



Direct interface to the cargo carrier market - EPAL to deploy field managers in the future

In the future, the largest pallet pool in the world will be directly represented in the market place by field managers. This step has just been revealed by the operator, European Pallet Association e.V. (EPAL) based in Düsseldorf. In this way EPAL intends to expand the system, which has been put into practice with much success in France and the Netherlands, to include further countries.

"We are already very closely connected with our member companies today through our National Committees. These make a contribution to the constant improvement of the cargo carriers and services on offer" according to Martin Leibrandt, CEO of EPAL. "However, the future deployment of field managers will generate an active interface and therefore a direct connection within the markets."

The role of the EPAL field managers will specifically encompass capturing the market requirements through dialogue with the users. Additionally, support will also be developed and made available in the form of training sessions.

"Through permanent dialogue and the offer of training sessions we wish to implement the future optimisation of the EPAL system even more quickly, in accordance with market requirements, and in this way further enhance the effectiveness of our pool" Martin Leibrandt explains.

Accordingly, the feedback from industry, trade and logistics should play an even greater role in the sustainable expansion of the world's most successful pool system for cargo carriers.

EPAL companies produced 50 million pallets during the first three quarters of 2012, as well as carrying out 18.4 million repairs - with the trend set to continue rising.

EPAL recently set the course for optimisation and further development in 2013 with the commissioning of a new inspection company, Bureau Veritas.

You can find more information on this subject at www.epal.eu

EPAL European Pallet Association is the European umbrella organisation of licensed manufacturers and repairers of EPAL/EUR pallets and box pallets, founded in 1991. EPAL is globally responsible for the consistent quality of EPAL/EUR cargo carriers and utilises external auditing for quality assurance purposes. EPAL is represented in 13 countries by their own National Committees, who undertake to implement the EPAL objectives on a national level.