

BREXIT ISN'T THE ONLY WAY OF BURNING MONEY.

A burning issue for pre-Brexit economy

Village and community bonfires which often use wooden pallets to bulk out their annual displays could just be hindering business in the pre-Brexit economy, according to Pooling Partners, a pan-European company that manufactures more than 20 million pallets each year.

The historical meaning behind the lighting of bonfires was to announce the successful defeat of the gunpowder plotters in November 1605, but according to Pooling Partners UK and Ireland director Phil Storer, pallets have replaced the effigies of Guy Fawkes and this costs the UK economy millions of pounds it cannot afford.

Storer, who coined the phrase ECONomics to describe the circular economy of the cost-effective repair and repatriation of pallets to drive growth and reduce waste in the supply chain, said: "In pre-Brexit Britain, few people have money to burn."

"Think of the humble pallet. Happily carrying its heavy load through the supply chain before it can be re-invigorated and start the process again – only to find that its life's work is tragically cut short - for all of the forestry, manufacturing and repairing effort to go up in flames. I am the last person in the world to be a killjoy, but a village bonfire can be a massive pile of bank notes awaiting destruction."

"Sometimes the cost of pallets will exceed the value of any fundraising for local causes that the bonfire is trying to achieve – which is perverse."

"They may not be pretty, but our particular circular economy cannot function without the humble pallet and to see such waste from perfectly re-usable products is not only damaging to businesses, but contributes to increased costs of everyday goods.

"It is cheaper to repair them than make new pallets, as well as being more sustainable for the environment," said Storer whose company is the only European business that manufactures as well as rents wooden pallets in scale to a host of famous household brands.

The average cost of a new pallet can be between £8 and £10 while it costs only a fraction of this to repair them and return them to the supply chain.

"As Brexit approaches and securing worldwide new trade agreements will be key, then our cost competitiveness is critical and the humble pallet has an important role to play in reducing waste".

"So the next time you see a pallet awaiting its fate in celebrating the demise of Guy Fawkes, look again. It's not an old wooden pallet that has been unloved and abandoned, but a vital cog in the

circular economy underpinning our supply chains. A little education and forward planning is needed to save the essential pallet from the flames.”