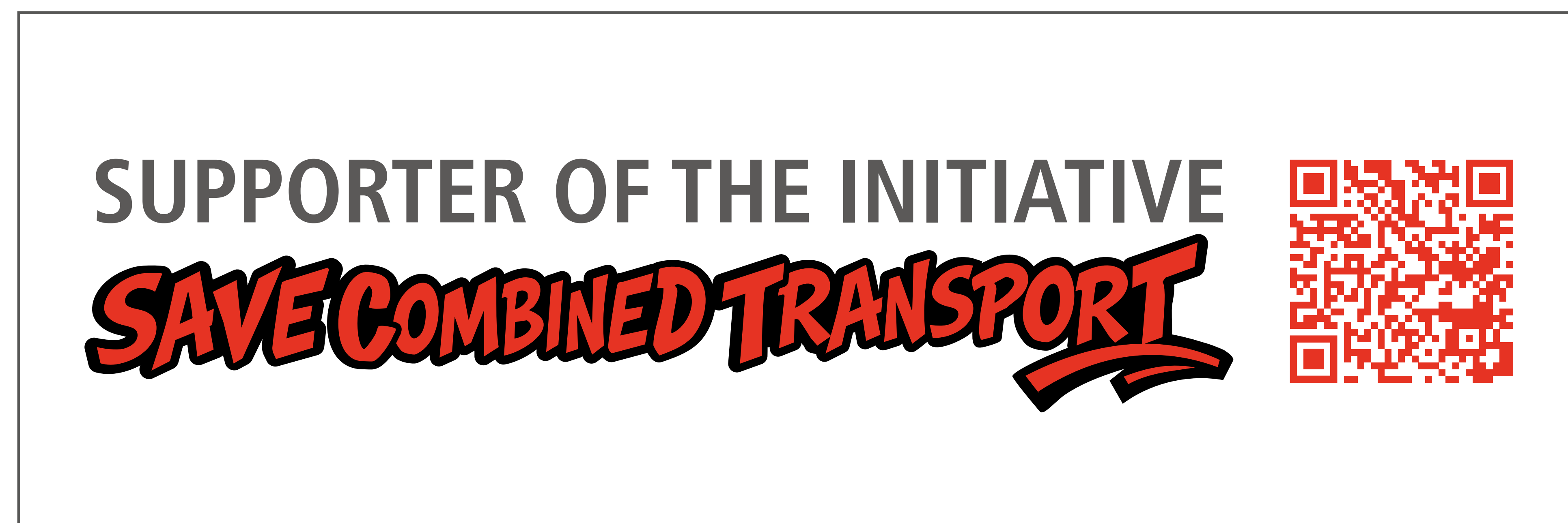


# LOCO BRANDING

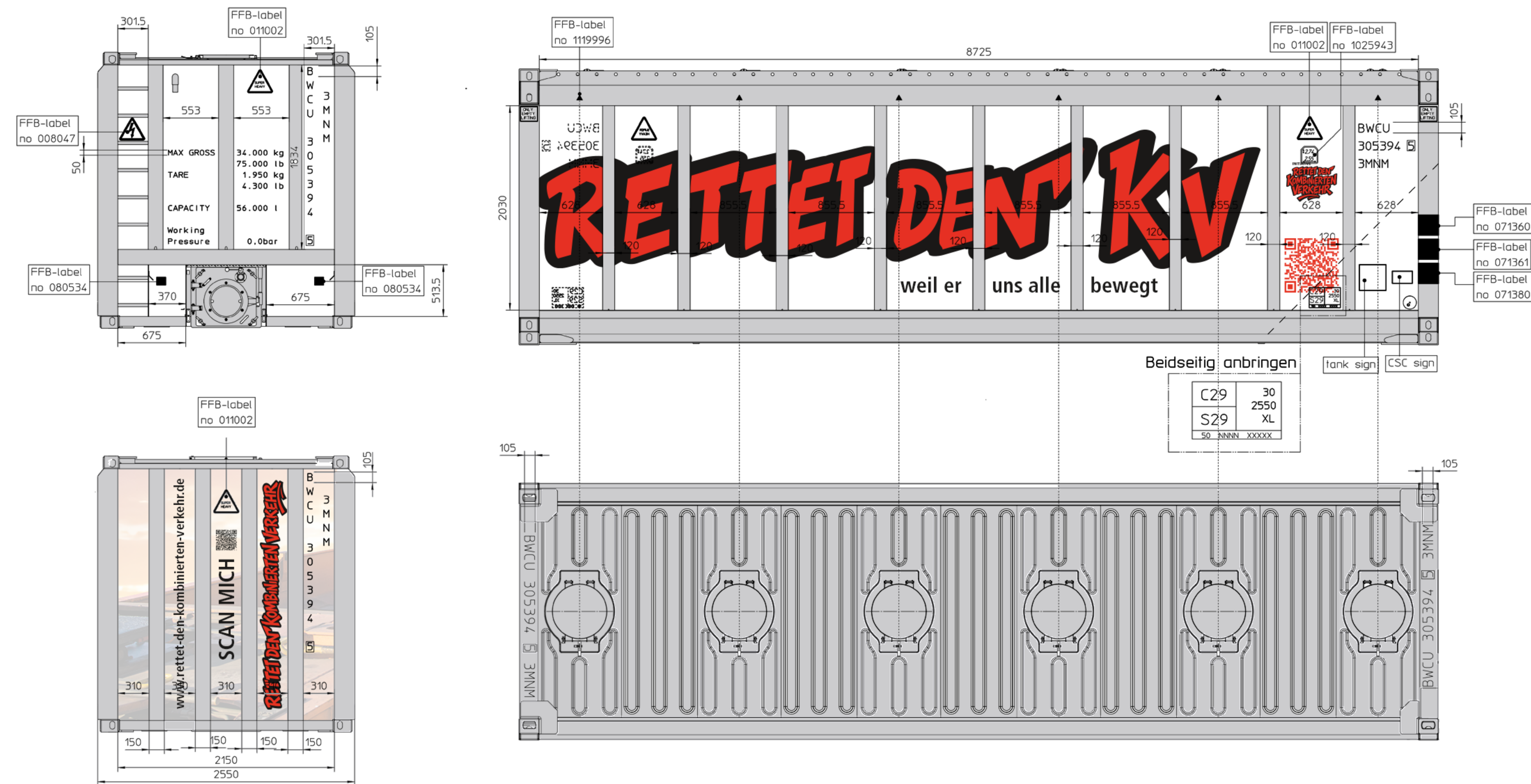


Use our stickers or create your own design

3000 mm x 1000 mm || 2000 mm x 667 mm || 1000 mm x 333 mm || **1000 mm x 1000 mm**



