

FOR IMMEDIATE RELEASE8th Jan 2015**Loscam Asia Standardises Pallet Pool Colour to Red**

Loscam, the leading pallet pooling service provider in the Asia Pacific Region, has announced it is changing the colour of its wooden pallets from yellow to red in line with its corporate initiative to standardize the pallet colour across the company. The initiative is expected to further facilitate cross-border & inter-region pallet pooling for its customers.

Loscam, working closely with modern trade retailers and consumer goods manufacturers, pioneered pallet pooling in Southeast Asia when its first operation was established in Singapore in 1993. The business quickly expanded throughout the region over the next 15 years. The acquisition of Loscam by the new shareholder in 2010 increased the level of financial support, allowing Loscam to continue to grow its leading market position. Today, Loscam operations cover Australia and New Zealand, six Southeast Asia countries and Greater China (Hong Kong and Mainland China).

Pallet pooling plays an important role in optimizing the supply chain in the FMCG industry. In a fully developed pallet pool market like Australia and Thailand, pallets are used to transfer goods throughout the supply chain and among various trading partners with minimal manual handling of products. Standard pooled pallets are used from manufacturing plants through to retail stores, and in some cases used as part of the in-store product display.

Mr. Sirin Limpaitoon, Managing Director of Loscam Southeast Asia, said, “We remain committed to provide consistent quality products & services to our customers across the region. The change in colour of our yellow Asian pallets to red is among our ongoing efforts in standardisation, and we expect this change to further drive wider inter-country pallet flows as a result of increased cross-border pooling”.

In addition to pallets, Loscam is also engaged in providing pooling services for a range of other packaging equipment such as plastic crates and bins for the fresh produce and retail sector.

“To continue to provide quality products and services to our customers, Loscam will keep on investing in upgrading our existing and new operation facilities and to open more service depots in Southeast Asia”, Mr. Sirin Limpaitoon further added as a testament to the company’s commitment to the region.





About Loscam

LOSCAM is a leading provider of Returnable Package Handling (RPH) solutions for use in supply chains. Loscam operates in 10 countries throughout Asia Pacific and is focused on delivering high quality, efficient and environmentally sustainable solutions. This 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. www.Loscam.com

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