



# Developing FEFPEB communications

Dominic Weaver,

Twelve Communications

[dominic@twelvecomms.co.uk](mailto:dominic@twelvecomms.co.uk)

- Packaging from Nature then
- Packaging from Nature now
- The future

# Dominic Weaver



- Business journalist and PR
- Pallets and packaging
- Logistics
- Supply chain
- Housing



# FEFPEB PR Committee



Michael Modugno – PGS  
Chair



Marcus Krishner - HPE



Peter McKenzie – James Jones



Olga Moro-Coco - FEIM



Additional FEFPEB members

# The PR campaign

- Representative
- Consistent
- Straightforward
- Low cost / efficient
- Easy to use



# Audience

- Users / stakeholders
- Policymakers
- Public
- FEFPEB members





# Messages

- Natural / renewable
- Repairable / reusable
- Most sustainable

# Packaging from Nature – back then...



**Benefits of Timber**

Timber is a natural and renewable resource. As a green & smart CO<sub>2</sub> from the atmosphere and replaces it with oxygen.

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**Facts & Figures:**

- In Europe, year in 2011
- Europe 1
- The year
- Approx.
- A high of
- In Europe, the year
- It is also for every
- Recent of
- It is a
- It is a
- It is a

**Closed Pallet Pools**

**Closed pallet pools: A sustainable environmental and economic benefit**

**What is closed pooling?**  
Pooling is the sharing of use of a group (pool) of standard items of packaging, until load device or handling assets. It is a form of working together to minimize investment and risk and maximize utilization in a supply chain. The sharing is facilitated by a third party (the pooler) who owns, manages, tracks, recovers, and maintains the pool of assets.

Pooling typically works well where there is economy of scale, high density of users and common standards or at least a limited number of standards. "Closed Pooling" is used to refer to a pooling arrangement whereby an independent lessor (the pooler) acquires, funds and maintains a pool of reusable assets (which are identified as, and always remain, the property of the pooler) and rents them to users.

**Closed wooden pallet pooling in today's world.**  
Closed pooling operates at the heart of Europe's supply chains. It is uniquely positioned as a critical element of Europe's grocery supply chains. Closed wooden pallet poolers, between them, work with all of the world's top brand owners and many local producers delivering to almost all of Europe's consumers.

As a sustainable, re-usable pallet system, underpinning many supply chains, pool pallets carry products that reach every EU citizen. Closed pool pallets and boxes carry almost every kind of product into the grocery, retail and other industrial sectors every day.

**Supporting reusable packaging – reducing environmental impact**  
Closed poolers operate circular economic models – consume less, reuse more. They focus on promoting reusable, standardized packaging – to reduce single use packaging and to remove waste, whilst providing employment.

The three largest wooden pallet poolers in Europe (LPR, La Palette Rouge, Chip and Pooling Partners) account for:

- More than 500m assets globally
- More than 15,000 staff globally
- More than 1.5bn euros of rental revenue a year

**PACKAGING FROM NATURE**

HOME | FACTS & FIGURES | ENVIRONMENT | ALTERNATIVES | DOWNLOADS | MEDIA CENTRE | USEFUL LINKS | WHO WE ARE

**CHOOSE WOODEN PACKAGING AND PALLETS**

**MOST FLEXIBLE**

**WELCOME**

The Packaging from Nature campaign is a celebration of the most economic and environmentally sustainable packaging transport material: **wood**.

Wood remains by far the first choice for pallets and packaging across the world.

Why? Here are some facts:

- Wood is the only raw material for manufacturing that is continually renewable. It is an essential part of the circular economy.
- Wooden packaging is reusable, repairable and recyclable. After it has reached the end of its life in this industry, it can be used to manufacture new products, including animal bedding, mulch and biomass.
- Unlike alternative materials such as plastic, wood is a sustainable resource.
- And, ultimately, wood is substantially less expensive.

