

Premier Tech sees efficiencies grow with half pallet

A retail and sustainability success story



Store Fulfillment Solutions

The Opportunity

Help a nearly century-old horticulture company move product more effectively through its warehouses, on trucks and into customer stores while maintaining its commitment to sustainability.

The Solution

Collaborate with CHEP on the adoption of CarbonNeutral® pooled half pallets to ease picking and packing processes, meet retailer expectations and eliminate carbon emissions.



“Our retailers tasked us with simplifying our operations: reducing space needed, reducing the number of trucks on the road and reducing our carbon footprint. Once again, CHEP pallets have helped us meet that challenge. The half pallet really is a game changer.”

— Chris Dennison
Warehouse Manager
Premier Tech

Even if you're unfamiliar with Premier Tech, chances are their products have played a role in your life. Premier Tech launched in 1923, when two brothers emigrated from Germany to the United States to market sphagnum peat moss.

Nearly a century later, that family-run company has evolved into a global business. Premier Tech's focus is on feeding, protecting and improving our world through its 14 different brands including PRO-MIX, C-I-L, Wilson and Alaskan. You'll find its products on shelves at many of the world's leading home and garden retailers.



Those same retailers recently had a new challenge for Premier Tech: Find a new way to deliver your product. They wanted to save space in the warehouses and trucks and grow their sustainability efforts in the process. Premier Tech turned to CHEP, its partner of nearly 25 years, for a solution.

“Our goal was to begin transporting store orders of fewer than 60 cases with the right-sized pallet,” says Chris Dennison, warehouse manager at Premier Tech. “We needed to make picking simpler for our team, and put away easier for our customers. That meant adopting a pallet designed to handle mixed orders, while sturdy enough not to buckle under heavy bags of potting mix.”

CHEP had just the solution: its durable 40x24-inch CarbonNeutral® pooled (shared and reusable) half pallet, perfect for small quantity shipments. Premier Tech quickly utilized CHEP half pallets, which instantly doubled available space in its picking zones. The half pallet mixes easily with 48x40 pooled pallets, allowing Premier Tech to maximize space in its trucks. In addition, the half pallet's significantly lighter and innovative design makes it easier for materials handling equipment to lift it.

Furthermore, Premier Tech's interest in the half pallet went beyond operational benefits. CHEP's "share and reuse" business model is inherently sustainable, and CHEP achieves net zero carbon emissions for the half pallet by supporting the Mississippi Valley Reforestation Project.

"It's imperative for today's businesses to take a comprehensive look at how their operations impact the environment," Dennison says. "We're re-examining every element of our business to become more sustainable – for example, we're trying to reduce bag thickness by 30%. We consume a lot of plastic, and the half pallet allows us to reduce the amount we use to prepare shipments. Every step we can take to reduce carbon emissions is important to us."

Moving forward, Premier Tech plans to continue adopting half pallets for store shipments, and eventually convert most of its supply to CHEP pooled pallets.

"We couldn't be more pleased with the availability and quality of CHEP pallets. CHEP is helping us meet customer expectations while simplifying our own operations – it's a very fruitful partnership," Dennison says.



To learn how CHEP's Store Fulfillment Solutions can help you grow your business sustainably, please contact us at:

www.chep.com

1-800-243-7255

goblue@chep.com

Premier Tech has received substantial benefits from adopting CHEP's CarbonNeutral® pooled half pallet.

- + Doubled the available space in picking zones.
 - + Maximized space in its trucks, reducing empty transport miles.
 - + Reduced lifting required by both customer and Premier Tech team members.
 - + Achieved net zero carbon emissions for the half pallet with CHEP's support of the Mississippi Valley Reforestation Project.
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Learn how we are solving for common industry challenges.

brambles.com/zero-waste-world

Benefits customers have received from CHEP's Environmental Sustainability Solutions:

Testing at CHEP's Innovation Center helped Grimmway Farms reduce its CO₂ emissions by more than 1.23 million pounds.

Storing nearly 100,000 CHEP pallets on site, allowed Bottomley Evergreens to reduce waste and create off-season jobs.

Wholesum Harvest used money saved on reduced carbon output to build stoves for 30,000 families in Mexico.