

C New logo

A fresh new design

C Welcome to the future

Looking forward from our history

C What is pooling?

Participating in the CC Pool.



cc connects



THE WORLD OF
CONTAINER CENTRALEN

NEW LOGO

KNOW CC



To mark our **40th anniversary** we have changed our logo to a fresh new design, that we will use in all our communication with our customers.

The original logo will stay our product brand; it will stay the official mark on all our standard products. **C**

1977



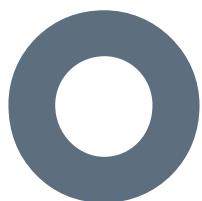
2017



WELCOME



CONTAINER CENTRALEN TO THE FUTURE!



ur future began in 1977, when a small group of Danish plant and flower exporters started working together

and streamlined their supply chain. Dutch traders joined them in the eighties. And right now, Container Centralen is 40 years young, with depots all over Europe and millions of reusable transport items in circulation.

Ever since 1977, Container Centralen has been ahead of its time. Our business model has always been based on trusting, caring and sharing – which, in the current era, seamlessly fits in with the increasingly popular principles of the ‘sharing economy’. Sharing responsibilities and trusting each other are at the heart of what we jointly try to achieve – you, our valued customers in your daily business, and we, working as

a committed team and aiming to build long-lasting relationships. Our mission: make millions of businesses collaborate as one – and benefit from all the practical, economic and sustainable benefits ‘sharing’ provides.

Realising this ambition means we cannot (and don’t want to) rest on our laurels. In the upcoming years, we will keep doing our very best to make your relationship with us easier and better. For example, by introducing a new dynamic customer portal, your personal online environment, which will make your contacts with us easier and friendlier. And also by putting a stronger focus on helping and advising you on how to manage and administer your reusable transport items.

But whatever the future brings, and however ambitious we will be, Container Centralen will always remain

a people-to-people organisation in a business-to-business world. Yes, we trade, we do business with each other, but that always involves human beings. Therefore, to trusting, caring and sharing I would like to add: listening. Obvious as it may sound, paying attention to what our customers want and need will, more than ever before, be a core feature of our work. After all, when we listen, we understand – and when we understand, we can provide you with the service you deserve.

With this in mind, let’s welcome the future with open arms!

Roel de Jong

Chief Executive Officer at Container Centralen A/S





The CC Pool is all about collaboration: together we share millions of Reusable Transport Items that move products across Europe. We would like to thank all CC Pool participants for their support and we hope to connect many more, to make the CC Pool even stronger.

CC 40 YEARS!

Container Centralen (CC) was founded in 1977 as a collaborative venture between Danish flower and pot plant exporters. In 1980 the first Dutch exporters joined the CC Pool System. In 1989 VGB – the Dutch union of flower wholesalers – acquired part of CC and CC became a limited company registered in Denmark. The CC Container became the established standard for the transport and presentation of flowers and plants in Europe. **C**



in
40
countries

more than
23.000
customers

REUSABLE TRANSPORT ITEMS



Dolly

	603 mm x 403 mm x 152 mm
	200 kg UDL
	Loaded: 128 Empty: 1536
	Quarter pallet

Rolly

	811 mm x 605 mm x 182 mm
	400 kg UDL
	Loaded: 66 Empty: 768
	Half pallet

CC Dolly



13,3 kg

CC Low Noise Dolly



13,3 kg
 PIEK certified

CC Euro Dolly



13,3 kg

5
PP
((*))
RFID

CC Rolly



13,3 kg

CC Low Noise Rolly



13,3 kg
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CC Euro Rolly



13,3 kg

5
PP
((*))
RFID

The specifications mentioned are related to original CC products. CC cannot accept any responsibility for the specifications or quality of non-original products that have been introduced in the CC Container Pool.

				
External dimensions (L x W x H)	Weight	Carrying capacity	Truck loads	Remarks UDL – Uniformly Distributed Load

CC Container	 1350 mm x 565 mm x 1900 mm  Base + corner posts: 34.2 kg Shelf: 6.5 kg  Total: 450 kg UDL Per shelf: 60 kg UDL  Loaded: 43 Empty: 43 with up to 2580 shelves  Horticultural standard Adjustable Shelves 	
CC Eurocontainer 	 810mm x 608mm x 1258  Base : 14.6 kg Corner Post (1100 mm): 2.0 kg, Shelf: 3.4 kg  Total: 400 kg UDL Per shelf: 125 kg UDL  Loaded: 64 Empty: 128 with up to 2688 shelves  Horticultural standard Adjustable Shelves Containers with 1100 mm posts can be double stacked.	
CC Rollcontainer 	 800 mm x 665 mm x1900 mm  30,5 kg  500 kg UDL  Loaded: 60  Empty: 180	
CC Freshbox 	 6 sizes available Small: 400mm x 300mm x 86.6mm Big: 600mm x 400mm x 240mm  From 585g – 2 kg  From 4 kg - 20 kg UDL Volume from 7.5l – 47.6 l  Loaded: 1040-6500 Empty: 1040-6500  European size standard Label holders on all sides Lid available 	CC Euro crate   4 sizes available Small: 600mm x 400mm x 220mm Big: 399mm x 299mm x 159.5mm  From 870 – 1835 g  From 6 kg – 20 kg UDL Volume from 14 l – 45 l  Loaded: 1040-3120 Empty: 7800-15.600  European size standard Collapsible

explanation POOL CONCEPT



What is pooling?

