

LPR Press Release

Supply Chain
Balma (FR), November 2023

Appointment

LPR appoints Steve Belot as Country Manager FRANCE

European pallet pooling specialist, LPR-La Palette Rouge, announces the appointment of Steve Belot as its Country Manager France, as of October 1st, 2023.



Steve has an extensive experience in business development and supply chain management, having occupied several leadership positions within Yusen Logistics, Geodis, GXO and Kuhne & Nagel.

He was most recently Partner at Forizons, a consulting firm specialized in Supply Chain strategies.

As a true expert of Supply Chain, Steve has a comprehensive understanding of the French and International markets and its constraints and as such, will take over and consolidate the important link already established with the portfolio of customers and partners on the French market.

“Continuing to expand our global reach, bringing the Red Experience to more companies, while unwavering in our dedication to quality and service. Supporting our clients to reduce their carbon footprint and advance towards a circular economy remains at our core”, says Steve Belot.

Jean-Luc Guénard, Managing Director of LPR, adds: “I trust that Steve brings the drive and expertise to sustain our commitment to infusing environmental aspects into our clients' supply chains. He will help drive the commercial development and operational excellence of the business. Steve is enthusiastic, about the challenge of establishing new business for LPR and an “hassle-free supply chain” to our partners. His experience in FMCG, Retail, and Supply Chain management aligns with our goal of enhancing supply chain efficiency, reducing carbon footprint, and meeting sustainability objectives by creating shared value. Collaboratively with our clients and partners, we aim to optimize use of resources, reduce waste and promote pallet reuse and recycling”.

About LPR-La Palette Rouge

LPR - La Palette Rouge, a division of the Euro Pool Group, has been specialized in pallet pooling for 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 centers 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