**LATEST NEWS**

Supply chain cost pressures remain despite fall in raw material prices

FEFPEB PRESS RELEASE - November 11 2022 Supply chain cost pressures remain despite fall in raw material prices Supply chains across Europe have been impacted by remaining high costs of inputs other than raw materials are expected to keep costs of essential products such as pallets and packaging high for the foreseeable future. According to some European industry associations:

FEFPEB president calls for packaging industry action to attract staff

FEFPEB PRESS RELEASE - August 16, 2022 FEFPEB president calls for packaging industry action to attract staff Transition of the European Federation of Wooden Pallet Manufacturers (FEFPEB), Rob van Hoesele has called on the wooden pallet and packaging sector to update its business and communication strategy to ensure it can attract and retain high quality staff for...

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New logo



# Further languages



# Fact sheets



## The benefits of wood: the natural, sustainable choice



Wood is a natural resource. It is endlessly renewable.

As wood grows, it absorbs CO<sub>2</sub> from the atmosphere and replaces it with oxygen. It stores the carbon until the end of its life.

Wood is grown in sustainably managed forests, which, in Europe are growing faster than they are being harvested.

Between 2000 and 2021, forest coverage in the European Union area grew by 5.3% (eight million hectares – an area approximately the size of Brazil).

The more wood we use, the more trees are planted.

Every year approximately 25 million cubic metres of timber are used to make pallets and packaging.

### Wooden pallets – absorbing and storing CO<sub>2</sub>

Every cubic metre of wood absorbs approximately one tonne of the greenhouse gas CO<sub>2</sub> – there is around 27kg of carbon stored in an average wooden pallet.

In Europe, there are around 3.2 billion pallets in circulation; that's 86.4 million tonnes of carbon absorbed and stored.

### Reusable, repairable and recyclable

Pallets and packaging made from wood are also easy to repair – with a material that is widely available and endlessly renewable.

European wood-based industries make use of every part of a harvested tree, from the main trunk, to thinnings, and smaller offcuts. Timber pallets and packaging use smaller logs and falling boards removed from larger pieces as part of this highly efficient and sustainable "cascade model".

When they get to the end of their useful life, pallets and packaging are used in a variety of ways, including energy recovery (biomass fuel), landscape mulch, animal bedding, soil enhancements, wood particle board, and pressed wood pallets.

Pallets and packaging made from plastics simply cannot be repaired or recycled in the same way.

A timber pallet is significantly lower in price than its plastic equivalent.



## Wooden pallets and packaging: A vibrant and sustainable industry



### The European wooden pallet and packaging industry: Facts & figures

<p><b>570 million</b> new pallets made by FEFPEB members every year</p>	<p><b>27kg</b> (carbon stored in a typical wooden pallet)</p>	<p><b>3.2 billion</b> (pallets in circulation in the EU)</p>
<p><b>25 million</b> cubic metres of timber used in pallets and packaging every year</p>	<p><b>250 million</b> pallets repaired</p>	<p><b>90-95%</b> pallets are made from wood</p>
<p><b>5 – 7 years</b> (average lifespan of a wooden pallet)</p>	<p><b>8.6%</b> of the European wood-based industry is accounted for by the wooden pallet and packaging business</p>	<p><b>11.4 billion euros</b> (annual value of EU industry)</p>
<p><b>85%</b> (average percentage of a country's wooden pallet and packaging industry represented by FEFPEB members)</p>	<p><b>70 years</b> (wooden packaging and pallets have been used in supply chains)</p>	<p><b>ISPM 15</b> (all European pallets comply with these phytosanitary requirements)</p>
<p><b>8 million hectares</b> (a 5.7% increase in size of EU forest areas from 2000 to 2021 – an area approximately the size of Brazil)</p>	<p><b>110 million m<sup>3</sup></b> (production of European sawn timber)</p>	<p><b>75%</b> (if a wooden pallet and packaging manufacturer's fuel needs can be met by using its own biomass waste)</p>

## Closed pallet pools: Environmentally and economically sustainable



### What is closed pallet pooling?

Closed pooling is a collaborative and sustainable supply chain solution that saves users money, reduces risk, maximises use of supply chain resources, and minimises environmental impact.

It involves the shared use and reuse of a group (pool) of standard packaging items, unit load devices or handling assets; most commonly pallets.

The system for re-use is facilitated by a third party – a pooler – who owns the pallets or other reusable assets and rents them to users. The pooler manages, tracks, and recovers the pallets or other reusable assets, and keeps the pool working, without the change of ownership of the packaging (as per Definition in Annex VI of the PPWR).

