

# LPR Press Release

Distribution/Logistics/Transport  
Balma (FR), October 2022

International Development

## LPR opens its 10th European subsidiary in the Czech Republic

**LPR-La Palette Rouge (a division of Euro Pool Group) announces the opening of a new subsidiary in the Czech Republic, continuing its strategy of expanding its activities on a European scale. For the European expert in pallet pooling, Eastern Europe continues to be a driver for growth.**

With this latest opening in Prague, LPR now has 10 subsidiaries in Europe. After Poland in 2013 and Romania in 2021, the pallet pooling expert strengthens its territorial network in Eastern Europe. It is a rapidly expanding market in which LPR must meet the needs of a growing number of customers, as explained by Jean-Luc Guénard, Managing Director of LPR Division. *"This market represents strong growth potential for our company and allows us to offer a credible alternative of quality and price. Our objective is to manage both the export flows of the market, but also the internal flows of our customers who are developing their activities in the area. More and more mass distribution players are setting up in Eastern Europe, so it is important to be able to offer our customers the same quality of service wherever they are, in a constant process of optimising and sustaining their supply chain."*

By establishing a site in the Czech Republic, LPR teams can offer the expertise of a European group, with efficient, local, service. LPR pallets have been designed to work with all European FMCG manufacturers and distributors and are compatible with all automated handling and storage systems.

*"We are entering a dynamic region where many companies are focusing their manufacturing activities here, which is an opportunity for LPR to grow. In order to be able to develop successfully, perfect customer service, local knowledge and a perfect understanding of the needs of existing and future clients are essential. We are convinced that the local representation will support the optimization of the supply chains of many FMCG companies."* adds Slavomir Sykora, Commercial Director of LPR in the Czech Republic.

### LPR CZ

Prosecká 855/68 - Prosek, 190 00 Prague 9  
Tél: +421 948 462 343 - Mail: [info.cz@lpr.eu](mailto:info.cz@lpr.eu)

### About LPR-La Palette Rouge

LPR - La Palette Rouge, a subsidiary of Euro Pool Group, has specialised in the rental management of pallets for 30 years, and operates exclusively in the consumer goods sector. Thanks to its recognised expertise, its customer orientation and its network of more than 130 service centres across Europe, LPR provides a complete pallet service to its customers and their distribution partners. Thanks to our reusable pallet system, our customers are able to reduce their environmental impact and 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 reusable 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)



Together towards a sustainable future

Press Contact : Sandrine Arnaud-Agency HL-YCREA [sarnaud@agencelavarde.com](mailto:sarnaud@agencelavarde.com). Tel : + 33 06.34.04.52.58



Together towards a sustainable future