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## **Euro Plant Tray wins the Reusable Innovation Award from Environmental Action Germany (Deutsche Umwelthilfe e.V.)**

On 14 November 2023, Euro Plant Tray was awarded the Reusable Innovation Award by Deutsche Umwelthilfe e.V. (DUH) and the Stiftung Initiative Mehrweg (SIM).

DUH and SIM have been honouring particularly forward-looking achievements and initiatives that contribute to further development or establishment of reusable systems with the Reusable Innovation Award since 2006.

Euro Plant Tray is particularly honoured with the award as first initiative from the horticultural industry.

„We are very pleased that the industry has actively taken up our criticism of too much single-use packaging from 2021 and is consistently developing reusable solutions,“ says Barbara Metz, Federal Managing Director of DUH. „The international cooperation of an entire industry on a joint cross-border reusable system for plant trays is unique and exemplary - also for other industries. Special respect goes to the management of EPT for the excellent coordination of the members and the rapid realisation of so many details of a market launch. The award goes to all member companies that have invested the knowledge and time of their employees to make the joint reusable innovation a great success.“

„Sustainability is not only a legal obligation, but also an important social responsibility,“ says Dr Jens Oldenburg, Managing Director of the Stiftung Initiative Mehrweg (SIM). „As an European industry solution, Euro Plant Tray is a role model for this responsibility and a great commitment from an internationally connected industry. The fact that it has now been honoured with the Reusable Innovation Award is more than deserved. Now it is time to channel the momentum into future implementation and the acquisition of further partners. „

Euro Plant Tray eG was initially founded in 2022 by 8 members. The aim is to jointly develop an industry solution for reusable packaging in plant logistics, the Euro Plant Tray. EPT currently has 30 members from Germany, Austria, Switzerland, the Netherlands, France and Norway.

Two EPT trays in the Normpack 400 format will be launched on the market from mid-2024.

EPT 400 Indoor has been specially developed for top-heavy plants in 12cm pots, while the EPT 400 Universal can be used as a multi-tray for 8-10 plants from 10.5-13cm.

Recently, the members have also been working on the development of a 200 series. This will primarily be used in food retailers and garden centres. The aim is to produce the first deliveries in time for the 2025 season.

Dirk Bansemer, Managing Director of EPT GmbH: „There is great interest in the market to expand the range as quickly as possible in order to meet the different demands of the trade. During the Tradefair in Aalsmeer last week, we were able to gather additional feedback and expectations from the market, which we will incorporate into further developments and share with our members. Overall, the EPT initiative is viewed very positively - innovate together as an industry and not working individually on isolated solutions increases efficiency and acceptance. This is given as feedback to us time and time again.“

In addition to the development of the 200 series and preparations for the start of production of the 400 series, EPT working groups are currently also holding talks with various applicants for the tender for Europe-wide pool management. By spring 2024 at the latest, it will be known who will be the logistics partner and which locations will be used in the first stage of the market launch.



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