

Release date: 26 November 2014

## FESTIVE TURKEYS TRAVEL FIRST CLASS ON PLS' RFID-ENABLED PLASTIC PALLETS

Customers of Britain's most exclusive department stores will be getting their festive turkeys delivered on the most advanced pallet systems in the country, thanks to packaging logistics specialist PLS.

The firm is a pioneer in RFID-enabled plastic pallets, which will be used to transport luxury Bourbon Red turkeys from Peach Croft Farm in Abingdon to the world-famous Fortnum & Mason in London, as well as many other high quality butchers across the country, just in time for Christmas dinner. Bourbon Reds are particularly prized because of their rarity as a heritage breed, and on Peach Croft Farm, they are raised free-range on a wholly natural diet.

Peach Croft Farm selected PLS as its pallet supplier because the company's plastic pallets improve hygiene and reduce costs incurred by product waste, often driven by wooden pallets damaging product integrity – meaning the 'champion of turkeys' will arrive in the best possible condition.

The pallets are considerably more durable than wood, with a lifespan typically several times as long; the pallets can also be comprehensively disinfected after each use, ensuring maximum food hygiene and safety.

Bill Homewood, Owner, Peach Croft Farm, says: "Customers need to be certain of where their festive turkey has come from and that it has been handled in the most hygienic way possible from farm to fork, which is why I am using PLS plastic pallets. I can be confident that the Bourbon Reds will arrive in time for Christmas in as good a condition as when they left the farm."

PLS introduced RFID-enabled plastic pallets to Europe in 2012, which transform the logistics possibilities open to the food industry and other sectors where quality, durability and traceability are crucial. RFID technology allows the pallets to be traced every step of their journey which is crucial for not only luxury food items, but all groceries, as customers become increasingly conscious of the provenance of their food.

The system also delivers material benefit to the users of the packaging assets – the increased visibility enables the identification and reduction of asset losses; the optimisation of asset inventory; improved productivity through reducing inefficient manual processes and improved service due to confidence in the availability of returnable packaging used to transport goods. PLS' tracking software is particularly powerful in the food supply chain as it provides an audit trail to ensure regular cleaning and maintenance of packaging, ensuring pallet cleanliness and ultimately food hygiene.

Jon Graves, Operations Director, PLS, says: “Food security is critical and you cannot compromise at Christmas. Our fully washable and traceable plastic pallets are the perfect choice for businesses that need to transport goods hygienically and economically.”

PLS's plastic pallet pool consists of both standard UK 1200x1000mm full perimeter skids and Euro-pallets, manufactured from food-grade high-density polyethylene (HDPE). All pallets are 100 per cent waterproof and easily cleaned, with a lifespan unparalleled by their wooden equivalents, demonstrating substantial savings over the lifetime of the assets.

ends

**Note to editors:**

PLS is a subsidiary of Bibby Supply Chain Services – a £350m revenue group of supply chain-focused business, operating in eight countries and employing in excess of 2,000 people.

Bibby Supply Chain Services is a division of the family-owned, global £1.5bn revenue Bibby Line Group, which currently has a diverse portfolio of activity including retail, financial services, maritime, offshore oil & gas and supply chain services.

**Further press information:**

James Boley and James Keeler at Garnett Keeler PR on 020 8647 4467.

PLS/002/14