

Press release | Berlin, 18. August 2023

The Euro Plant Tray cooperative members decide

After the summer months were used intensively to work out further details, the members of Euro Plant Tray eG made further important decisions at their members' meeting in mid-August.

For once it has been confirmed that the production of at least 2 tray models in the dimensions conforming Normpak 400 will be started in 2024.

Especially for top-heavy plants, mainly from the wide range of houseplants and orchids, the tray from Walther Faltsysteme has been developed and can now be equipped with 10 x 12 cm pots. In several practical tests, members and market parties from production and trade have intensively tested this development for its suitability.

„Houseplants are traded all year round and play a crucial role in all supply chains. For some, this range is the largest product group in terms of products sold,“ says Rick van der Eijk, Sales Director at Hamiplant/Dutch Flower Group and member of EPT's Tray Working Group. „The EPT 400 Indoor now combines the safe transport of top-heavy products, the implementation of the standard commercial packaging quantity of 10 plants per tray and the possibility of irrigation in a reusable tray. In the naming, we looked at the group of expected largest users, but of course other assortments with corresponding pot sizes can also be packed with the EPT 400 Indoor.“

In addition, EPT members approved the cooperation with Floritray GmbH prepared by the board of directors and supervisory boards, whereby existing Floritray models will be transferred to Euro Plant Tray. From mid 2024, EPT 400 Universal Tray suitable as ‚multitray‘ for 8 to 10 pots from 10.5-13cm is to go into production.

Johannes Kronenberg, Managing Director Landgard Blumen und Pflanzen:
„This is a logical and future oriented step. By transferring our development to Euro Plant Tray, we together make the idea of one European industry standard for plant packaging even stronger. Sustainable working is our common focus. In the last months, EPT has proven that the joint work gets strong support in Europe from all levels of the supply chain. If we can contribute to an even faster time to market for a wider range of products by transferring our developments, we follow our focus on sustainability.“

Rupert Fey, board member of EPT and director of PlusPlants Group and beyond-flora notes further benefits from the producers' point of view for all users: "A tray that can hold different pot sizes will bring advantages to all parties involved in the logistical processes, in stock-keeping and certainly also in the use of the trays by different users depending on the seasonal peaks of their assortments. We are happy to welcome the Universal Tray in the EPT family. In many field tests we have confirmed its suitability and ensured the support of the members and the market."

In the coming weeks, production of the tray will be put to tender and the design will be finalised according to EPT guidelines on colours and labelling.

Both EPT 400 Indoor and EPT 400 Universal are to be equipped with an RFID tag in addition to a barcode and the 2D Datamatrix code from the start of production.

Dirk Bansemer, Managing Director of EPT GmbH, which was founded in June:

„It would be negligence not to equip a new returnable system with future-oriented technologies that are increasingly being used in retail. Up to now, we had looked at the new Bluetooth technology, but it has turned out that RFID costs are quite acceptable today and the technology obviously has proven itself. Also in our industry RFID is already in use. With the EPT members' decision, users can therefore also use already existing infrastructure for EPT tray registration, which will lead to further efficiencies in the supply chain.“

Since the founding in August 2022, the 30 members of Euro Plant Tray eG from Germany, Austria, France, Norway, Switzerland and the Netherlands are jointly developing a system for reusable plant packaging which will be rolled out across Europe from 2024.

Follow EPT's development on LinkedIn [linkedin/company/europlanttray](https://www.linkedin.com/company/europlanttray) and visit www.europlanttray.com for more information.



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