

Delivering fresh produce and efficiency to every part of Europe



The Business

Agroponiente is one of Spain's leading fruit and vegetable producers. Based in the south-east of the country, it has 25 years' experience exporting Spanish produce across Europe.

The Challenge

Until 2013, Agroponiente used white pallets when exporting to much of Central and Eastern Europe (CEE). It needed a more efficient solution: higher quality equipment and a more regular supply of pallets to overcome peaks in growth cycles.

The Answer

CHEP's managed pooling service encompassed seven new CEE countries in 2012. Agroponiente can now rent and share high-quality pallets across the whole of Europe, cutting costs and improving performance throughout its supply chain.



Five benefits of the CHEP solution

1. Increased efficiency across borders: pallets can be shared with supply chain partners throughout the whole of Europe – including in Romania, Bulgaria, Croatia, Serbia, Estonia, Latvia and Lithuania
2. Reduced costs: Agroponiente can now rent and share pallets rather than having to own and store them
3. Reduced product damage and pallet failures, thanks to CHEP's quality assurance and pallet reconditioning
4. Greener solutions: CHEP pallets use sustainable timber and reduce the need for protective packaging
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“CHEP’s high standards of service and innovation fit perfectly with our business culture”

Antonio Escobar, Managing Director, Agroponiente

Country General Manager for CEE.

Managed pooling: a truly pan-European solution

Agroponiente has been working with CHEP for more than 20 years, mainly in Western and Central Europe. As a result, it saw increased efficiency, performance and business growth in these territories. So when CHEP expanded its pooling service to seven new countries – the Balkan states of Romania, Bulgaria, Croatia and Serbia, and the Baltic states of Estonia, Latvia and Lithuania – Agroponiente took full advantage.

“The distribution chains of our customers in Central Europe are accustomed to pallet pooling and prefer this type of system over other alternatives,” said Antonio Escobar, Managing Director of Agroponiente.

Moving away from white wood brings major benefits

White pallets vary in quality and are prone to failure, resulting in product damage, rejected deliveries and even safety hazards. It costs extra time and money to put things right – especially where cross-border trade is concerned. In CEE countries, white pallets are still used extensively. “Our expansion was a direct response to requests from many CHEP customers who have had to deal with the inefficiencies and high costs of the white exchange pallet system,” says Jochen Behr, CHEP’s

CHEP’s scale and systems ensure reliable pallet supply

Thanks to CHEP’s scale, Agroponiente can always get hold of the equipment it needs in the right quantity and locations. And CHEP’s electronic ordering and tracking systems make it easy for Agroponiente to manage and optimise the use of equipment across its supply chain.

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/