

8 November 2007

The Manager-Listings
Australian Stock Exchange Limited
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Via electronic lodgement

Dear Sir

CHEP ASIA-PACIFIC AGREEMENT WITH WOOLWORTHS LIMITED

Attached is an announcement regarding the above.

Yours faithfully
BRAMBLES LIMITED

C A van der Laan de Vries
Company Secretary



Media release
8 November 2007

CHEP Asia-Pacific Agreement with Woolworths Limited

CHEP, a Brambles Company (ASX:BXB), announced today a six-year service agreement with Australia's leading fresh food retailer Woolworths Limited.

Under the agreement, CHEP will supply and manage its specially designed collapsible produce crates to Woolworths' Vendors who will exclusively provide Produce packed in the new crates to Woolworths supermarkets across Australia and New Zealand.

The President of CHEP Asia-Pacific, Howard Wigham, said the agreement was the largest in the history of CHEP in the Asia-Pacific region, and would double CHEP's Fresh business.

"This agreement will set a benchmark in supply chain efficiency, safety and environmental performance, placing leading edge foldable crates into Australia's fresh produce supply chain delivering best in class performance for the first time," Mr Wigham said.

"It covers the supply, tracking, retrieval and inspection of used crates, and the repairing, washing and relocating of the crates for their next use.

"The reusable, returnable and recyclable crates will carry produce from farm to supermarket shelves."

Mr Wigham said CHEP Asia-Pacific searched the globe to develop a fresh produce system that delivers optimal value, helps reduce OH&S risks associated with manual handling, is environmentally efficient and protects the quality of produce from the farm to the supermarket shelf.

As part of the undertaking, CHEP will upgrade its crate-washing service centre network with recycling systems that cut water usage and sewer discharge by up to 90 per cent.

"This major initiative will help us work towards our vision of leaner, greener and safer supply chain solutions across Asia-Pacific," Mr Wigham said.



Contact:

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About CHEP

CHEP offers managed, returnable and reusable packaging solutions to companies across the globe. Since 1956, our technology and know-how has helped some of the world's best known brands including Procter & Gamble, SYSCO, Kellogg's, Kraft, Nestle, Ford and GM get to market.

Our supply chain solutions help customers store, protect and move goods from production to point of consumption in a safe, cost efficient and environmentally sound way. Whether moving raw materials, meat, fresh food, bulk liquids, car parts, or consumer goods, we apply the technology and thinking to make goods movement leaner, greener and safer. Our solutions lower customers' supply chain and bottom line costs and reduce operational risks. Using CHEP, customers can better focus their valuable resources on their core business. With a pool of over 280 million pallets and containers worldwide, CHEP has more than 7,700 employees and operates in 44 countries. For more information about CHEP, please visit: www.chep.com.

CHEP Asia-Pacific Head Office

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WWW.CHEP.COM

CHEP Australia Ltd
A Brambles Company
ABN 11 117 266 323



Backgrounder

8 November 2007

Key Facts - At a Glance

- Outsourced pooling contract over six years beginning in June 2008 (New Zealand) and August 2008 (Australia)
- More than 50 million crates a year across Australia and New Zealand
- Doubles CHEP's business in the fresh food sector
- Result of Woolworths comprehensively reviewing a number of submissions from around the globe and deciding on CHEP's world best practice crate solution

What It Means for the fresh produce supply chain

Reduced costs

- Reduced transportation costs - reduced folded height of crate saves 40 per cent reverse logistics costs
- Reduced manufacturing and maintenance expense resulting in lower end to end costs
- Potential for reduced process management costs if RFID tracking is implemented

Reduced risk

- A single pooling solution for Produce throughout Woolworths supply chain means simplification and risk-free systems
- Improved safety performance through improved crate handling design features

Improved Consumer Experience

- Products protected in transit, from gate to supermarket shelf – produce is fresher for longer
- Less handling minimises damage
- Tested and proved crate durability and stock protection

Tontarelli Crate

Improved handling, efficiency and safety

- Improved environmental benefits:
 - 100 per cent virgin resin crates deliver food grade utility with better environmental outcomes compared to cardboard
 - Water recycling systems at CHEP's crate-washing facilities have cut water usage and sewer discharge by up to 90%
- Scalloped walls maximise capacity
- Improved latching mechanism
- maximised cubing for return of empties
- Interlocking design for load stability



- Larger handholds make it easier to lift and handle
- Knock down latch with lead in channel eases assembly and minimises damage

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