

PALLETBIZ
CROSSING
BORDERS



A white semi-truck is shown from a side-rear perspective, moving towards the left. The trailer is blue and features the PalletBiz logo, which consists of a stylized white starburst icon above the word "PALLETBIZ" in a bold, sans-serif font. Below the name, the text "PREMIUM PARTNER IN PACKAGING & HANDLING" is written in a smaller font. The background is a blurred landscape, suggesting motion.

PALLETBIZ
PREMIUM PARTNER IN PACKAGING & HANDLING

WE LEARN HOW PALLETBIZ HAS BUILT A
FRANCHISE THAT IS PROVIDING PACKAGING
SOLUTIONS AROUND THE WORLD.

CROSSING BORDERS



PalletBiz is a franchise-based network within the packaging and handling materials sector, whose products and services are offered to the professional industry across eight countries. They have approximately 150 employees and serve just over 500 clients.

“We often say that considering our network set-up, by combining and leveraging our network strengths we offer premium packaging solutions for cross-border clients,” explains the company’s Chief Operations Officer, Thomas Gents. “We’re part of a small group in the packaging industry who provide products and services in countries other than just locally. Pallets are traditionally to and from a given country, so are usually locally based. But it’s an integral part of our growth strategy, it’s part of who we are, our DNA, to be a cross border supplier.”

Expanding that network is no mean feat, and Gents believes maintaining the pace of growth they’ve had so far is currently the company’s biggest challenge.

“We’re a family driven company with local partners in the countries where we’re represented. Having spent a decade building and conceptualising the business we faced challenges in financing with expansion. We acknowledge the need for further capital injection, so our mission for the next two to three years is to solidify our company and grow our top line,” Gents says. “The biggest >>



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challenge we face is growth limitation.”

FELLOW TRAVELLERS

This is a process that PalletBiz have only just started, and they have still to overcome many of the key challenges associated with it, but the business is working hard with their executive board to give the company a wider global footprint and find investors with synergies in other business focused areas. Gents finds cause of optimism, however, in the knowledge that there are many other businesses



^ L-R. Mr. Thomas Gents, COO of PalletBiz. Pallet Collars; an alternative & flexible packaging solution. Production facility in South Africa.

who are fellow travellers on this journey.

“Some of our very biggest clients, one is Danish based company, based in forty plus countries, employing more than 25,000 people and they only had a professional board in 2006,” Gents tells us. “We’re not the only ones on this journey, trying to do the right things, but it takes time and requires you are financially sound. So that is indeed our biggest challenge.”

Indeed, PalletBiz understands the strength that can be found in bringing different perspectives to the table, and as the company has grown they have used it as an invaluable opportunity to increase the diversity among their staff.

“In PalletBiz we have the pleasure of working with a wide range of ethnic groups, including North, West and East Europeans, Africans, Indians, people from

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the Middle East, and it’s a privilege as well as sometimes a challenge in terms of language and different ways of thinking across cultures,” Gents says. “I have had the privilege to visit our sites around EMEA, and I love those unique moments where our Indian sales manager takes me to a little local place to have some daal and naan, or when there’s a pop-up social gathering outside the factory in South Africa and suddenly I’m trying to do Zulu dance moves! It’s fantastic. But we try to facilitate an open dialogue between our different companies, through professional social media and to come back to your question, HR has become an even more important part of running your company today. You have constantly changing macro influencing factors, such as opening and closing of borders, look at what’s happening in the UK! That forces any business to be open minded in its employment. We use recruitment companies but we’re very open minded in terms of who we speak to.”

PalletBiz has in the past few years started operations outside Europe in Saudi Arabia and

South Africa, which have been green field businesses, and Gents is clear that this is only the beginning for the company. Across all of these new markets, the quality, service and overall business approach that PalletBiz provides remains the same.

“What I think is interesting in PalletBiz is we’re doing business in everything from a very developed economy and democracy such as Denmark to upcoming and developing countries like Romania, but doing well. It’s one of the biggest units we have,” Gents says. “There’s a very different political and business environment in Saudi Arabia and Africa. So, for us it’s not just the footprint, what we strive to achieve is to offer everybody the same, it doesn’t matter if your Danish, Saudi Arabian, Romanian or South African, we speak the same language and treat each other with respect. We apply the same key processes, and procedures in every country and unit we work with. It reflects to the client that a Continental company or a Bosch or a Unilever we’ve worked with in the past, can contact us and expect to get a certified business process and proven management approach, and it doesn’t matter where you are. This overall speaks to a reduced TCO, which we observe, many larger international companies are focused on nowadays. I think

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those things, having a developed concept and business model shared within our intranet share point, allows us to transfer the know-how to undeveloped or not fully industrialized countries and still provide a premium service.”

