

MEDIA RELEASE

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Feeling Bruised?

Returnable transport packaging the 'Fresh' supply chain efficiency solution says Trans.L Systems

As economic conditions put pressure on family budgets, fresh food retailers and others in the 'fresh' supply chain are looking for ways in which they can deliver increased efficiency. Leading 'fresh' logistics company Trans.L Systems says that returnable transport packaging (RTPs) systems are the answer for growers, distributors, and retailers in Australia and New Zealand currently feeling the pain in the 'fresh' supply chain.

Trans.L Systems emphasized there were opportunities in the current marketplace, and demonstrated the RTP offer from its stand at the sold out PMA Fresh Connections Conference being held at the Four Point Sheraton in Sydney on 14 and 15 August.

"Current market conditions are causing everyone to more closely examine their supply chain and seek ways in which they can extract additional value," said Ian Neeland, CEO of Trans.L Systems. "We've recently helped growers and retailers unlock the value using RTPs and they have achieved some significant benefits."

Mr Neeland said that in a marketplace characterized by an oversupply of vegetables in some regions, softening consumer demand in domestic and export markets, water shortages, and record prices for fuel and fertilizer, growers were being squeezed all the way from the farm.

"We're hearing that growers and retailers are being bruised by these conditions," he said. "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 quality. They can also achieve significant green benefits including reduced water use and fewer carbon emissions. As part of our offer, we can supply specialized equipment that automates the handling of RTPs, improving safety and enhancing productivity."

At the high end, Ian Neeland said that leading retailers in the 'fresh' space were fighting to win market share and achieve efficiencies in a more challenging marketplace. He said RTPs were a key competitive benefit they were using to win that war.

"Supermarkets, growers and distributors big and small, can achieve the same significant rewards when they integrate RTPs into the supply chain," he said.

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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