



## **BGI awards innovation prize to Euro Plant Tray**

Reusable pallet system honoured as a pioneering and industry-changing initiative

The Association of the German Flower Wholesale and Import Trade (BGI e.V.) announced at a ceremony at IPM Essen 2024 that the association's Innovation Award will be presented to Euro Plant Tray eG this year.

BGI e.V. explains: "In our association's guideline, sustainable action is at the top of the agenda as an essential contribution to society. For us, sustainable action means shaping the future. In line with our sustainability goals and in recognition of the forward-looking and industry-changing initiative, we are therefore awarding the BGI Innovation Prize to EURO PLANT TRAY EG for the consistent pursuit of the sustainability concept and the performance of the newly founded, cross-industry cooperative in the market launch of a reusable tray system for the plant trade."

BGI board member Anja Schneider and BGI managing director Frank Zeiler congratulated Flora Späth, board member of Euro Plant Tray eG and Dirk Bansemer, managing director of Euro Plant Tray GmbH on the award at IPM Essen and called on the guests at the BGI Trade Centre to seek dialogue with the representatives of Euro Plant Tray.

"This co-operative needs broad support in the interests of resource-conserving and sustainable trade in the sector. The more companies that join forces in a reusable system, the greater the success. Our sector has plenty of experience in the cut flower sector with flower buckets and transport with CC trolleys or flower trolleys. With a functioning reusable system for planttrays, in which all partners in the retail chain can participate, the industry is taking the next important step in terms of sustainability."

The official presentation of the Innovation Award will take place at the BGI Association Day in September.

*About the BGI: The Verband des deutschen Blumen- Groß- und Importhandels e.V. (BGI) represents Germany's flower wholesalers and importers under one roof. With its members, the BGI represents around 75 % of sales of cut flowers on the German market. It represents the interests of its members at German, European and international level.*

### **PRESSEINFORMATION**

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