

Outeirinho Group and LPR : a Sustainable Partnership

LPR – La Palette Rouge, the European pallet pooling specialist, announces the renewal of its partnership with the Outeirinho Group, a leading company in the bottled water sector in Portugal. Both entities are committed to continuing a longstanding strategic partnership, which contributes to the sustainable efficiency of the Supply chain.

This commitment goes beyond the signed contract, as the satisfaction of the Outeirinho Group with the services provided by LPR constitutes pivotal factors for the success and continuity of this enduring strategic partnership. *"Even during challenging times that have impacted society and the economy in recent years, such as the Covid-19 pandemic and periods of wood scarcity in the market, LPR has consistently demonstrated itself as a reliable partner, attentive to our needs, and has consistently fulfilled all orders without deviation from delivery lead times. This reliability is fundamental to our logistic operations. Our partnership with LPR lasts since several years, during which they have consistently delivered excellent service and proven to be a trusted partner, thus obviating the need for us to explore alternatives in the market,"* elaborates Francisco Ferreira, administrator of the Outeirinho Group.

Given the scale of the Outeirinho Group's operations and the nature of its business, pallet availability is crucial for success. LPR further ensures the quality of its red pallets at every stage of the business, a critical element in ensuring the smooth functioning of the entire logistics chain. This quality service, combined with the constant adaptation to customer requests and challenges, reinforced by easy communication and proximity between the parties, has led the management of the Outeirinho Group to renew the commercial partnership with LPR, which has been an important part of monitoring and developing the pooling system in one of the most representative national companies in its sector.

"The work carried out over the years with the Outeirinho Group has only been possible through close monitoring of our business partner and their evolution, based on professionalism and trust, reflected in the recognized service provided by LPR. The quality of service, as well as LPR pallets, are pillars supporting the growth of the Outeirinho Group's business. Aware of the challenges ahead, we will continue to ensure a response worthy of them," adds André Canedo, Sales Representative of LPR Portugal.

The pursuit of excellence in service to partners and the market in general, based on a close relationship with all business partners and suppliers, defines the activity of LPR - La Palette Rouge Portugal.

About the Outeirinho Group [Outeirinho Group | Water bottling](#)

Founded in 1992, the Outeirinho Group is a national leader in bottled water sector in Portugal. Freshness and purity are adjectives we have come to associate with Minho, where the Group is originally from, characterized by its lush vegetation and rich subsoil with pure waters flowing from numerous springs. Over the years, the Outeirinho Group has conquered the national market through partnerships with the largest Portuguese retail chains. The Group is recognized for its leadership in its segment, the quality of service provided, its competitiveness, and its values.

About LPR-La Palette Rouge

LPR - La Palette Rouge, a division of 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 135 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

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