Gents still believes there’s far for PalletBiz to go.

“This has been and still is a journey. We’ve gained a proof of concept which we get to build on,” he says. “As PalletBiz works as a network, the sales and purchase power will likewise contribute increasingly. Our plan for the upcoming years is to solidify our existing footprint by clustering, to achieve

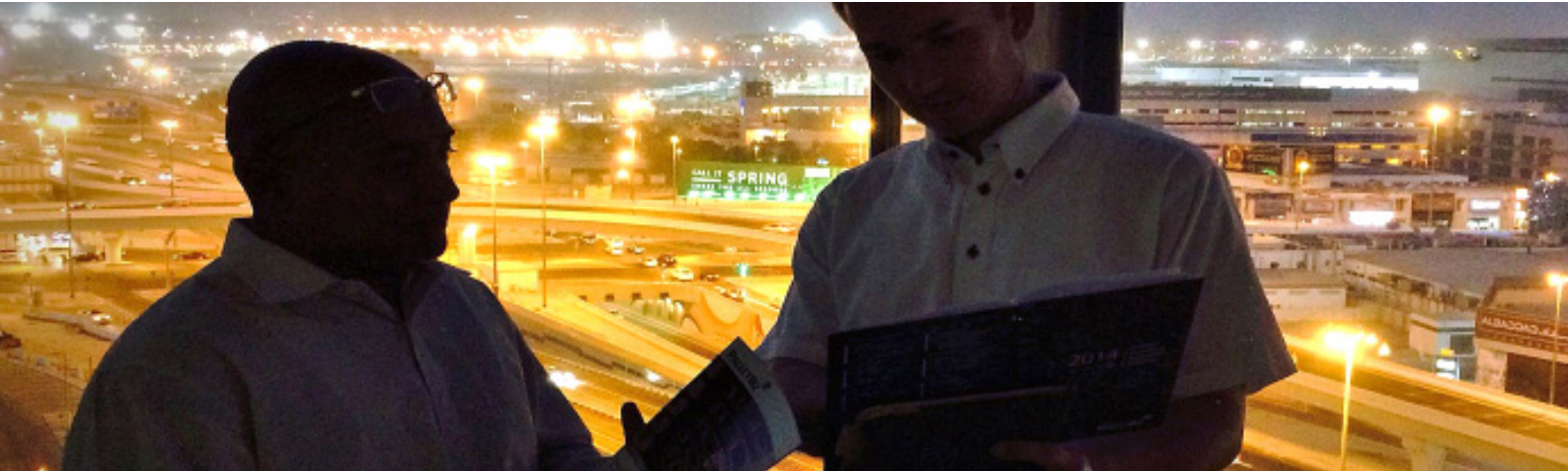
synergies. We have one of our most experienced companies in Romania, and we have overcome many of those post-communism factors we’ve dealt with down there. We are happy to see our East European region having gone through that development and with a positive bottom line for 15 consecutive years .”

PalletBiz is currently entering the year of their 20th anniversary as a company, and Gents is very excited for the milestone. “We’ve got a whole lot of things happening in the coming year,” he tells us.

We can’t wait to see what they have in store. ☺



^ **Top to bottom: Production facility in Romania and Saudi Arabia**



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PalletBiz offers focused consulting services to multi-national clients looking for a reduced cost of packaging and handling material usage – while at the same time considering environmentally friendly solutions.

Most companies spend an average of 3%+ of their revenue on packaging & handling materials. PalletBiz can usually reduce costs by 8-10% by optimizing your total spend.

Let our 20 years of experience come to your benefit!

By combining & leveraging of the increasing **network strength** – we strive to offer **Premium Pallets & Packaging** solutions for **cross-border** clients as a **one-call-for-all**.

- 150** people
- Have optimized packaging spend for **100+** companies
- Celebrating **20** years
- 8** countries
- 500+** satisfied customers
- 17** million € revenue

HOW PALLETBIZ CAN GUARANTEE A RETURN FOR YOU



We analyze different solutions such as:

- ✓ Proposals for re-design
- ✓ Replacement of products
- ✓ ID of potential savings across the supply chain



Our consulting practice has more than 20 years of experience, delivering a guaranteed ROI for our clients



What holds you back?

Let us work together to add value throughout your Supply Chain!



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