

Improving Supply Chains in Israel

Until a couple of years ago, all exports of potted plants from countries like Israel, Costa Rica, Guatemala, Honduras, China, and Taiwan were done in wooden crates (one-way packaging). Now a lot of these exports to Europe are done on CC Containers from Container Centralen, the European standard trolley for transportation of potted plants.

From One-Way to More-Way Packaging

In the past, imports and exports of potted plants to and from countries outside Europe were quite complicated due to the logistics, and only a few companies were involved in this trade. However, since the introduction of the European standard transportation units and pool system from Container Centralen, it is now as simple to export or import goods to and from any country in the world, as it is within Europe.



The CC Container is the acknowledged standard transportation unit within European pot plant transportation, and therefore the key to the European market.

The Key to the European Market

The introduction of the European pool system – the CC Pool System – has several advantages: less handling, cost and time saving, and being more environmentally friendly. But first and foremost it facilitates exports to the European markets, using the CC Container (trolley), which is the acknowledged standard within the industry. So entering the CC Pool System and using the CC Containers has been the fastest and easiest way to Europe for many exporters from other parts of the world.

Agrexco-Carmel Simplifying Their Logistics

Agrexco, which is maybe best known under their brand Carmel, was one of the first companies in Israel to benefit from the CC Pool System, its transport items, and its services. Agrexco is the biggest exporting company in Israel of horticultural products and other fresh produce, and its brand Carmel stands for quality, reliability and advanced logistics. The company has been operating in the Israeli market for more than 50 years, covering many individual customer requirements.

Always the pioneer and pacesetter, Carmel applies the principles of sustainable agriculture and combines them with state-of-the-art agro-technologies in order to guarantee food safety, produce quality, on-time delivery and farmer welfare - thereby answering major 21st century agricultural concerns.

Entering its sixth decade, Carmel leads the way in adapting and applying innovative procedures for packing and shipping fresh produce around the globe. Their newly developed web-based information and coordination programme enables them to be in constant contact with their growers, making sure that client specifications regarding packaging quantities, varieties and sizes are continually met.

To facilitate this development, Carmel did not only need assistance in their international logistics, but they also needed a partner who could handle their internal logistics in Israel. To cover this need, Container Centralen started up cooperation with the Israeli company ICC Logistics, who are now handling the internal as well as international flow for Carmel in cooperation with Container Centralen.



Debbie at ICC Logistics is ready to take the call of Israeli customers who need to have their goods transported safely and efficiently.

ICC Logistics Operating the Israeli Depot

The first CC Depot (depot for Container Centralen's returnable transport items) was founded in Israel in early 2008 to simplify pot plants exports from Israel to Europe, mainly to cover Agrexco's business needs. The depot is operated by ICC Logistics from Meichalei Zahav Group, which is a leading group of companies which have been dealing in packaging solutions and logistic services for more than 20 years. The group's main activities include development, production, marketing, and distribution of packing and packaging using paper, cardboard, plastic, foam, and aluminium. The main markets of the companies are the food, meat, and agricultural industries. The group represents some important European companies in Israel, and since 2008 also the pool operator Container Centralen..

Carmel Expanding Their Business

Mr. Eli Feingold, Agrexco, says: - We started up the project with the CC trolleys directly with Mr. Flemming Andersen from Container Centralen, who had the first fruitful meeting with Mrs. Shoshi Tulpin, the head of the trolleys project. We immediately got a very friendly and helpful service, which lead us to sign a contract, involving the establishment of ICC Logistics, with whom Agrexco has good experience.

Agrexco/Carmel's four major targets for 2008 and coming years were set in cooperation with Container Centralen:

1. Converting from air to sea and service shipments – and at the same time improving the quality of the products at arrival.
2. Entering the international logistics society.

3. Taking the lead within sustainable packaging and material handling.
4. Introducing new and modern technologies in their line of distribution.

And Feingold continues: - Last but not least, a pool of collapsible crates from Container Centralen – CC Eurocrates – is also planned to be introduced in Israel in 2009 to carry Agrexco/Carmel's produce to Europe. So systemising our exports logistics has opened up for new possibilities for our company.

Mr. Feingold expects increased exports of Carmel produce to Europe during the coming years through their cooperation with ICC Logistics and Container Centralen.



In the warehouse at ICC Logistics, stacks of CC Containers are ready to ship pot plants from Israel to domestic as well as overseas customers.

For more information, see the websites of:

Meichaliy Zahav (ICC Logistics): www.mzahav.co.il

Container Centralen a/s: www.container-centralen.com

Agrexco/Carmel: www.agrexco.com