



**Agrexco**

## Want to take the shortcut for global logistics?

Here's how Agrexco did it.

**Container Centralen makes intercontinental transports just as simple as transports within Europe. Here is the story of how Agrexco (brand name: Carmel) as one of the first companies in Israel entered the CC Pool System, to find that exports of horticultural products to Europe got much easier, from one day to another.**

### The new, easier way to move plants all over the world

A few years ago, handling the complex logistics of intercontinental transports of potted plants was only done by a few specialists. Exports to Europe from countries like Israel, Costa Rica, Guatemala, Honduras and China were mainly done in wooden crates (one-way packaging). Now a lot of these exports are done on CC Containers, the European standard trolley for transportation of potted plants. Combined with the CC Pool System, this makes intercontinental transports of plants just as easy as transports within Europe, giving users of the pool system great competitive advantages. When Agrexco entered the system in 2008, it was to lead the way in adapting and applying innovative procedures for packing and shipping fresh produce around the globe.

### Improving supply chains in Israel

Agrexco is Israel's biggest exporting company of horticultural products and other fresh produce. A newly developed web-based information and coordination programme enables Agrexco to be in constant contact with their growers, making sure that client specifications regarding packaging quantities, varieties and sizes are met. To strengthen their position as a logistic market leader, Agrexco needed assistance in their international logistics as well as a partner who could handle the company's internal logistics in Israel. That's when they contacted Container Centralen.

#### CC Container

##### The European flower and pot plant trolley

- Is designed especially to carry pot plants and flowers
- Can carry up to 450 kg
- Adjustable shelves provide you with maximum carrying capacity
- Can carry your plants all the way from the grower and directly into the store's point of sale

#### CC Eurocrate

##### The collapsible crate

- A strong plastic crate
- Developed for shipping of both food and non-food items
- Easy to clean and dry
- Easy to handle
  - also in automatised processes
- All sides are collapsible
  - minimised volume for return logistics





**“With Container Centralen we immediately got a friendly and helpful service”**

Mr. Eli Feingold, Manager Packing & Material Handling, Agrexco

### **Setting goals for intercontinental logistics**

Container Centralen and Agrexco set up four major targets for 2008 and coming years:

- 1 Converting Agrexco's shipments** from air to sea – and at the same time improving the quality of the products at arrival.
- 2 Setting international standards** for Agrexco's logistics.
- 3 Taking the lead** within sustainable packaging and handling of fresh produce.
- 4 Introducing** new and modern ways of distribution.

To reach these goals, Container Centralen founded the first CC Depot (depot for Container Centralen's returnable transport items) in Israel, mainly to cover Agrexco's business needs. The depot is operated by I.C.C Logistics from the Meichalei Zahav Group which is a market leader and has been dealing in packaging solutions and logistic services for more than 20 years, and now also acts as Container Centralen's partner in Israel. Together, Container Centralen and I.C.C Logistics have simplified Agrexco's global logistics to the point where all targets are easily reached – and new, even more ambitious ones are on their way...

### **“Systemising our exports has lead to new market possibilities”**

Mr. Eli Feingold, Manager Packing & Material Handling, Agrexco

Agrexco expects increased exports to Europe during the coming years as a direct result of the co-operation with Container Centralen, and the company plans to expand the use of transport items: “Systemising our export logistics has opened up for new possibilities for our company. In 2009, we introduce a pool of collapsible CC Eurocrates to carry Agrexco's products to Europe”.

### **May we clear the way for your global transports?**

When you join the CC Pool System, the way to the European market becomes much shorter – RTIs\* can be exchanged between users all over the world, eliminating the costs of return flow. If you want to take the shortcut for global logistics, find your local CC office on: [www.container-centralen.com](http://www.container-centralen.com). We look forward to helping you reach your goals!

RTIs\* = Returnable Transport Items

### **Find more information:**

Container Centralen a/s: [www.container-centralen.com](http://www.container-centralen.com)  
Agrexco/Carmel: [www.agrexco.com](http://www.agrexco.com)  
I.C.C Logistics: [www.icc-logistics.com](http://www.icc-logistics.com)  
Meichaliy Zahav Group: [www.mzahav.co.il](http://www.mzahav.co.il)

I.C.C Logistics  
Shwarth St. 1  
North Industrial Park, Kargal Complex  
IL-71253 Lod  
Tel. +972 8 9125010  
Fax + 972 8 9292007  
[icc@icc-logistics.com](mailto:icc@icc-logistics.com)  
[www.icc-logistics.com](http://www.icc-logistics.com)

Container Centralen a/s  
Egegårdsvej 20  
Postbox 479  
DK-5260 Odense S  
Tel. +45 6591 0002  
Fax +45 6591 3784  
[ccinfo@container-centralen.com](mailto:ccinfo@container-centralen.com)  
[www.container-centralen.com](http://www.container-centralen.com)

*Container Centralen a/s is the leading supplier of logistics systems within the European horticultural sector. We operate in more than 40 countries, including South and Central America, Asia and Israel. With the CC Pool System, intercontinental transport of your plants, fruits and vegetables is just as easy as transport within Europe. You can even ask Container Centralen to take care of your flow of transport items, saving you both costs and hassle.*