



CARTONPLAST
Group

More than once



Heading for new markets: Michael Heikenfeld, managing director and CSO of Cartonplast Group GmbH

Packaging – and the resources and energy it consumes – is one of the major challenges facing the planet. It is therefore good to see a company within the logistics industry putting its energies not just into making money but into ways to reduce the environmental impact of its products as well. With its unique pool system of transport packaging for the food and beverage, pharmaceutical, and cosmetics sectors, Cartonplast Group GmbH has through 30 years of experience perfected a system of packaging logistics which offers only advantages and no downside. 100% recyclable and with a transparent pricing structure, Cartonplast's sustainable business model for the transportation of containers is finding favour with customers around the world.

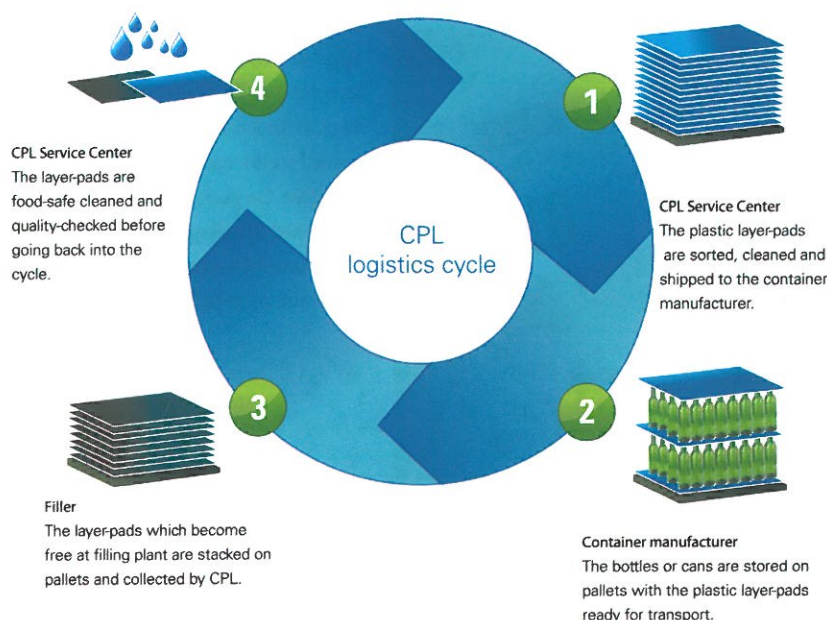
The secret to the success of the CPL pool system can be summed up into two words: "closed loop," as Managing Director and CSO Michael Heikenfeld explains. "The cycle is complete from both a materials and a logistics point of view, which makes the pool system highly efficient and cost-effective." It also means that the impact on the environment is kept to an absolute minimum. The heart of the system is layer pads made from long-lasting polypropylene. These are used to separate and stabilize multiple layers of bottles, cans or other containers stacked on transport pallets. The CPL logistics cycle starts and ends at one of Cartonplast's many service centers worldwide. They are responsible for sorting, cleaning and shipping the layer pads to the container manufacturers. The bottles or cans are stacked on pallets with the layer pads separating each layer, ready for transportation to the filling plant. As the containers are fed into the filling lines, the layer pads become free and are collected by CPL to be fed

back into the logistics cycle. The returned layer pads undergo cleaning to food hygiene safety standards and are subjected to quality checks before they can be returned into the cycle. Scrap pads are recycled to make new pads without the slightest loss in quality, thus closing the cycle. There is a certain beauty to the CPL pool system from whichever angle it is viewed. "The system offers users many direct benefits and a number of incidental ones too," says Mr. Heikenfeld. "Firstly, and most

importantly, our customers can rely on safe, hygienic transportation of their products. Secondly, the rental-based logistics concept guarantees a cost-effective, transparent pricing structure, which can form the basis of onward planning for many years. Renting and pooling all over Europe leverages packaging in peak seasons from low-demand areas to those with high demand. The users of the CPL pool system can opt to sell their proprietary packaging to CPL, thereby releasing tied-up and

unproductive capital for investment in their core activities. With no day-to-day running costs, further savings can be had." Another advantage of the pool is that spare pallets are circulated externally, freeing up warehouse space for other projects. When compared to a quality cardboard pad, Cartonplast pads are not just the more cost-effective option but also a more reliable alternative. "In the UK in 2012, when glass works had amassed substantial stocks of glass, they encountered problems with items stored on cardboard," illustrates Mr. Heikenfeld. "The cardboard absorbed moisture and disintegrated over the storage period." ■

You can read the whole article at www.european-business-journal.com



Reliable, reusable, recyclable: the Cartonplast pool system

Cartonplast Group GmbH

Marie-Curie-Strasse 8
63128 Dietzenbach
Germany

Phone: +49 6074 85310
Fax: +49 6074 853199
info@cartonplast.com
www.cartonplast.com