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A Golden Baton Is Passed

Container Centralen's CEO Berno Holmgaard will hand over the director's baton to current COO Tonny Vangsgaard Gravesen by the turn of the year. The baton carries a long success story of the leading system of flower and plant logistics in Europe.



Tonny Vangsgaard Gravesen (left) takes over the responsibility as CEO of Container Centralen from Berno Holmgaard by the turn of the year.

In 1976, Danish exporters of flowers and potted plants saw the need for a common transportation standard. The flower and plant trolley, the CC Container, was therefore developed and launched in the Danish market.

Five years later, Container Centralen (CC) was founded as a pure Danish co-operative to manage the CC Containers in a rental system. At the same time, Berno Holmgaard started as CEO in the company. He developed the system further, added other returnable transport items, and extended the business across the borders.

Today CC is a limited company with Danish and Dutch shareholders and has subsidiaries in nine different countries. It is still the only international standard within transportation equipment for flowers and plants in a trade in which more than 80,000 users, primarily in Europe, benefit from a very cost efficient logistic solution. The system, which now counts a wide range of returnable transport items, has now also been extended to other industries, bringing huge advantages to e.g. large international supermarket chains and their suppliers.

"Berno Holmgaard has no doubt a great share in making the CC Container and the operation of the pool system the great success which it is today", says Chairman of the Board, Søren Bøgede Andersen. "Berno



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Holmgaard has also driven the introduction of the RFID technology (Radio Frequency Identification) in returnable transport items from CC, and he now hands over a company that is prepared for the future."

Berno Holmgaard's successor, Tonny Vangsgaard Gravesen, is 44 years old, holds an Executive MBA, is married and has four daughters. Being the current COO (Chief Operations Officer) of the company since May 2006, and with several years of experience at strategic management level in various transport and logistics companies, Tonny Gravesen is not new to the business. Furthermore, he has previously worked with outsourcing of production and logistics, which is also one of the main forces of CC.



Tonny Vangsgaard Gravesen has many years experience at strategic level within Supply Chain Management.

The most important task for Tonny Gravesen will be to secure the pool system for its loyal customers. This will among others be done by the implementation of RFID on the CC Containers, which will improve supply chain effectiveness for all users, and at the same time inhibit fraud in the industry. This system protection is also an important precondition for the continued reinforcement and further development of CC's position as market leader within horticultural supply chains and the increasing importance of the company's role in other industries as well.