# BRANDING TRANSPORT ASSETS



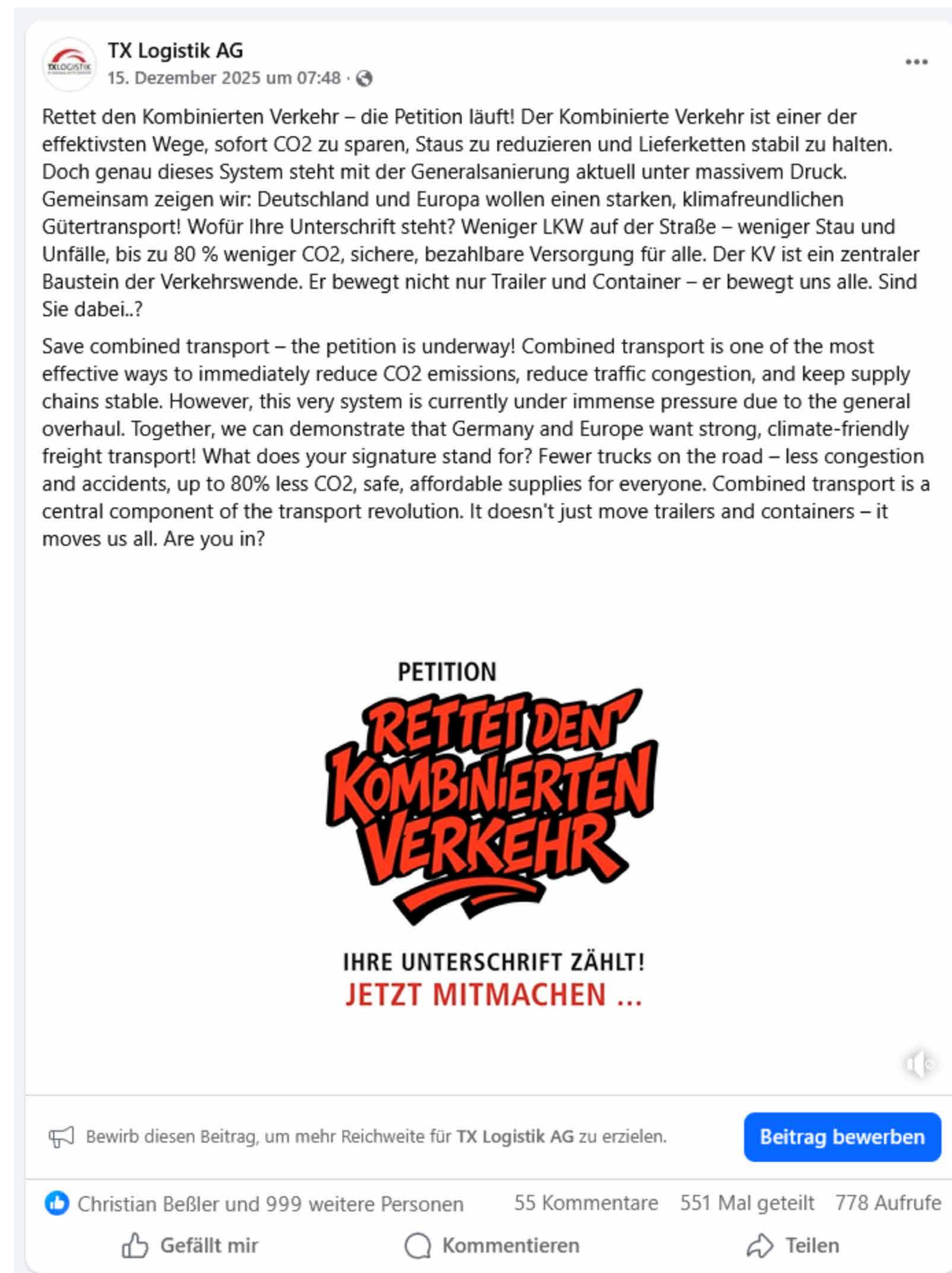
## Putting the initiative in motion

- Brand your own trailers or containers
- Create visibility along transport routes
- Demonstrate commitment to combined transport in daily operations

VALUE: LONG TERM PRESENCE. HIGH REACH. TANGIBLE PROOF OF SUPPORT.



# OWN MEDIA AND ADVERTISEMENT



**TX Logistik AG**  
15. Dezember 2025 um 07:48 · 🌐

Rettet den Kombinierten Verkehr – die Petition läuft! Der Kombinierte Verkehr ist einer der effektivsten Wege, sofort CO2 zu sparen, Staus zu reduzieren und Lieferketten stabil zu halten. Doch genau dieses System steht mit der Generalsanierung aktuell unter massivem Druck. Gemeinsam zeigen wir: Deutschland und Europa wollen einen starken, klimafreundlichen Gütertransport! Wofür Ihre Unterschrift steht? Weniger LKW auf der Straße – weniger Stau und Unfälle, bis zu 80 % weniger CO2, sichere, bezahlbare Versorgung für alle. Der KV ist ein zentraler Baustein der Verkehrswende. Er bewegt nicht nur Trailer und Container – er bewegt uns alle. Sind Sie dabei..?

Save combined transport – the petition is underway! Combined transport is one of the most effective ways to immediately reduce CO2 emissions, reduce traffic congestion, and keep supply chains stable. However, this very system is currently under immense pressure due to the general overhaul. Together, we can demonstrate that Germany and Europe want strong, climate-friendly freight transport! What does your signature stand for? Fewer trucks on the road – less congestion and accidents, up to 80% less CO2, safe, affordable supplies for everyone. Combined transport is a central component of the transport revolution. It doesn't just move trailers and containers – it moves us all. Are you in?

**PETITION**  
**RETTET DEN KOMBINIERTEN VERKEHR**  
IHRE UNTERSCHRIFT ZÄHLT!  
JETZT MITMACHEN ...

📣 Bewirb diesen Beitrag, um mehr Reichweite für TX Logistik AG zu erzielen. [Beitrag bewerben](#)

👍 Christian Beßler und 999 weitere Personen · 55 Kommentare · 551 Mal geteilt · 778 Aufrufe

