

## LPR opens an Italian regional office - Fabio Benazzo appointed General Manager

LPR, the European Number 2 pallet-pooling specialist, has again extended its European network with the opening of an Italian regional office in Landriano, near Milan with Fabio Benazzo as General Manager. The office has a start-up team of 5 people whose mission is to serve LPR Group's core customers locally and to implement LPR's pallet pooling solution in the Italian fast-moving consumer goods sector.



LPR - La Palette Rouge expands its European coverage. Already well entrenched for several years through five subsidiaries in eight European countries (France, Spain, Portugal, Belgium, Netherlands, Luxemburg, U.K. and Ireland), LPR had also opened a regional office in Germany in 2008 to service the German, Austrian and Danish markets. The opening of a new office in Italy marks another step in the deployment of LPR's strategy. Torsten Wolf, President of LPR explains *"Italy has the fourth biggest economy in Europe and is a key market for many of our customers. It is a country where we have to be present if we want to position LPR as a service provider with a true pan-European network."*

LPR started local operations in Italy almost a year ago to serve some of its core customers, under the leadership of Fabio Benazzo who has been appointed General Manager of LPR in Italy. Fabio Benazzo is 47 years old. He joined LPR with considerable experience of the Italian retail sector, in the logistics and distribution of fast-moving consumer goods and also in pallet handling operations. Fabio Benazzo, who started his career with a leading retailer, rose to the position of regional logistics manager before taking responsibility for operations in Salvansen Cavalieri Logistica for several large FMCG accounts. Subsequently, he worked with AF Logistics, setting-up and supervising pallet handling operations.

*"The role that I've been given is quite exciting for me,"* says Fabio Benazzo. *"While the pallet exchange system is still the main one in the Italian market there are good reasons and a strong demand for alternative solutions. I see a high potential for growth for pallet pooling because of the significant economic benefits it offers for the whole supply chain. Our solution is simple and efficient: LPR provides a fully outsourced service which includes the collection of LPR's red pallets from their final destination, pallet sorting and repair. Consequently, we are able to*

*maintain a high-quality pallet pool at all times. A simple trip fee is billed for each pallet delivered to a customer,”* explains Fabio Benazzo.

*“I am convinced that our Italian branch will be a success. The market needs alternative pallet pooling solutions and Fabio’s experience and extensive knowledge of the Italian FMCG sector make him the right person to take on the challenge to build a strong local presence for LPR in Italy,”* concludes Torsten Wolf.

Since LPR’s intention is to provide reliable local service, all core functions for operations and account management are handled locally. LPR’s Italian organisation is already up and running. In addition to Fabio Bennazo, it includes an Operations Manager, a Business Development Manager and a fully operational team. Since the Italian business and team have grown rapidly in recent months, LPR has decided to open a permanent office in Landriano, located in the province of Pavia near Milan. Today, LPR handles several hundred thousand pallet movements per year for leading national and international customers in Italy such as San Pellegrino (Nestlé Waters), Kimberly-Clark and Sofidel. The network to collect pallets from major retailers in the Italian mass distribution sector consists of ten depots across all of Italy including Sicilia and Sardinia.

LPR’s website is now also available in Italian.

**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](http://www.lpr.eu)

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