The closed pool system works particularly well where there are economies of scale, high user densities, and common standards (or at least fewer standards).

### Closed pallet pooling in Europe

Closed wooden pallet pooling sits at the centre of European supply chains, particularly for FMCG/grocery, pharmaceutical, other retail, and industrial businesses.

Between them, closed pallet poolers are working with the world's top brand owners, and many local producers. They help deliver an incredible range of products to almost every European consumer.

### A sustainable force for good

- **Circular by design.** Closed pooling is a circular economic model, based on reduced consumption, and increased reuse. It focuses on promote reusable, standardised packaging, while reducing single-use packaging and reducing waste.
  - **Using sustainable sources.** Poolers aim to source 100% of their wood from Timber Chain of Custody (COC) certificated origins.
  - **Reducing emissions.** Poolers constantly strive to reduce emissions of GHG, reducing and optimising transport, and utilising undensured transport – collaborating across the supply chain.
  - **Reducing waste.** Poolers operate to principles of recover, re-use, reduce and recycle. Compared with single use and other limited-use pallets, pallet pooling significantly reduces the use of materials by both pooler and customers in their supply chains.
- Meanwhile, other types of wooden pallets (lower spec pallets or those without clear ownership and accountability) quickly end up as recyclable material rather than being reused.
- **Championing collaboration.** Poolers work with customers, suppliers, and other supply chain partners to deliver mutually beneficial, sustainable solutions. The emphasis is on developing smart solutions and working together to deliver cost reductions and lower emissions.



# FEFPEB guide



## FEFPEB: the voice of the European wooden pallet and packaging industry



### FEFPEB: Eight decades of leadership

The Fédération Européenne des Fabricants de Palettes et Emballages en Bois (FEFPEB) - the European Federation of Wooden Pallet and Packaging Manufacturers - has been the heart of the European wooden pallet and packaging industry since 1947.

#### FEFPEB:

- Represents its membership in Europe and globally.
- Promotes and protects the role of wooden pallets and packaging with lobbying and communications.
- Works with the EU to shape legislation including ISPM15 and packaging waste regulations.
- Supports innovation and research in the supply chain.
- Facilitates industry networking and education through its newsletters, PR, and annual membership meetings.



### A global network

The businesses in FEFPEB's network manufacture well over half a billion wooden pallets, and repair approximately a quarter of a billion more every year for reuse.

FEFPEB also includes European pallet pools (ICHEP, EPAL, IPP Logipal, LPR, and PRS), who together own, repair, and trade more than a billion timber pallets worldwide.



FEFPEB is the foremost association championing Europe's leading organisations for wooden pallet and packaging, representing their interests on the international stage. It provides regular networking and social opportunities, bringing together the most influential people in our business, and helping shape the policies that impact on our sector.

The wood pallet and packaging industry is naturally based on principles of renewability, a fact increasingly recognised by policymakers as they work to develop truly circular economies for the future. Promoting our credentials in this area is another of FEFPEB core missions.

Rob van Hoesel, FEFPEB President



### Our industries

**Pallet manufacturing and repair**  
Pallets are flat wooden structures used for handling, transporting, or storing goods – such as grocery products, pharmaceuticals, drinks, or other high value items.

Pallets make up around 70 per cent of total wooden packaging production in Europe.

The wooden pallet supply chain is made up of:

- Manufacturers
- Repairers
- Importers
- Distributors
- Pools

Manufacturers mainly sell pallets directly to customers, while pallet poolers rent pallets to users and provide related services, including collection, inspection, reconditioning, and repair.

There are more than 3,000 pallet manufacturers with approximately 80,000 employees in FEFPEB countries. A further 300,000 employees work in businesses including repairing and trading pallets.

Pallet repairers extend the lifespan of pallets by repairing or reconditioning them for reuse in supply chains. Reuse is generally increasing across Europe.

#### Industrial packaging

Industrial wooden packaging is usually produced on a bespoke basis for the protection of larger or irregularly shaped goods.

They can be used to items from works of art and furniture to vehicles and machinery.

This packaging is generally not reusable – although it can often be repurposed and recycled.



