

## LPR PRESS RELEASE

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### Britvic chooses hassle-free pallet pooler LPR

Europe's leading pallet pooling business, LPR (a division of Euro Pool Group), is delighted to welcome Britvic plc as a new client. Britvic is the number one supplier of branded still soft drinks in Great Britain, producing brand names including Robinsons, Tango and J2O, as well as Pepsi, 7UP and more under licence from PepsiCo.

Britvic were already using a pallet pooling solution and invited LPR to take part in a formal tender process in 2019. LPR demonstrated that, as well as providing an excellent pricing structure and the ability to meet demand, it could also offer a number of value-added initiatives that would enable Britvic to make substantial cost savings.

An important consideration for Britvic was the need for superior quality pallets across its supply chain. This was particularly the case at its Rugby facility, where sophisticated automation is used, and the Lutterworth NDC, which handles the majority of the company's UK output. LPR's quality team were involved at an early stage of the process to demonstrate how pallet quality can be critical to a hassle-free and uninterrupted supply chain.

The transition to the LPR solution was easy and efficient as confirmed by BoB Symons, Head of Logistics at Britvic: *"Given the importance of pallets within the Britvic supply chain, I have to say that I was concerned about the potential impact of changing supplier. I need not have worried. The transition was painless, communication between both businesses was top notch - as was the planning and preparation ahead of the go-live. It has been a very successful move".*

Adrian Fleming, Regional Managing Director LPR North said: *"We are delighted to become the pallet pooler of choice for Britvic. The collaborative spirit of both companies has meant that the process was transparent and simple."*

LPR's support was comprehensive, from understanding the need - to implementing the solution. Kevin Gallimore, Logistics Category Manager - Procurement at Britvic commented: *"Britvic had been with their previous pallet provider for over 20 years, so I was concerned that it would be difficult to change, however, LPR were honest and reliable, delivering what they said they would. Britvic is a complex business, and LPR made sure that they understood our business, the handover process was seamless, and the move was a good experience overall, with both businesses working well together".*

Diane Carroll, Commercial Director at LPR said *"The team at Britvic were very clear in their objectives, and this enabled us to provide a solution that aligned with their business needs in a cost effective and professional way. We look forward to a long and happy relationship!"*

#### **About La Palette Rouge (LPR)**

LPR - La Palette Rouge, a division of the Euro Pool Group, has specialised in pallet-pooling for more than 25 years, operating exclusively in the fast-moving consumer goods sector. Thanks to its acknowledged expertise, customer focus and network of more than 125 service centres throughout Europe, LPR provides a full pallet service to its customers and their retail partners. Using our reusable pallet system, our customers are able to reduce their environmental impact and contribute to the transition to a circular economy across the entire supply chain. [www.lpr.eu](http://www.lpr.eu)

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