



LPR reinforces its partnership with leading sustainable retailer SONAE

LPR La Palette Rouge (LPR), a division of the Euro Pool System Group, announces the opening of a new service center in Azambuja in the SONAE Group's facilities, consolidating its solid and durable partnership with the leading retailer in Portugal. Objectives? Optimize the efficiency of its supply chain and reduce its environmental impact.

With the Azambuja center opening, LPR meets the expectations of SONAE, whose ecological values are important pillars of the group. The integration of the pallet's management activities in its own infrastructure enables to deliver optimized transport plans with minimal movement, reducing the number of total transport kilometers. As Hugo Silva, Operations Manager at LPR Portugal, explains *"We simplify the process, the industrials deliver their products and collect the pallets they need at the same place. This new organization allows reductions in operating costs, clear optimization of transport, and therefore a significant reduction in the carbon footprint ».*

This new center is also in line with LPR's European development strategy, which aims to be as close as possible to its clients in its day-to-day support, with simple and effective management solutions, such as the use of advanced computer tools. From ordering to collection of the pallets, LPR teams manage the supply chain by optimising every step in the process, providing their clients with a simple, efficient and sustainable solution.

Set in 2017, LPR goal has been to work with their partners to reduce its carbon footprint by 20% per movement in 2025.

"LPR's activity is directly linked to the circular economy and, as such, the greater the involvement and collaboration of modern distribution, the more impacting the results will be on the environment and the entire supply chain". Never has it been more important to foster strategic partnerships that go beyond finances - sustained growth, with modern retail operators, is a key part of the vision for the future of LPR" comments Flávio Guerreiro, Country Manager at LPR Portugal.

About LPR-La Palette Rouge

LPR - La Palette Rouge, a division of the Euro Pool Group, has been 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 a 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 thereby contribute to the transition to a circular economy across the entire supply chain. www.lpr.eu