

PRESS RELEASE

New and efficient flower bucket Fc588 launched at Trade Fair Aalsmeer

Aalsmeer, Wednesday 7 November 2018

Yme Pasma (COO Royal FloraHolland) and Matthijs Mesken (Director VGB) launched the new and efficient flower bucket Fc588 at the Trade Fair Aalsmeer this morning. This flower bucket ensures better loading, realises annual cost savings for the chain of 10 to 15 million euros and ensures reduced CO2 emissions.



The new flower bucket and the corresponding support shelving (Fc598) will be introduced in phases in the spring of 2019. Yme Pasma explains, *“Every day, we work to improve our logistics services and increase efficiency in the chain. With this new Fc588 flower container we are responding to market needs.”* Matthijs Mesken adds, *“In the trade we are enthusiastic about this initiative. Together with Royal FloraHolland we have been at the start of this development. Due to the increasing use of CC containers in the export trade and the transaction reduction, a different multi-use flower bucket is required.”*

Benefits of Fc588

With its smarter dimensions compared to the current Fc577, the Fc588 offers:

- Higher load factor (+50% on a CC container).
- Lower chain costs.
- Reduced CO2 emissions.

Phased introduction

Royal FloraHolland is opting for a phased introduction per product group in order to ensure sufficient availability of the Fc588.

Interested in the Fc588?

Visit our stand 7.4 at the Trade Fair Aalsmeer! We look forward to seeing you. You can find further information on www.royalfloraholland.com/fc588.