

Heineken awards pallet rental contract to LPR Spain

Heineken has shown its confidence in LPR Spain by awarding it the supply contract for more than 350,000 half-sized pallets (800x600) for the distribution of its full product range in the Spanish market.

Heineken, a global brewing company founded in 1864, with leading Spanish brands such as Heineken, Cruzcampo and Águila, has signed an exclusive contract with LPR, the European Number 2 pallet-pooling specialist, to supply all its half-sized pallet needs for its distribution in Spain.

Heineken and LPR have been collaborating in France for over seven years, where the 'red-pallet' company provides the Dutch multinational with more than a million pallets a year.

Heineken Spain had previously been working with pallets from a different supplier, but decided to change to LPR Spain after a test period at its plant in Jaén, during which Heineken's managers were favourably impressed by LPR's service, based on the high quality of its pallets, its flexibility and the simplicity of its processes.

According to Pedro Alonso, Procurements and Supply Chain Manager for Heineken Spain, "Among other reasons, we chose LPR because we knew we could rely on the company to supply high quality products and services. In addition, manufacturers seeking to improve service continuity can count on its professional competence and pass on the benefits to their customers."

This new contract highlights the constant efforts made by LPR to maintain the highest standards for its products and its determination to provide customers with a comprehensive and simple pallet-rental service.

LPR

LPR specialises in pallet-pooling for suppliers and retailers in the fast moving consumer goods sector. LPR Group operates throughout Europe, providing a full service between its customers and their European retail partners and drop points. LPR handles over 40 million pallet movements a year across Europe. LPR Group turnover exceeds 100 million euros. www.lpr.eu

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