

LPR Press Release

Supply Chain
Balma (FR), November 2023

Appointment

LPR appoints Ela Saleh as Country Manager for DACH area.

European pallet pooling specialist, LPR-La Palette Rouge, announces the appointment of Ela Saleh as its Country Manager Dach, as of October 1st, 2023.



Ela Saleh has over 10 years of international Sales & Marketing experience with extensive understanding of B2B sales, HoReCa and Retail.

Ela occupied several management roles working in Julius Meinl in Austria, Asia and most recently in Germany where she was Managing Director of the German subsidiary.

In her new role, Ela will implement the Strategy for the DACH market, identify opportunities for improvement in order to optimize the subsidiary's performance, growth and profitability.

"There is considerable potential growth for LPR to deploy our pallet-pooling system in this area; Our principal customers are major international groups that appreciate our know-how and service quality. We want to reinforce our relationships with them as well in Germany, Austria, and Switzerland where many of them have factories. We are committed to delivering the Red Experience to an ever-growing number of enterprises while upholding our unwavering commitment to quality and service. Additionally, we are dedicated to assisting our clients in reducing their carbon footprint and accelerating the transition to a more circular economy. Circular practices remain central to our business model." says Ela Saleh.

"We can boost our growth by increasing our presence in retail, further nurturing our current customer relationships, and capitalizing on our strong foothold in multiple market segments and product categories. I am confident that Ela has the skills and drive to lead LPR growth in the future," adds Jean-Luc Guénard, Managing Director of LPR.

LPR GmbH

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About LPR-La Palette Rouge

LPR - La Palette Rouge, a division of the Euro Pool Group, has been specialised in pallet pooling since 30 years, operating exclusively in the fast-moving consumer goods sector. Thanks to its acknowledged expertise, customer focus and a network of more than 130 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 thereby contribute to the transition to a circular economy across the entire supply chain. www.lpr.eu

About Euro Pool Group

Euro Pool Group is the European leader in logistics services for returnable packaging in the fresh produce sector. Euro Pool Group is made up of two divisions, Euro Pool System (EPS) and La Palette Rouge (LPR). www.europoolgroup.com



Together towards a sustainable future