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SEABRIDGE FREIGHT TO CALL AT MANATEE, BROWNSVILLE

February 25, 2008

SeaBridge Freight announced that its new cross-Gulf marine highway operation will call at Port Manatee, Fla., and the Port of Brownsville, Texas. The service will commence by late spring with one tug and 600-TEU barge with a barge-mounted crawler crane, SeaBridge President Hank Hoffman said.

SeaBridge will be a pure container short-sea operation that specializes in moving heavy, bulky cargoes such as steel, resins, building materials and manufactured subassemblies.

SeaBridge will limit volumes for the first few months of operation as it develops standard operating procedures end-to-end, Hoffman said. He said he expects some new-business hiccups along the way, and the plan is to begin with limited volumes so that the company can adjust without hurting service reliability. "We want to have this down to an easy-to-replicate operation, so that everything happens the same way every time," Hoffman said. "We decided early on that our formula would be KISS, as in 'keep it simple, SeaBridge.'

"Initiating with one tug and barge gives us an opportunity to iron out all of the wrinkles regarding portside operations and back-office operations," he said. "We want to be sure we have absolutely top-shelf operational excellence."

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