

## **Euro Plant Tray eG continues to grow**

Euro Plant Tray eG has continued to grow strongly since the beginning of the year. Following the IPM in Essen, the Austrian garden centre chain Bellaflora, the German Vahldiek AG Blumengroßhandel and the Dutch Royal FloraHolland and Dutch Flower Group have joined EPT.

"Royal FloraHolland has decided to join Euro Plant Tray eG in order to contribute with our expertise and experience to the introduction of a functioning reusable pool system. We are at the beginning of the transition from single-use plant trays to reusable trays with the aim of a sustainable supply chain in horticulture. It is important for us to represent the interests of our members in the development of this new European industry standard.

Marc Goudzwaard, Manager Supply Chain & Logistic Means, Royal FloraHolland

"Having Royal FloraHolland joining Euro Plant Tray eG is an important sign of the relevance of our activities," says Flora Späth, EPT board member and representative of the Association of Flower and Plant Wholesalers of the Netherlands VGB. "Not only does this give us further input from the producers that FloraHolland represents, but we also benefit from the pooling and logistics experience of one of the most important companies in our industry. With Bellaflora we also have the first Austrian member - another step towards the goal of a European industry solution. "

In February, Euro Plant Tray eG also became a member of the Association of Cooperatives (Genossenschaftsverband - Verband der Regionen e.V.) after successfully registering as a cooperative.

Dr Jens Oldenburg, Managing Director of the Stiftung Initiative Mehrweg and moderator at Euro Plant Tray eG comments: "The successful registration was a long journey for all involved. A cooperation of producers, retailers, wholesalers and traders to create an European industry reusable standard for plant transport is unique in Europe and of course subject to strict anti-trust rules, which the members of the cooperative attach the highest importance to comply with. Cooperation with experienced legal partners is an important basis for achieving the common goal of sustainable packaging solutions. The cooperative association also subjected EPT's business plan and articles of association to an intensive review. We are glad that this process has now been completed and that Euro Plant Tray is recognised as a registered cooperative and is able to act and grow further."

After months of intensive discussions and preparation, the practical testing of the new EPT Trays will now begin with the start of the 2023 spring season.

In 6 supply chains in Germany and the Netherlands, two trays from different manufacturers for pots of 10-11cm and 10.5-12cm respectively will be used and assessed at all stages of the supply chain. More than 10 growers, 6 wholesalers, Royal FloraHolland and more than 50 retail outlets are involved.

An evaluation of the trays, which include a variety of criteria regarding handling, general condition and appearance at the POS, will take place from mid-May. In June, a cooperative meeting will decide which of the trays will be launched on the market from January 2024.

For more information, please visit [www.eur](http://www.eur)