

# Colleagues in carbon reduction: how the CHEP plastic quarter pallet helps Bahlsen lower its emissions



## The Business

Bahlsen, based in Hanover, Germany, was founded in 1889 by Hermann Bahlsen, and remains family-owned to this day. Today it exports cakes and biscuits around the world, and have even coined a now-popular German word for biscuit, *Keks*.

## The Challenge

In 2010, Bahlsen set itself a 10-year target to reduce its consumption of gas, electricity and water by 20% and to reduce its output of CO<sub>2</sub> and landfill waste by the same percentage.

## The Answer

CHEP has helped Bahlsen to make a successful start to its waste-reduction initiative, with the significant sustainability benefits of the CHEP New Generation Quarter Pallet and our Carbon Neutral Pallet Programme.



### Five benefits of the CHEP solution

1. Greener solutions: pooling is inherently sustainable, and Bahlsen uses the CHEP Carbon Neutral Pallet Programme to fully offset its carbon emissions.
2. Fewer truck miles: CHEP quarter pallets stack 36 high, meaning trucks can carry more in one journey
3. A safer supply chain: the CHEP New Generation Quarter Pallet is easier and safer to handle
4. Greater prominence in-store: CHEP's Blue Click® system makes it easy to attach promotional displays
5. Time savings: taking goods and promotional displays straight to the shop floor speeds up processes



## “Our partnership with CHEP is helping us achieve our 10-year sustainability goals”

**Michael Kloefkorn**

Head of Corporate Sustainability, Bahlsen

### Quarter pallets: financial and environmental advantages

The CHEP New Generation Quarter Pallet is designed to take goods straight from the manufacturer to the shop floor. It helps to increase sales by improving product visibility in retail spaces and by allowing goods to be replenished quickly.

It also offers significant environmental benefits – a key requirement for Bahlsen. For example, it has been redesigned for better “nestability”, and can now be stacked 36 high, compared with just 30 for its predecessor. This means more pallets per truck, reducing the number of trucks on the road. Bahlsen has also chosen to use CHEP’s Carbon Neutral Pallet Programme to fully offset the CO<sub>2</sub> emissions associated with its pallets, via reforestation projects.

### Design benefits independently confirmed

The CHEP New Generation Quarter Pallet is better for Bahlsen in other ways too. It uses CHEP’s Blue Click® system, which the cardboard promotional displays to be attached more quickly and securely, saving time and money. It is also easier to handle thanks to its ergonomic grips, tilt-resistant thanks to its lower centre of gravity, and safer thanks

to new edges designed to reduce the risk of injury – benefits that have been independently confirmed by the Fraunhofer Institute, a leading German research organisation.

### Working together to help the environment

Bahlsen sees its relationship with CHEP as a sustainable partnership to increase efficiency and conserve resources, and a key contributor to its 10-year plan to reduce CO<sub>2</sub> emissions by 840 tonnes and waste by 2,090 tonnes.

“Our partnership with CHEP is helping us achieve our 10-year sustainability goals,” says Michael Kloefkorn, Bahlsen’s Head of Corporate Sustainability. “We especially appreciate their Carbon Neutral Pallet Programme. It compensates for all emissions related to the quarter pallet, making an important contribution to our carbon-reduction goals.”

**Let’s talk.** Our dedicated Customer Service team will be glad to provide further information about CHEP’s managed pooling services. Alternatively, you can contact a local representative through [www.chep.com/chep\\_in\\_your\\_language/](http://www.chep.com/chep_in_your_language/)