FEFPEB estimates there are more than 800 companies producing industrial wooden packaging across the EU.

#### Lightweight packaging (LWP)

Lightweight wooden crates and boxes are generally made for horticultural products, such as fresh fruits and vegetables and cheese.



#### Advantages include:

- Robustness
- Flexibility
- Fast-cooling properties
- Water resistance

Wood has proven antibacterial properties, which make it particularly well suited to use with food products.

There are several hundred lightweight packaging manufacturers in the EU, with the majority being SMEs located mainly in France, Germany, Italy, Portugal, and Spain. They produce an estimated one billion units every year.

#### Pallet pooling

Pallet pools allow companies to rent pallets instead of buying them or buy and sell them on for reuse.

#### Open pallet pools:

- Pallets owned by the manufacturer.
- Transferred to the customer as part of buying goods.



- Customer exchanges them for the same number of empty pallets of equivalent value or sold on.

#### Closed pallet pools:

- Third-party companies own and manage the pallets - and provide other logistics services.
- Delivers the number of pallets needed to manufacturers, who loads and ships them.
- The pooling company collect empty pallets and take them to the closest regional centre.
- Can be small, national pools, for given supply chains, or large international networks.

### Contact FEFPEB

For more information about FEFPEB membership or sponsorship, please contact FEFPEB Secretary General Fom Coelaert at: [info@fefpeb.eu](mailto:info@fefpeb.eu)

Postal address:  
Postbus 4076, 5004 JB Tilburg,  
The Netherlands

Main address:  
Rathuisplein 1, 5037 AA Tilburg,  
The Netherlands

+31 013-594 48 02  
[www.fefpeb.eu](http://www.fefpeb.eu)



# Packaging from Nature website updated



The screenshot shows the homepage of the Packaging from Nature website. At the top is the 'NATURE' logo and a navigation menu with links for HOME, FACTS & FIGURES, ENVIRONMENT, ALTERNATIVES, DOWNLOADS, MEDIA CENTRE, USEFUL LINKS, and WHO WE ARE. The main banner features a stack of wooden pallets with the text 'CHOOSE WOODEN PACKAGING AND PALLETS' and 'MOST FLEXIBLE'. Below the banner, there are sections for 'WELCOME' and 'LATEST NEWS'. The 'WELCOME' section includes a photo of Bob van Hoesel and text about the campaign. The 'LATEST NEWS' section contains several short articles with dates and headlines.

The screenshot shows the 'FACTS & FIGURES' page. It features a large image of logs at the top with the heading 'FACTS & FIGURES'. Below this is the section 'WOOD AS MATERIAL FACTS', which contains six infographic cards: '1 tonne CO2', '27kg Carbon', '70+ years', and three cards showing wood pallets and a pallet jack. At the bottom, there is a 'TRADE AND ECONOMY FACTS' section.

The screenshot shows the 'DOWNLOADS' page. It features a large image of logs at the top with the heading 'DOWNLOADS'. Below this is a grid of eight download cards, each with a title, a small image, and a 'Download PDF' button. The cards are: 'FEPPEB: the voice of the European wooden pallet and packaging industry', 'Wooden pallets and packaging: A choice and sustainable industry', 'Closed pallet pooling: A flexible, hygienic choice', 'The benefits of wood: The natural, sustainable choice', 'Industrial packaging: A choice for longer protection', 'Lightweight packaging: A flexible, hygienic choice', 'Plastic pallets and crates: More expensive, less sustainable', and 'Open pallet pooling: A choice for longer protection'.



 Federation Europeenne des Fabricants de Palettes et Emballages ...  
1,050 followers  
now • 🌐

Did you know that FEFPEB members produce more than 570 million new wooden pallets every year, contributing to efficient and sustainable supply chains across the world.

[#FEFPEB](#) [#wood](#) [#pallets](#) [#packaging](#) [#Europe](#) [#sustainability](#)  
[#sustainablesupplychains](#) [#circulareconomy](#)



 Federation Europeenne des Fabricants de Palettes et Emballages...  
1,224 followers  
2w • 🌐

With an annual value of 11.4 billion euros, the EU's pallet and packaging industry is a cornerstone of the economy – and one that supports supply chains across Europe and beyond.

