

Euro Plant Tray takes further steps towards greater sustainability in the green supply chain

Just three years after its foundation, Euro Plant Tray has put four models of the new EPT reusable solution into production. In addition to the two models in the 400 series production of two models in the 200 series started in summer 2025:

EPT 769 for pots measuring 9-10.5 cm and EPT 768 for pots measuring 10.5-13 cm. The two formats are produced by Polytec in Ebensee, Austria. With this third producer, EPT is independently positioned on the market and ensures consistent delivery of all models.

Work is currently underway on the development of EPT 779 to complete the range for the largest user group. EPT 779 in the 400 format transports 9-10.5 cm pots safely from production to wholesalers and marketing organisations to retailers.

The EPT reusable solution guarantees at least 100 tray cycles and is equipped with RFID, 2D data matrix and barcode. This makes the EPT product family unique in the market and future-proof. All common technologies can be used for easy RTI management.

'We are particularly pleased to congratulate our technology partner Inotec. The label solution developed for EPT was recently awarded *the Excellence in Reusable Packaging Award 2025*. This is a great achievement and shows us and the manufacturers of our EPT trays that we have developed a sustainable and innovative product,' says Rupert Fey, board member of EPT.

Dirk Bansemer, Managing Director of EPT GmbH: "The PPWR packaging regulation is approaching, with the transition period ending in 2029. Every day, we notice that awareness in the market is increasing and, with it, demand for our products. The switch from single-use to reusable packaging in supply chains will not happen overnight. The EPT GmbH team is happy to support you with practical experience in the first steps of implementation. It is important that we all take action now, determine requirements and reserve EPT production slots accordingly. Regardless of any legislation, the use of EPT trays avoids large amounts of single-use plastic waste and is financially advantageous after just 3 to 4 cycles. The current price increases for disposable trays make our system even more attractive. Build up valuable practical know-how now to avoid mistakes later when you are working at full capacity.

Those who order by 31 December 2025 will benefit from long-term price advantages of up to 15%. Further information and contact details can be found at www.europlanttray.com.