👍 Gefällt mir · 💬 Kommentieren · ➦ Teilen

## Sharing reach

- Integrate banners referencing the initiative in your own media
- Publish content and announcements

VALUE: AMPLIFIED CAMPAIGN IMPACT.  
EFFICIENT USE OF EXISTING CHANNELS.



# THOUGHT LEADERSHIP AND CONTENT



## Share your opinion, position your expertise

- Publish opinion pieces, blog posts or LinkedIn articles linked to the initiative
- Contribute expert perspectives, best practices or use cases for combined transport
- Co-author content together with other supporters

VALUE: THOUGHT LEADERSHIP. CREDIBILITY. LONG-TERM CONTENT IMPACT.



# EVENTS



## Engage actively

- Participate at the initiative's events
- Develop your own events or formats linked to the initiative
- Integrate the initiative into existing events

VALUE: PERSONAL EXCHANGE. NETWORKING. DEEPER ENGAGEMENT.



# DIALOGUE AND ADVOCACY



## Spreading the message

- Discuss the topic with friends, colleagues and professional contacts
- Engage with stakeholders from politics, industry and society
- Actively contribute to the ongoing discussion

VALUE: AWARENESS BUILDING. LONG-TERM IMPACT.  
BROADER SOCIETAL RELEVANCE.



# INTERNAL ADVOCACY



## Bring the initiative inside your organization

- Present the initiative in internal meetings or town halls
- Appoint internal ambassadors or multipliers +
- Integrate the initiative into internal communications

VALUE: INTERNAL ALIGNMENT. EMPLOYEE ENGAGEMENT. SUSTAINABLE COMMITMENT.



# PERSONAL ENGAGEMENT



## Activate personal networks

- Encourage employees to share initiative content and sign the petition
- Invite personal statements: Why I support the initiative
- Foster authentic people-driven communication

VALUE: AUTHENTICITY. ORGANIC REACH. TRUST BUILDING.



# DO YOU HAVE QUESTIONS ABOUT THE MATERIAL AND YOUR OPTIONS?

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**EVERY VOICE MATTERS. EVERY ACTION COUNTS !**

**BECAUSE COMBINED TRANSPORT MOVES US ALL.**

