

Freight levelled up!

Frustrated with the copy-paste service in freight forwarding, Taylor Marais and Lorraine Candy decided to change things up. The result? Titan Tides Logistics – **where every shipment gets senior-level attention and every client feels seen.**

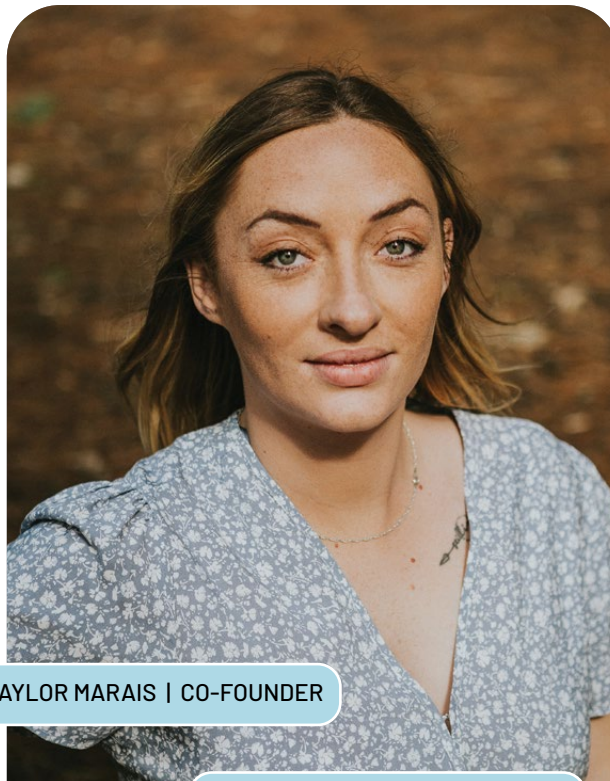
Titan Tides was built to challenge how freight forwarding is typically done. What was the tipping point that pushed you to create something different?

Taylor: The industry rewards volume, but in the pursuit of that, service often falls by the wayside. We were seeing private clients, collectors, and even small businesses get sidelined in favour of the “big fish.” The push for us was the lack of accountability. Shipments would disappear into systems, clients were left in the dark, with no one owning up. We knew there had to be a better way.

Lorraine: The tipping point for me was watching clients receive copy-paste answers and automated tracking links, with no one really taking responsibility for the outcome. We wanted to create a logistics partner that treated every shipment – no matter the size – as significant. That meant building a business model around trust and direct human involvement.

Your model prioritises direct senior-level involvement in every shipment. What made that a non-negotiable part of your business?

Taylor: We’ve both been in rooms where decisions get passed down to junior staff with little context or even authority. That’s when mistakes happen – and in our world, mistakes are costly. We wanted our clients to feel the presence of a decision-maker from start to finish.



TAYLOR MARAIS | CO-FOUNDER



LORRAINE CANDY | CO-FOUNDER

We don't follow a one-size-fits-all model. Our strength lies in balancing high-touch service with smart systems, so we can scale without losing what makes us effective – precision, accountability, and client trust.

Lorraine: There's a confidence that comes from knowing the person overseeing your shipment cares. For us, accountability isn't a buzzword. Our names are attached to every move, every permit, every delivery. That's not something we delegate.

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The logistics space isn't known for its inclusivity. How has being women-led shaped the way Titan Tides does business and how you're received in the industry?

Taylor: We've had to earn our place; there's no sugar-coating that. But we've also turned that into our strength. Our approach is different. We lead with clarity, empathy, and efficiency. Being women-led has helped us challenge outdated norms and connect more meaningfully with clients who value that human touch.

Lorraine: Just as we can hold our own in a boardroom, we can wriggle under a containerised car or climb over a crate when needed. It's earned us respect for being hands-on, technically sharp, and adaptable. We've built credibility by doing the work, boots on or off, and delivering results consistently.

Many smaller clients feel shut out of global trade. How are you making cross-border logistics more accessible and less transactional?

Lorraine: We start with education. Most of our clients come to us with a goal, not a shipping vocabulary. We translate the process into clear steps, handle the red tape, and walk them through each phase.

Whether it's a private collector or a small business sending their first international shipment, we make sure

they feel seen, supported, and fully guided; they're never just another reference on a spreadsheet.

Taylor: We also avoid the jargon trap. People don't want to hear about Incoterms; they want to know their cargo is safe, legal, and moving on time. We handle the regulatory complexity but keep the relationship simple and open.

You handle everything from private collections to government cargo. How do you keep operations both agile and secure across so broad a portfolio?

Taylor: We've built strong systems that allow us to stay flexible without losing control. Each cargo type brings its own compliance challenges, so we invest heavily in staying current across sectors – automotive, energy, personal effects, and more.

Lorraine: Security and agility come from preparation. We don't offer shortcuts or templated quotes. Every shipment starts with a plan built around compliance, care, and real-world logistics. For high-value or sensitive cargo, we use tested protocols and rely on global partners who share our values.

With global shipping under pressure – from delays to rising costs – how are you staying ahead without compromising service?

Taylor: We don't believe in overpromising. Instead, we manage expectations proactively and plan for contingencies. That means being honest about timelines, offering options, and keeping clients informed at every turn.

Lorraine: We've also leaned into tech where it matters, but never as a replacement for human contact. Clients can reach us directly, not through some call centre. That responsiveness often makes the difference when things get delayed at port or customs.

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South Africa's logistics sector is massive, but often dominated by legacy players. Where do you see room for firms like Titan Tides to influence the future of the industry?

Taylor: The market is ready for a shift. Legacy players are tied to rigid structures and often can't adapt quickly. What we're seeing is a demand for custom, relationship-driven logistics – from expats moving home to businesses needing fast permit turnarounds. We're nimble enough to meet that demand without losing rigour.

Lorraine: Our advantage is speed and strategy. We're not just reacting to bookings – we're consulting, advising, and tailoring every route. There's a new wave of logistics firms emerging – they're agile, tech-savvy, and focused on quality over quantity. We're proud to be part of that shift.

As you grow, how do you plan on scaling without losing the personal accountability that sets your business apart?

Taylor: We're building with intention. Growth for us doesn't mean hundreds of clients overnight; it means the right clients, supported by the right team.

We're expanding our client base, diversifying the types of commodities we move, and growing our network of trusted partners. Our strength lies in aligning growth with values – every collaborator, whether internal or external, is aligned with our quality standards and client-first mindset.

Lorraine: Our systems are scalable, but our ethos won't change. As we grow, our directors remain client-facing. It's part of our promise.

We're not chasing volume for volume's sake. Our focus is on strategic growth built on quality service, repeat business, and long-term client relationships. We want to be known not just for what we ship, but for how we show up. ■

