



Receive_Return_Re-use

Relieving pain in the supply chain

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.

Newly established 'fresh' logistics company Trans.L Systems said returnable transport packaging (RTPs) systems were the answer for growers, distributors and retailers in Australia and New Zealand currently feeling the pain in the 'fresh' supply chain.

Trans.L Systems emphasised there were opportunities in the current marketplace, and demonstrated the RTP offer from its stand at the PMA Fresh Connections Conference held in Sydney in 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 value using RTPs and they have achieved some significant benefits."

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

"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."

