

Press release | Berlin, August 2024

## First Euro Plant Tray deliveries

Production of the first Euro Plant Tray model started as scheduled in August 2024 and the first orders have already been delivered. With around 1.5 million trays ordered, production of the EPT 775 is well utilised until the end of the year.

The EPT 775, a multi-tray in 400 format for pots of 10.5-13 cm, is produced at Bekuplast in Ringe. Bekuplast has been supplying customised reusable transport packaging for efficient and sustainable logistics processes since 1985.

“We are delighted that we are “finally” getting started. Finally is relative, of course, considering what EPT and its members have achieved in just two years.” Says Rupert Fey, board member of Euro Plant Tray eG. “But the last few weeks have been even more exciting: the first trays from the test run, final fine adjustments to the machines, setting up the in-mould process for the RFID equipment from Inotec. Everything worked out and we can’t wait to see the first trays in the markets this autumn. With the 1.5 million EPT trays currently in production, we will already avoid around 250 tonnes of single-use plastic waste in the first year.”

At the same time, preparations are underway for the production of 3 further models: EPT 777 for ten 12 cm pots (NP400 format) and EPT 768 and EPT 769 for 9-13 cm pots (NP 200 format) are due to go into series production at the turn of the year. Euro Plant Tray is focussing on cooperation with various partners.

Dirk Bansemer, Managing Director of EPT GmbH: “The different models are based on designs by the respective production companies. All models were developed to market maturity together with the EPT members and other market parties. The final details, such as the placement of logos, labels and inscriptions, were then agreed with our partners so that all models are clearly recognisable as the EPT family, even if they were originally created on different drawing boards.”

Euro Plant Tray GmbH offers their trays in various rental models in order to financially support the industry’s transition from single-use plastic to sustainable reusable trays. This increases EPT’s financial requirements, as part of the production has to be pre-financed. In the spirit of togetherness and cooperation, EPT is focussing on the community and the desire of many to make the world a better

place in a sustainable way. Together with the partners WIWIN and GLS Crowd, a crowdfunding campaign has been running since the summer to support EPT production and thus the sustainable transition of an entire industry across Europe. Further information on the investment opportunities can be found on the EPT website [www.europlanttray.com](http://www.europlanttray.com).

With the introduction of EPT trays as the industry standard for the whole of Europe, the members of Euro Plant Tray eG are ahead of the politicians: from 1 January 2030, the use of single-use plastic packaging in B2B transport will be banned by the PPWR (Packaging and Packaging Waste Regulation). At the same time, the use of reusable packaging means that the single-use plastic tax can already be avoided in many countries today.



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