

# LPR Press Release

Logistics/Food processing/Economics

Balma (FR), June 2021

International Development

## LPR expands into Romania

LPR-La Palette Rouge (a division of Euro Pool Group) is opening a new subsidiary in Romania to further strengthen its European presence and to support its customers who use its red pallets in their effective and efficient supply chains.

The new Romanian site is in addition to LPR's existing 8 European subsidiaries. This new location will allow LPR to satisfy the requirements of a growing number of customers in Eastern Europe, explains Xavier GOUBE, Managing Director of LPR division. *"Our ambition is to rapidly develop our positioning across the entire region. Due to its geographic location, Eastern Europe plays a strategic role in LPR's international growth and that of our customers. We must be able to support them in their development and provide them with the same quality of service wherever they are".*

By establishing a presence in Romania, LPR is offering pooled pallet users access to the expertise of a European group. LPR is able to adapt to client's specific needs and offers a pallet logistics management solution, both in terms of product, and of course service. LPR solutions are the best way for clients to benefit from optimised and flexible logistics, to control the pallet costs enabling customer business to remain competitive. LPR's formats pallets have been created to work in all of the sectors of the fast moving consumer goods markets. LPR pallets are accepted by all European retailers and distributors and are suitable for automated handling and storage systems.

*"Romania is one of the largest economies in the Central Eastern Europe region and a country with great potential for LPR to expand its pallet pooling services. LPR will be able to take advantage of its partnerships with the main retail chains - and international and local FMCG producers operating in Romania, in order to grow dynamically in the years to come"* adds Andrei Nicolae, LPR Commercial and Asset Manager in Romania.

Location :

### **LPR România**

Ploiesti West Park, Aricestii Rahtivani,

Str. Bruxelles Nr. 10

Cod postal 107025 Romania

Tel: +40 729 000 333 - Mail: [Info.ro@lpr.eu](mailto:Info.ro@lpr.eu)

### **About LPR-La Palette Rouge**

LPR - La Palette Rouge, a Euro Pool Group Division, has been a specialist in pallet pooling for more than 25 years and operates exclusively in the fast-moving consumer goods sector. Thanks to its recognised expertise, customer focus and network of more than 125 service centres across Europe, LPR provides its customers and their distributor partners with a comprehensive pallet service. Thanks to our reusable pallet system, our customers can reduce their environmental impact and therefore contribute to the transition to a circular economy throughout their supply chain. [www.lpr.eu](http://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](http://www.europoolgroup.com)

**Press contact:** For more information, please contact Sandrine Arnaud-Agence YCREA-HL [sarnaud@agencelavarde.com](mailto:sarnaud@agencelavarde.com).

Tel: + 33 06.34.04.52.58



Together towards a sustainable future