



## PRESS RELEASE

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### **CHEP EXTENDS RELATIONSHIP WITH P&G THROUGH STRATEGIC COLLABORATION IN CENTRAL & EASTERN EUROPE**

Istanbul, September 12<sup>th</sup>, 2012 – CHEP, the world's leading provider of pallet and container pooling solutions, is pleased to announce that leading consumer packaged goods company Procter & Gamble (P&G) will convert its remaining white pallet flows to CHEP's pooled pallet system in seven additional countries in Central & Eastern Europe.

The strategic collaboration covers Bulgaria, Romania, Croatia, Serbia and the three Baltic states of Estonia, Latvia and Lithuania, the seven countries in Central & Eastern Europe into which CHEP announced its expansion in November 2011 in response to its customers' needs and growth plans.

P&G is a member of the Fortune 500 and is the largest consumer packaged goods company in the world. Under the agreement, CHEP will provide P&G with approximately 2 million pallet flows annually throughout Central & Eastern Europe.

CHEP Vice President of Global Accounts, John Riley, said: "We've enjoyed a very close relationship with P&G for many years. This agreement fits CHEP's strategy of offering a broader set of pooling solutions and expanding into new geographies while responding to the needs of one of our most valued customers. In my mind, it's an excellent example of a two-way partnership."

CHEP has been operating in Central & Eastern Europe since 1998, delivering double digit growth over the five years to 30 June 2012. Prior to the November 2011 expansion, CHEP Central & Eastern Europe already had operations in Czech Republic, Hungary, Greece, Poland, Slovakia, Slovenia and Turkey.

CHEP Central & Eastern Europe President, Rodney Francis, said: "Multinational companies have made the decision to move operations into Central & Eastern Europe using a CHEP pallet management system that meets their needs for operational efficiencies and cost reduction in an environmentally-friendly manner. Many of them have turned to CHEP after struggling with the inefficiencies and high costs inherent in the white exchange pallet system. P&G is a good example."

#### **About CHEP**

CHEP is the global leader in managed, returnable and reusable packaging solutions, serving many of the world's largest companies in sectors such as consumer goods, fresh produce, beverage and automotive. CHEP's service is environmentally sustainable and increases efficiency for customers while reducing operating risk and product damage. CHEP's 7,000-plus employees and about 300 million pallets and containers offer unbeatable coverage and exceptional value, supporting more than 500,000 customer touch-points in more than 50 countries. Our customer portfolio includes global companies and brands such as Unilever, Procter & Gamble, Sysco, Kellogg's, Kraft, Nestlé, Ford and GM. CHEP is part of Brambles Limited. For further information, visit [www.chep.com](http://www.chep.com).

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