

Sustainable support all the way

Many goods depend on load carriers when transported from the manufacturing plant to the logistics centre or from there to the customer. Pallets are used for diverse products packaged in cling film, Intermediate Bulk Containers for fluids and bulk materials, and drums for chemicals and concentrates. But what happens to these useful helpers one arrived at the point of destination? Contraload NV offers a solution. The company has developed a unique pooling and rental system for all types of load carriers that supports its customers' products all the way, all the time and in a perfectly sustainable manner.



Contraload is an innovative Belgian logistics company specialised in the pooling and renting of reusable plastic load carriers. The company is particularly strong in availability management and guarantees its customers the right load carriers in the right quantity, at the right place and at the right time, any time. Contraload was established in 2004 and today has more than 600,000 assets, including plastic pallets, foldable plastic containers, Intermediate Bulk Containers (IBCs), drums and other types of load carriers, circulating across 1,500 customer sites in 28 different countries. "We offer a tailored pooling and rental concept for reusable plastic load carriers that benefits the customer and the envi-



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ronment," says Managing Partner Jesse Sels. Contraload is focused on the B2B supply chain in various markets such as ingredients and packaging, hygiene and chemicals, fruits and vegetables, and concentrates and liquids. The core of the pooling and rental system is formed by POOL-IT, a unique, Internet-based tracking and tracing system for efficiently managing all Contraload load carriers. "As part of the pooling system, each plastic load carrier is washed after every use, in accordance with the individual hygiene and safety requirements of the customer," explains Mr. Sels. Since 2007, Contraload has been equipped with its own washing plant for pallets and IBCs: Contraload Conditioning Services in Bergen op Zoom in the Netherlands ensures 100% control over the cleaning process. In addition, Contraload has foreign operations in France, Spain and the UK. "Two further subsidiary companies are planned to open in Germany and Italy in September," Mr. Sels describes the European expansion plan.

Contraload has 40 employees and is operating in a high-growth market. In 2010, the company generated sales of twelve million EUR. "For the current year, we are expecting a turnover of 15 million EUR, for 2012 more than 20 million EUR," states Mr. Sels. Contraload is probably the world's most environment-friendly provider of load carrier ser-

Contraload supports all types of plastic load carriers, from pallets and drums to IBCs and foldable containers



vices. All plastic pallets and other types of load carriers are kept within the pooling system as long as possible, being carefully maintained and, if necessary, repaired after each use and then fed back into the transport cycle. "If a pallet can not be repaired anymore, it is shredded and fully recycled," says Mr. Sels. "The shredded material is used for the production of new pallets, and there is absolutely no waste." 80 to 85% of Contraload's customers are international ones, including such well-known names as Unilever, Nestlé or PepsiCo. The company's main export markets are the Netherlands and the UK, followed by France and Germany, Italy and the rest of Europe. Contraload also offers its services to customers in more faraway destinations such as the United States or Costa Rica, however. "Our customers appreciate having to pay for the use of the load carriers only, instead of having to invest in their

own equipment," states Mr. Sels. "This enables them to focus on their core business." Contraload is also very flexible in meeting individual customer requirements. "If a customer needs a specific load carrier, we develop a custom-made solution and integrate it into the pooling system," explains Mr. Sels. In developing new solutions, Contraload always stays committed to the principle of sustainability. "We are the 'greenest' pooling business worldwide and are determined to keep this position," concludes Mr. Sels. ■

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