



**Euro
Plant
Tray**

**MORE
THAN JUST
A TRAY.**

Attention: New rules for plant trays

The PPWR countdown ends at the end of 2029!



2026
2027
2028
2029

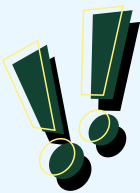
That's why the horticultural sector is now turning to reusable trays! The PPWR (Packaging and Packaging Waste Regulation) came into force on 11 February 2025. From 12 August 2026, the regulations will become binding and applicable in all EU Member States. The focus is on waste prevention – because packaging should not become waste in the first place. **For the green sector, EPT reusable trays are therefore a game-changer.**

Independence from raw material crises and price rises, reliable carbon footprint tracking, and more sustainable & cost-effective with every cycle: **reusable trays in the EPT system ensure future-proofing, stable prices and greater efficiency.** EPT trays were developed by the industry for the industry, making the switch incredibly easy.

EPT Trays: The reusable all-rounders

EPT Trays are more than just reusable plant carriers. They form part of **reusable system solution for the plant industry that is established across Europe** – currently the only model that **operates across borders, is widely used, and is accepted throughout the market by over 30 industry players.**

- ✓ Cost-effective after just a few cycles and unaffected by rising raw material costs
- ✓ Liquidity-friendly rental model
- ✓ No investment or disposal risks



Future-proof and PPWR-compliant:

- Reusable within the system
- Tracking of actual cycles possible
- Verification of CO₂ savings
- Transparent data basis for regulatory requirements

... DID YOU KNOW?

Employees love EPT Trays because of their stability, functionality and reduced risk of injury!





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Reusable trays. Not extra-cost trays



A successful reusable system starts with the right tray and its integration into the **entire supply chain**. Only within such a system can return rates be reliably achieved, circulation rates made measurable and carbon footprints reliably documented – and thus PPWR-compliant.

The right plant tray system is crucial for a future-proof business model.

EPT – the Europe-wide standardised reusable system

Tried and tested in practice with many advantages:

- ✓ EU-wide resource savings and waste reduction
- ✓ EU-wide return logistics and high availability
- ✓ Proven in practice: high stability and better product protection
- ✓ Maximum return rates within the system (close to 100%!)
- ✓ High proportion of recycled material
- ✓ Recycling of defective units

More than 30 renowned partners are already part of this European industry initiative: one system – from producer to retailer.



NEUTRAL POOL MANAGEMENT – EU-WIDE COVERAGE

- Extensive depot network
- Issue and return
- Cleaning and quality management
- Transport and empties management
- Inventory management

=> Basis for verifiable circulation data

=> Prerequisite for CO₂ balances and regulatory compliance (PPWR)

The cost of reusable vs. single-use

EPT 400 Tray	EUR
3-year lease p.a. incl. pool operator*	€ 0,70
Number of cycles p.a.	4
Total cost per use	€ 0,17

Disposable Tray 400	EUR
Cost per tray**	€ 0,35
Number of cycles p.a.	1
Total cost per use	€ 0,35

Cost-effectiveness depends on individual circulation figures, logistics and system integration.

And don't forget: with **raw material prices currently rising** sharply, reusable options are becoming increasingly cost-effective!

* Based on EPT member price, 3-year pre-payment

** Depending on the location, costs for disposable trays may vary due to the single-use plastic tax.



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We're here

to support you!

- System analysis & supplier network
- Demand planning
- Tests & implementation
- Optimisation
- Market launch
- Marketing and communication
- Scaling
- Integration into an existing European reusable system
- Development of data structures for PPWR documentation

SAVE the DATE: Get PPWR-ready now!

Successful trading with EPT trays

Thanks to a tried-and-tested, practical approach, switching to EPT trays is no problem for you and can be done at any time whilst business continues as usual.

It takes just a few weeks to a few months from decision to implementation. A stable and efficient supply chain with your service providers and retail partners will be established within a few months.

Get started now.

**We'd be happy to
advise you!**

Dirk Bansemmer

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"The PPWR brings with it enormous changes. Euro Plant Trays are more than just plant trays: they are currently the only reusable system solution established across Europe that is used industry-wide and makes the requirements of the PPWR practically feasible."



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