

**MEDIA RELEASE
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**Logistics expert takes on the world
Trans.L Systems the only Aussie at sold out Fresh Summit US Trade Show**

For economically bruised growers, suppliers, and retailers, leading 'fresh' logistics company Trans.L Systems says that reusable transport packaging (RTPs) systems are the answer. This is the message the Australian based supply chain solutions expert is promoting at the sold out PMA Fresh Summit in Orlando Florida.

The Conference and Trade Show is a mecca for the fresh food sector and a who's who of growers, distributors and supermarket retailers from across America and around the world.

"Wherever you are in the world, Trans.L can show you tangible ways in which you can unlock the benefits of reusable packaging and see the results on your bottom line," says Ian Neeland, CEO of Trans.L Systems.

Ian and the Trans.L team committed to communicating their green and profit-building messages at the PMA trade show amongst 900 exhibitors. As well showcasing its supply chain transformation design and project management services, the Company is displaying its state of the art returnable plastic crate erector – a machine which Mr Neeland says can reduce packaging costs by around 25%. Trans.L Systems has already attracted strong interest in its solutions for transforming carton-based supply chains to reusable packaging notably at the sold out PMA Fresh Connections Conference held in Sydney in August 2008.

"In the USA and across the world, we're focused on helping growers and retailers unlock the value of using RTPs," says Ian Neeland. "We're hearing that growers and retailers are being bruised by the current demanding economic and environmental conditions. We can show that RTPs such as returnable plastic crates and larger returnable merchandise units are a cost effective way to ensure enhanced freshness and produce quality which drive sales and improve margins."

Trans.L customers who have converted their supply chains to reusables were also uncovering significant green benefits including reduced water use and fewer carbon emissions. Mr Neeland said supplying specialized equipment that automates the handling of RTPs, improving safety and enhancing productivity is a key part of the Trans.L end-to-end solution.

About Trans.L Systems Pty Ltd

Trans.L Systems™ is a supply chain transformation company, extracting maximum value for its customers via the implementation of Returnable Transport Packaging (RTPs) Systems. Formed in February 2008, Trans.L currently has operations in Australia, Asia and the US. As part of the R.L Windsor Group, Trans.L Systems partners with Fibre King®, an engineering company servicing the manufacturing industry with more than eighty years experience. Trans.L has 50 employees through this alliance and its head office in Melbourne, Australia.

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