

UNISOL & LPR Romania, Ensuring Continued Food Security Through Supply Chain Innovation



Unisol is a key player in edible oil category, a 100% Romanian brand of sunflower oil, produced through a completely local value chain, from farmer to consumer.

Unisol's commercial team decision to partner with LPR Romania has proven instrumental in ensuring the supply of essential products to the market as well as achieving growth.

The response: LPR delivers fast, without disruption

In a year of unprecedented bottled oil volume, Unisol commercial team was looking for a new pallet pooling partner in Romania who could deliver immediate availability and scale to meet fluctuating demands. Following a smooth onboarding process LPR Romania stepped in, and delivered over 4000 pallets in less than two months, reflecting the strong momentum that led to a doubling of LPR's annual pallet volumes delivered to Unisol in 2024 compared to 2023.

LPR's provision of certified, high-quality pallets, combined with their flexibility and full cost transparency, has allowed Unisol commercial team to scale their operations effectively and reliably, with LPR's monthly deliveries increasing tenfold since the partnership began. This growth is a testament to LPR's ability to adapt to their customers' evolving needs and Unisol's commercial team vision to leverage strong connections to develop innovative solutions for edible oil category.

1 | Long-term value: A strategic partner, not just a pallet pooling services supplier



“

Our mission is to keep our clients' supply chains moving, regardless of external disruptions. The partnership with Unisol proves what's possible when operational flexibility, performance, and sustainability come together.

”

**Andrei Nicolae,
Commercial and Asset Manager
Romania & Bulgaria**

LPR Romania: Operational Strength for High-Stakes FMCG Logistics

For FMCG producers seeking logistics resilience, LPR offers:

- On-demand availability of automation-compatible, PEFC-certified pallets
- Seamless national and cross-border coordination
- Expertise in managing urgent supply chain requirements
- A naturally circular, scalable business model

Unisol first pressed oil from 100% Romanian seeds: A key player in the edible oil category

Recognized for its authenticity, naturalness and quality, Unisol first-press oil is a staple ingredient in Romanian cuisine. In the last years, the brand has experienced significant growth, as a result of constant investment and efforts in delivering high quality products to consumers, reaching the Top 3 most appreciated oil brands in the country. Unisol's commercial team ability to navigate challenges, innovate in supply chain management, and maintain a commitment to quality has cemented their reputation as a key player in the FMCG sector.

2 | Supply chain resilience

The Unisol comercial team acted swiftly to restructure its logistics with long-term performance in mind. Their proactive mindset enabled an efficient handover and paved the way for sustainable growth.

As one of the country's most recognizable edible oil products, Unisol sets high standards in manufacturing, logistics, and customer service. Even during volatile market conditions, Unisol's comercial team has shown a capacity to adapt, scale, and deliver—without compromise.

LPR: Your shield against the unexpected Ensuring supply chain continuity in any crisis

LPR - La Palette Rouge has demonstrated exceptional resilience in navigating black swan events. Through a combination of adaptive infrastructure, digital agility, and proactive crisis planning, LPR has ensured uninterrupted pallet supply for its partners, including Unisol brand.

LPR goes beyond being just a supplier—we see our customers as business partners, working together to create tailored collaboration models that optimize logistics and drive efficiency. By combining geographic redundancy, a circular supply model, and digital innovation, LPR has set a benchmark for crisis-proofing FMCG logistics, proving its ability to deliver stability even in the most volatile global conditions.



Do you want to know more about our products and logistic services? Visit our website or contact us directly via email.

[Contact us!](#)