
LPR continues to consolidate its market position in Spain

The Spanish subsidiary of LPR, Europe's Number two pallet pooling specialist, exclusively serving the fast moving consumer goods (FMCG) sector, continues to grow. The renewal of its long-standing customer portfolio and the addition of new customers have boosted LPR's market share in the Spanish retail sector to almost 20%.

Over the last couple of years, LPR has systematically developed its market position on the Iberian Peninsula and 2009 was another good year for the Spanish subsidiary. LPR Spain, with its well known red pallets, closed its accounts with more than 10 million pallet movements, representing an increase of 8% over 2008. Its market share has thus reached almost 20%.

This increase is due both to the renewal of LPR's current customer portfolio and to the addition of new service contracts. Among others, three of the leading producers in the Spanish FMCG market, Gallina Blanca-Star, San Benedetto and Iparlat (Kaiku) recently renewed their trust in LPR after 10 years of collaboration by signing long-term service agreements, representing an annual volume of more than 2,4 million pallet movements.

For these three companies, service quality, competitive offers and flexibility are indispensable conditions when choosing a supplier. LPR offers the security and transparency they require and the high quality of LPR's pallet pool is well recognised in the market. This and the determination of LPR's dedicated team of professionals to provide customers with a simple, fully outsourced solution, make LPR Spain a reliable long-term partner for its customers.

Germán Cárabe, Managing Director of LPR Spain says, *"Over the last 5 years, we have worked hard to position LPR as a reliable and innovative pallet pooling company in the Spanish market. With the support of our Group we have won the trust of our customers and have thus been able to increase the volume of pallets delivered by more than 50%. The renewal of the supply agreements with these important partners demonstrates that we are on the right track. It also inspires us to continue to improve day by day"*

LPR's flexible and innovative approach should lever further growth of its market share in Spain in 2010.

LPR. LPR specialises in pallet-pooling for suppliers and retailers in the fast moving consumer goods sector. The 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