

Ontex chooses LPR's red pallets to distribute its products in Germany and Austria

LPR increases its flow for fast-moving consumer goods across the Rhine

Ontex, European leader in 'private label' hygienic disposables, has increased its business with LPR, Europe's Number 2 pallet-pooling specialist. LPR pallets will now be used for distributing certain Ontex products in Germany and Austria.

Last year Ontex extended its contract with LPR for another three years while broadening its scope to take in more European countries (Spain, Portugal, Benelux, England and Ireland) and has now extended it further. Since February, Ontex has been distributing its products to a major German retailer on LPR's distinctive red pallets. The LPR pallets are used to supply all the distributor's drop points throughout Germany, and also Austria, which opens up a whole new market for LPR.

"We are delighted that LPR is now doing business in Germany. It provides an excellent service which is why we chose it to distribute part of our flow of goods in Germany and Austria" comments Klaus TOMBERS, Supply Chain Director for Germany, Switzerland and Austria for Ontex and General Manager for Ontex in Mayen (Germany).

Stefan Frye, General Manager of LPR in Germany, adds: *"We have worked with Ontex for many years and we are very pleased that the company has decided to distribute some of its goods on our pallets in Germany. This new agreement is another sign of how our red pallets are spreading across the European market and shows that they are well accepted by the FMCG sector in Germany."*

Ontex. Ontex is the European leader for the development, production and distribution of hygienic disposables for the consumer market. The Group sells a wide range of feminine hygiene products (sanitary towels, panty liners and tampons), baby products (nappies and wipes) and products for adult incontinence. For further information, visit www.ontex.be

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 2008, LPR handled over 38 million pallet movements across Europe. LPR Group turnover exceeds 100 million euros. www.lpr.eu

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