

Pooling Partners gets fruity ahead of Wimbledon fortnight

Ace Service

A Coventry logistics business is getting fruity as it gears up for Wimbledon fortnight and the venue's traditional summer treat – strawberries and cream.

Pooling Partners, headquartered in The Netherlands and based in Meriden, pools and manufactures wooden pallets. It is set to deliver millions of freshly-picked punnets from more than 50 soft fruit, vegetable and herb growers across the UK and Europe in order to keep supermarkets well stocked with summer fruits.

Phil Storer, UK director for Pooling Partners, said: "The epitome of summer is long, cool drinks filled with fresh fruit and herbs – from melon to mint – and the chances are we delivered that experience on a pallet.

"The Wimbledon fortnight is always big business for us as 'Murray mania' takes hold and people strip the shops of punnets of strawberries and cartons of cream – which we also deliver by the tens of thousands of litres.

"People want to cheer him on to see if he can get his third Wimbledon victory – and they like to make an occasion with friends and family, followed by a barbeque. It is almost a tradition but it is definitely behaviour that drives our volumes."

He said the chances were that other seasonal lines including beer and barbeques, scones, jams, water, crisps, snacks and sun cream will likely find their way to a supermarket on a Pooling Partners pallet.

Entering into the spirit, Storer added: "Wimbledon is the beginning of what will no doubt be a long, hot and profitable summer for our customers, who are looking for ace service with no faults."

About

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 network PAKi Logistics, 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 PAKi Logistics network is leading the market 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 € 317 million and employs around 800 staff.

For more information, please visit: www.poolingpartners.com
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