



**FOR IMMEDIATE RELEASE**

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### **Loscam Attended CeMAT Asia & ECR/GS1 Board Meeting in Shanghai**

CeMAT Asia 2013 (International Exhibition for Materials Handling, Automation Technology, Transport Systems and Logistics), the leading trade show for intralogistics in Asia, was held in Shanghai on 28 – 31 Oct. Led by China Merchants Loscam CEO Mark Daniel and Mr. Zhengnan Dai (General Manager of Loscam Greater China), who are building the largest logistics returnable packaging pooling network in China, participated in this exhibition and some other related events. Loscam's pallet pooling model and innovative products (including ECR pallets and retail ready packaging) were displayed during the exhibition at the Loscam booth, which was popular with visitors.

On 30 Oct, as a Director Member of ECR (Efficient Consumer Response) organization, Loscam attended the ECR board meeting and joint board meeting of China GS1 & Global GS1. With the rapid development of China's modern retail industry, more and more international retail giants and industrial organizations have been increasing collaboration with China retailers. Loscam has been actively involved in ECR and GS1 activities across Asia Pacific, in driving the SCM optimization and standardization of pooled logistics equipment and associated technologies.

"We are happy to see in the area of improving logistics standards and of reducing social logistics costs that the Chinese Government and industrial associations have started to expedite and upgrade the process from policy-making to concrete practical application. For years, Loscam has been powering packaging pooling solutions in China and I believe, with more collaboration among the government, the industry and industry stakeholders, the China retail industry will definitely reap the benefits of improved standardization and efficiency" said Mark Daniel, Loscam CEO.

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#### **About LOSCAM**

[www.loscam.com](http://www.loscam.com) / [www.loscam.com.cn](http://www.loscam.com.cn)

LOSCAM is a leading provider of Returnable Package Handling (RPH) solutions for use in Australia and Asian supply chains operating in 10 countries throughout Asia Pacific. Loscam is focused on delivering high quality, efficient and environmentally sustainable solutions, which has led to a position of leadership in the manufacturing and retail sectors. The business was established in the 1940s in Australia and the mid 1990s in Asia. Loscam's focus is primarily on the hire of wooden pallets and the provision of solutions in the manufacturing and retail ready space.