

Quality, the best value.



Safe beverage handling with sturdy Craemer Plastic Pallets

“This particular customer of ours has been using the CR3-5 plastic pallet for many years because it has proven to be particularly stable, safe and durable on both internal and external logistics circuits.” - Bart Vandekerckhof, Head of International Plastic Sales Craemer

The beverage industry benefits from the customised pallet solutions the Craemer Group has to offer. These extremely durable and stable pallets guarantee the safe handling in both internal and external beverage logistics.

The CR plastic pallet ranks amongst the most successful load carriers produced by Craemer, and is used in the beverage industry all over the world. Due to its integrated reinforcement profiles and the anti-slip coated strips on the top deck, this versatile industrial pallet is ideal for handling heavy loads. Even in high-rack systems it is capable of secure beverage storage of weights of up to 1.750 kg. The CR plastic pallet is just one example of the innovative industry solutions Craemer has to offer. Best known for their excellent load bearing capacity and versatile functions, they can fulfil the process safely and efficiently. Craemer pallets are suitable for pooling and can be used universally throughout the supply chain. They ensure safe beverage handling in manual and automated systems, when being moved by forklifts, in high-rack systems and in the storage of - for example - containers with deep-frozen concentrates.



Versatility at work - worldwide

Whether the weights are light or heavy, Craemer has developed customised solutions for the storage and transport of drums and containers, as well as cartons and plastic crates containing bottles or six packs of cans. „We cater to the varied needs of our customers and their industry“, says Bart Vandekerckhof, the Export Manager dealing with international customers. Brasserie de Tahiti is one such customer. Specialising in the manufacture and distribution of beverages, the French Polynesian company is known in Europe for its own products, such as „Eau Royale“ spring water. Brasserie de Tahiti

also distributes branded beverages on behalf of other international manufacturers. „Distribution quite often presents a logistical challenge in the tropics because of higher temperatures and difficult transport and storage conditions“, explains Mr Vandekerckhof. „This particular customer of ours has been using the CR3-5 plastic pallet for many years because it has proven to be particularly stable, safe and durable on both internal and external logistics circuits.“

Innovation inspired by research and development

At the Group’s headquarter in Germany, not only are new products developed, but they also undergo rigorous testing. „Before our pallets head for the South Seas, they have passed through a wide range of quality and stress tests. For example, we test their shape retention and stability in extreme temperatures in our climate chambers“, says Vandekerckhof. „Our solutions are every bit as varied as the requirements of our customers in the beverage industry. Because of its international presence, its network of distribution partners and the close relationships cultivated with its customers, Craemer is well placed to recognise market trends and requirements early, and come up with appropriately innovative products and processes in a short space of time.“

About Brasserie de Tahiti

Brasserie de Tahiti in French Polynesia is specialised in the production and selling of beverages. The product portfolio includes more than 20 brands of soft drinks, water, juices and alcoholic beverages. Furthermore, the company owns licenses to produce and sell international brands like COCA-COLA, SCHWEPES and ORANGINA, or HEINEKEN.

Find out more about Craemer solutions:

Craemer GmbH

Brocker Strasse 1
33442 Herzebrock-Clarholz
Germany

Tel.: +49 5245 43-0
Fax: +49 5245 43-201
E-Mail: info@craemer.com
www.craemer.com