

MEDIA RELEASE

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Australian logistics Company offers unique RTP perspective

Trans.L Systems™ Joins Reusable Packaging Association

A unique perspective on key issues for Returnable Transport Packaging (RTP) in Australia and Asia will be offered by Australian-based logistics company Trans.L Systems™ a newcomer to the US marketplace. Trans.L recently joined the US-based Returnable Packaging Association (RPA) as a way of communicating its message. This followed the opening of its US office in San Francisco – a location close to key fresh produce regions in California.

Trans.L Systems is dedicated to promoting the many green and profit-building advantages that reusable packaging solutions can bring to retailers, processors, and other supply chain owners with a focus on what can be learned from the Australian experience with RTPs.

“The adoption of reusable packaging throughout the fresh produce supply chain is considerably higher in Australia (60 %) compared to the United States (12 %),” said Ian Neeland, Chief Executive Officer of Trans. L Systems.

Mr Neeland has a particular focus on how Australia has overcome the challenges and issues still facing the U.S – an approach which is attracting considerable interest among ‘fresh’ supply chain participants in the US and South America.

“Our Company has a strong track record in working with retailers to design returnable supply chains for their fresh food procurement programs. We also bring automation to assist the handling of reusable packaging in wash plants and the packing operations of grower shippers and food processors,” he said.

“This automation reduces the costs and improves the safety of reusable transport packaging. Until now, the automation piece has been lacking in the US market.”

“We believe our membership of the RPA will help Trans.L Systems as we expand our business in the United States,” said Ian Neeland, CEO, Trans.L Systems. “The association offers great networking opportunities and supports our focus of helping growers, manufacturers and retailers unlock the value of reusable packaging solutions.”

A team from Trans.L will be visiting the United Fresh Trade Show in Las Vegas in late April 2009.

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About Trans.L Systems

Trans.L Systems is a supply chain transformation company, dedicated to extracting maximum value for its customers via the implementation of Reusable 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 is in Melbourne, Australia. It recently opened an office in San Francisco. For more information, visit www.translsystems.com

About the RPA

The Reusable Packaging Association is a collaborative effort between manufacturers, third party service providers, end-users and academia to promote the environmental, safety, and economic benefits of reusable packaging. The RPA serves as the collective voice of industry and uses its knowledge of the members' products and services to advance the adoption of reusable packaging and systems throughout the supply chain. The RPA is focused on promoting the expansion of reusables as the preferred packaging solution across supply chains in all industries. For more information, visit <http://www.choosereusables.org> or call +1 (703) 224-8284.

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