

## **Young's Seafood enhances dedication to sustainability through partnership with Pooling Partners**

Young's Seafood Ltd has signed a contract with Pooling Partners to increase movements of its household name products while at the same time improving supply chain efficiency, reducing waste and further enhancing its dedication to environmental sustainability.

By pinpointing areas in which incremental changes can be made, Pooling Partners will aid Young's in utilising palletisation methods that reduce transport costs and harmful emissions.

Like Pooling Partners, Young's is committed to developing relationships with businesses, suppliers and customers to deliver services/products efficiently and improve sustainability methods. Young's believes that creating a truly virtually-integrated business is imperative to this and set up its VIP initiative (Virtual Integration Programme) to specifically focus on collaborative partnerships.

With an emphasis on driving innovation in the marketplace, the programme inspires partners to collaborate on joint projects and implement more efficient methods.

"The Virtual Integration Programme helps us work with our partners to improve innovation, quality and efficiencies, moving us away from transactional relationships, towards collaboration across a network", says Stuart Caborn, Chief Supply Chain and Procurement Officer, Young's.

Young's is among the many manufacturers that are aware of, and looking to reduce, the considerable waste that accumulates throughout the manufacturing process. With its extensive knowledge and expertise, Pooling Partners will be able identify areas of significant waste and the effective solutions to combat this.

Phil Storer, Director for Pooling Partners, said: "Young's is one of the oldest and best known seafood brands in the UK market and, like us, puts sustainability at the heart of everything it does. Every day Young's Seafood is making sure that – from plaiice to plate – everything it does is carried out responsibly and with future stocks in mind. We have the same approach to our pallets."

"We do what we do thousands of times every day, that's how we've become the efficiency experts we are. We continuously improve the processes we operate to ensure streamlined pallet flows. We orchestrate and synchronise complex and extensive recovery, inspection, repair and fulfilment operations to deliver seamless pooling solutions to customers every day.

"We will have Young's interests at heart as we continuously optimise the pool performance and flows together with our extensive logistics capability. Our focus is always to run a network that is perfectly suited to what our customers need."

**Pooling Partners** is Europe's #1 integrated full-service pooler and producer of pallets and boxes. With a history dating back to 1891, this Dutch family business provides pallet and box pooling services across Europe and is also one of Europe's largest producers of wooden pallets. It operates three pooling networks in demanding supply chains: the IPP Logipal pool, the European Exchange Logistic network PAKi, and its PRS Return System.

The **IPP Logipal pool** is leading in rental provision of pallets and boxes in fast moving consumer goods and industrial supply chains across Europe. Via an extensive service centre network customers rent IPP pool pallets to store and deliver their brands. By deploying its pooling expertise in recovery and refurbishment, customers of the IPP Logipal pool are provided with pool pallets when and wherever they need them.

The European Exchange Logistics network is the market leader in pool management of exchangeable and standardised load carriers such as Euro pallets and box pallets. Customers receive pallets at the right quality where and when they need them and return them wherever and whenever; via an extensive network of more than 10,000 pooling stations across Europe.

The PRS Return System is an efficient and reliable pooling system for users of CP-type pallets in the demanding polymer and chemical sectors across Europe and Turkey. For nearly 20 years it has contributed to sustainability by strongly growing pallet re-use and reducing packaging waste.

Pooling Partners is a long-standing and leading exponent of circular economy models, promoting recovery and continual re-use of durable standard pallets and boxes in efficient and sustainable pooling systems. Its production facilities source from sustainably managed forests and produce and repair over 20 million pallets and boxes per annum from wood that is PEFC™ or FSC® certified.

The company has an annual turnover of more than € 300 million and employs around 800 staff. For more information, please visit: [www.poolingpartners.com](http://www.poolingpartners.com).