

Weetabix turns the supply chain red

Weetabix has awarded LPR its UK pallet management contract to deliver all key brands including Alpen, Ready Brek and Oatibix. As part of the contract, LPR will also run a pallet processing facility at Weetabix's Burton Latimer site, helping to substantially reduce transport needs.

As the UK's favourite breakfast cereal provider, quality is top of Weetabix's priorities. This ethos extends to every area of the business, so it's no surprise that in its search for continuous quality Weetabix has awarded its UK pallet management contract to LPR, one of Europe's leading pallet pool operators. The contract has now gone live and all Weetabix's cereal products, which include other key brands such as Alpen, Ready Brek and Oatibix, are now being transported on LPR's distinctive red pallets.

LPR's ability to tailor its service to the customer needs was a key factor in winning this contract. As a result, in addition to providing a pallet pool, LPR is also running a pallet processing facility at Weetabix's site in Burton Latimer. Whilst pallet quality is a given as part of the LPR service offering, this facility has also enabled Weetabix to deliver a substantial reduction in transport by eliminating the need to collect pallets from external processing locations.

George Perry commented: "How we get our goods to store is as important as how we manufacture the products and having a reliable and high quality pallet is an essential part of this. LPR stood out during our tendering process in being able to meet our particular needs and their one way trip offer has demonstrated to us that it does deliver improved pallet quality."

Jane Gorick, managing director of LPR UK, added: "We're absolutely delighted to be working with Weetabix. The new contract adds to our growing portfolio of blue chip FMCG clients and demonstrates that flexibility, quality and listening to customers' needs are essential in today's marketplace."

LPR UK has had a strong year in 2009, continuing to build upon the 30 per cent growth achieved in 2008.

To find out more about LPR, visit www.lpr.eu

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
