

## LPR continues to grow in Benelux

The European Number 2 in pallet pooling posted an increase of almost 25% in its activities in the Benelux countries in 2008. Two new contracts, one with the Spadel Group (beverages) and the other with McBride (household and personal care products), have confirmed LPR's expanding Benelux market.

With growth close to 25% and 2 million pallet movements achieved, LPR is going from strength to strength in Benelux. The pallet-pooling specialist has been operating in the region since 1998, and has won a reputation for reliable service to both manufacturers and distributors of fast-moving consumer goods. It counts Friesland Foods, Mars, Nestlé Waters, Schweppes, Heinz and Kimberly-Clark among its customers and over the last few months has gained new signatures such as Bavaria, Ontex and Henkel, reinforcing its position in Benelux.

This growth is expected to continue in the coming months. LPR recently signed two new contracts: the first is with Spadel, the leading supplier of mineral waters in Benelux, known particularly for its Spa and Bru brands. The company also produces and markets lemonade. LPR will be providing Spadel with 100,000 pallets per year! LPR has been working since last year with one of the group's French brands, Wattwiller. This new agreement confirms a vigorous partnership.

The second contract is with McBride, European leader for household and personal care products. LPR will be supplying one of its factories, located at Estaimpuis in Belgium, close to the French border, with approximately 200,000 pallets per year.

*"LPR is increasingly demonstrating in Benelux that it is the alternative for quality service. The market situation is favourable. Manufacturers and distributors alike are becoming increasingly interested in pallet pooling. In Belgium for example, distributors such as Carrefour, Colruyt and Delhaize have expressed a clear preference for pool pallets because of their reliable quality and also the simplicity of the system,"* concludes Frank Janssen, General Manager of LPR Benelux.

**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. In 2007, LPR handled over 35 million pallet movements across Europe. LPR Group turnover exceeds 100 million euros.  
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