[#FEFPEB](#) [#wood](#) [#pallet](#) [#packaging](#) [#sustainability](#) [#biodegradability](#)  
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 John Dye and 20 others 2 reposts

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The wooden pallet and packaging industry contributes significantly to the European wood-based sector, accounting for 8.6% of its total output.

It plays an essential part in a 'cascade model' where every part of a harvested tree is used and reused, before being recycled

Photo by Tom Fisk

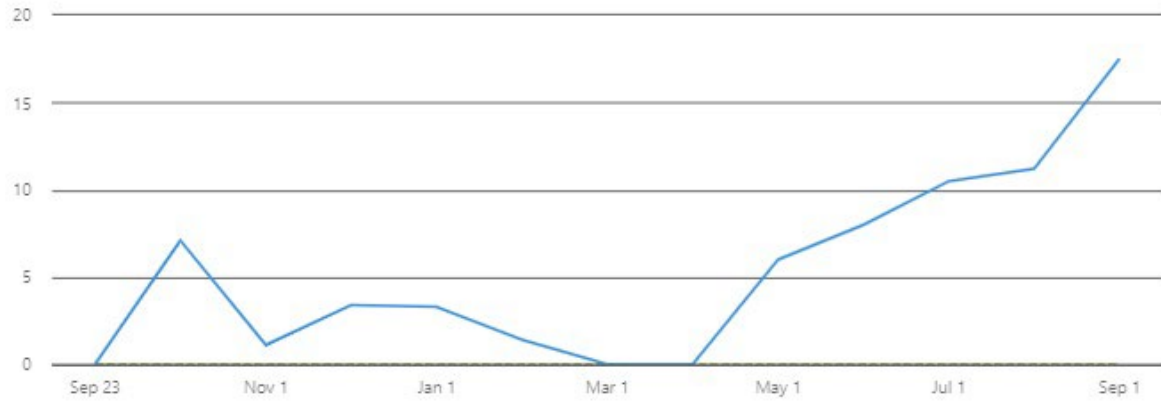
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## Metrics

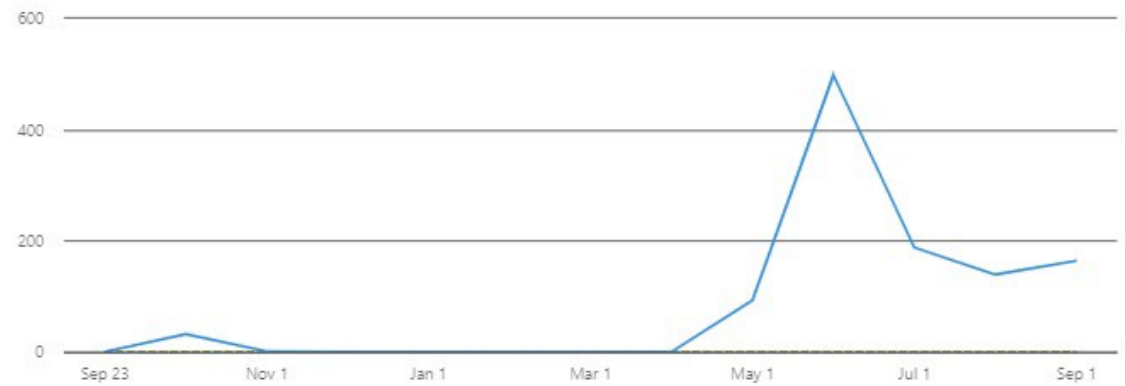
Engagement rate ▾



✓ Organic 5,346  
✓ Sponsored 0

## Metrics

Reactions ▾



✓ Organic 1,115  
✓ Sponsored 0

# What can you do?

1. Use the logo
2. Ask your members
3. Engage with FEFPEB
4. Contribute promotional ideas





# Future communications



Engage members –using the logo, fact sheets, and website; helping increase the campaign reach



Build LinkedIn – developing new content; graphics, video, and more



Boost support – link campaign to journalists, policymakers, supply chain and online influencers



[dominic@twelvecomms.co.uk](mailto:dominic@twelvecomms.co.uk)