

Press Release, April 2006 – free distribution

CC Eurocrate—a Real Winner!

The CC Eurocrate from Container Centralen has just won a prize as the best product of 2006 in the segment "allgemeiner Bedarf / common use" in a yearly competition held for the 27th time by the "Fachverband Kunststoff Konsumwaren" (FVKK, www.fvkk.de).

The prize was awarded in Düsseldorf, Germany, on the 9th of March 2006. The competition is open to all companies in the plastics industry. The jury consists of designers, plastics experts, journalists, and consumer representatives. In the jury's evaluation of the product, design is weighted by 30%, functionality by 40%, and creativity / innovation by 30%.

The CC Eurocrate is a range of collapsible plastic crates designed for the transportation of a wide range of food and non-food products through the supply chain directly to supermarket display. The development of the CC Eurocrate was done in direct co-operation with customers, taking their requirements into account. This resulted in a crate with the characteristics that won the prize:

The CC Eurocrate is of European standard dimensions, and it has been developed to be suitable for both mechanical and manual handling. It has a lift-lock closure mechanism which makes it easy to open and close, and at the same time ensures that it does not collapse during the handling processes. For return logistics, it collapses to a fraction of its loaded volume.

The crate is easy to wash / clean and dry due to the smooth surfaces of the walls and bottom. At the same time, the smooth surfaces maximise the internal volume of the crate. The collapsible CC Eurocrate is made in a neutral anthracite grey colour to make sure that the products for sale are the eye catcher – and not the crate.

Just like the other prize products, the CC Eurocrate will be included in the collection of the German Museum for Artificial Material ("Kunststoffmuseum") in Düsseldorf as a testimony of our time.

For more information, see: www.container-centralen.com.

Picture captions:

[CC_Eurocrate_man_winner.jpg]: The new CC Eurocrate from Container Centralen is a real winner – and has been awarded a prize for the best new product of 2005 in the category "Common use" by the organisation the "Fachverband Kunststoff Konsumwaren" in Germany.

[CC_Eurocrate_liftlock.jpg]: The lift-lock system makes the CC Eurocrate very user-friendly and stable even during mechanical handling.

[CC_Eurocrates_lemons.jpg]: The neutral anthracite grey colour ensures the best possible display of the products for sale.