

New

LPR opens the doors of its German subsidiary with Stefan Frye as General Manager

LPR has recently opened for business at its German subsidiary in Ratingen, north of Dusseldorf. The General Manager of LPR Logistic Packaging Return Deutschland GmbH is Stefan Frye, 39, whose goal is to develop business with the Group's main customer accounts in the German market and to implement LPR's pallet-pooling system there. He will be counting on a team of ten people, to be appointed in the course of the year.

LPR Logistic Packaging Return Deutschland GmbH was created at the end of 2007 and Stefan Frye became its General Manager at the end of January 2008. He is also a member of LPR Group's Executive Board. The subsidiary, originally based in Cologne, now has its headquarters in Ratingen. Within easy reach of Dusseldorf Airport, the town is strategically located in the Cologne/Dusseldorf region, close to many important players in the German FMCG sector. Centrally located in the Ratingen business district, the company will benefit from excellent infrastructures that are bound to favour its development in Germany.

Stefan Frye's first mission is to build a team along the lines of the business model used by other LPR subsidiaries, which has worked so well over the last 15 years. The team at LPR Germany will therefore include the necessary operations, assets and account managers, to meet the needs of the growing German market. *"Since the pallet market in Germany is mostly based on the pallet exchange system, there is considerable potential for LPR to develop its pallet-pooling system there, due to its considerable advantages for German businesses,"* explains Stefan Frye. *"Our principal customers are major international groups that appreciate our know-how and service quality. We want to work with them as well in Germany, where many of them have factories,"* continues Torsten Wolf, President of LPR. *"This is why we hired Stefan, who has an excellent knowledge of both the FMCG market and the logistics situation in Germany."*



Stefan started out in 2000 as a logistics manager for Letsbuyit.com (a web-based sales company) and was soon promoted to Logistics Director for an area including Germany, Austria and Switzerland. In 2003, he joined the German subsidiary of Red Bull (a manufacturer of energy drinks) as Logistics and Operations Director. While there, amongst other achievements, he implemented the reverse logistics for Red Bull cans, to comply with a German law passed in 2003 requiring that beverage cans be returned for recycling. He therefore brings a perfect knowledge of the mechanisms behind FMCG logistics in Germany and the problems involved in the delivery and pickup of recyclables.

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

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