The Business

The Eckes-Granini Group, headquartered in Germany, is one of the leading producers of fruit beverages in Europe. It has an annual turnover of €899m, more than 1,600 employees and exports to over 80 countries worldwide.

The Challenge

Having worked with CHEP for many years, Eckes-Granini wanted to explore new ways to display its products in retail spaces, and to help co-packers and retailers create impressive displays, quickly and easily. It also wanted to cut its overall CO₂ emissions, and find new operational efficiencies.

The Answer

In 2014, Eckes-Granini became one of the first companies to use CHEP’s New Generation quarter pallet (P0604B), with patented Blue Click® technology, generating immediate benefits in display flexibility, handling and sustainability.
A Brambles Company

For Eckes-Granini, these environmental benefits are a powerful business case to present to stakeholders and investors. “The fact that all quarter pallets are carbon-neutral certified helps us with our sustainability agenda,” Riedel says.

Improved efficiency with the power of pooling

The New Generation CHEP quarter pallet is designed to improve operational efficiency across the supply chain – from reducing storage space requirements at depots by up to 20% to reducing the time spent attaching displays by up to 50% compared with previous models.

It also includes all the usual benefits of CHEP managed pooling: reduced costs, as you rent and share pallets rather than having to own and store them; reliability of supply, thanks to our unrivalled scale; and reduced pallet failures, thanks to our rigorous quality assurance.

Let’s talk. Our dedicated Customer Service team will be glad to provide further information about our quarter pallet solutions, and how they could help your business. Alternatively, please call your local CHEP representative. You’ll find their contact details online at www.chep.com/chep_in_your_language/

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