Pooling is the shared use of equipment. By participating in the CC Pool you share standardised Reusable Transport Items with other companies. Sharing saves money and makes your logistics more efficient. As a pool participant, you don't have to take care of maintaining or repairing

transport items and you don't need to store items you don't need. You can transport products without repacking and you have no waste at the end of the line.

- Standardised: easy planning and exchange with partners
- Shared: no repacking, no hassle regarding ownership
- Sustainable: reusable, no waste

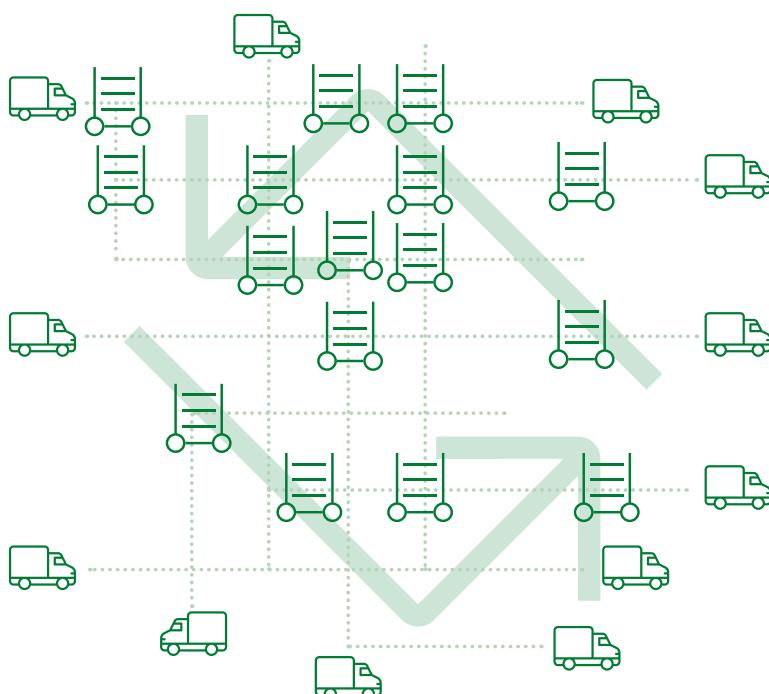
Participating in the CC Pool

As participant in the CC Pool, you have access to CC's depot network across Europe. CC maintains its own depots and we partner up with other players in the sector to cover as many areas as possible at easy-to-reach locations.

We manage the availability of transport items throughout the network and take care of repairs. When you hand in broken items, you immediately receive a functioning item in exchange.

CC takes care of:

- Maintaining a depot network across Europe
- Managing the quality and availability of transport items
- Instant repair of transport items **C**



Making millions
of businesses
collaborate as one

MISSION, VISION VALUES



The idea behind sharing is that unused value is wasted value. Companies pay for the number of items they use, and the total cost of ownership is shared by many. In addition to improved efficiency, sharing also results in worry-free usage, because the downsides of ownership – responsibility of care, backing up, sorting, cleaning, and storage – are eliminated. So why own, when sharing is more convenient and has fewer disadvantages? So CC is on a quest: making millions of businesses collaborate as one. As one team, with one dream: an efficient supply chain throughout the whole sector.

CC specialises in the management of pools of reusable transport items and the creation of sharing concepts.

We are a team

Customers and partners are an integral part of our team.

Make it happen

Action is the only way to achieve progress.

Embrace change

Supply chains and the way companies do business are subject to rapid change nowadays, so it is essential that companies are able to respond as quickly as possible.

Personal engagement

CC wants to become a people-to-people organisation in a business-to-business world. **C**

40 years ago

PRODUCTS LAUNCHED IN 1977



special adhesive was invented in the sixties by a 3M scientist. At that time they were trying to develop stronger, tougher adhesives, so the invention seemed to be pretty useless. But somehow, the scientist just couldn't let go of the idea. It took years before everything came together when a 3M colleague complained that he could never find the right hymn in his book when singing in church. He would need a sticky bookmark that was easy to remove... and then it clicked. The two colleagues teamed up and developed the Post-it, which, after its launch in 1977, was embraced quickly for use in offices and at home. (www.post-it.com)



Isostar sports drink

Energy drinks are now available at many supermarkets, but back in the seventies it was a revolutionary new idea. The first Isostar exercise drink was launched in 1977 in Switzerland, especially designed to meet the nutritional needs of athletes. Nowadays Isostar still works closely together with nutritionists, sports coaches and athletes, to continuously meet the requirements of sportsmen and -women. (www.isostar.com)



Post-it Notes

Sticky notes made by 3M: they stick, but they are easy to remove too. The

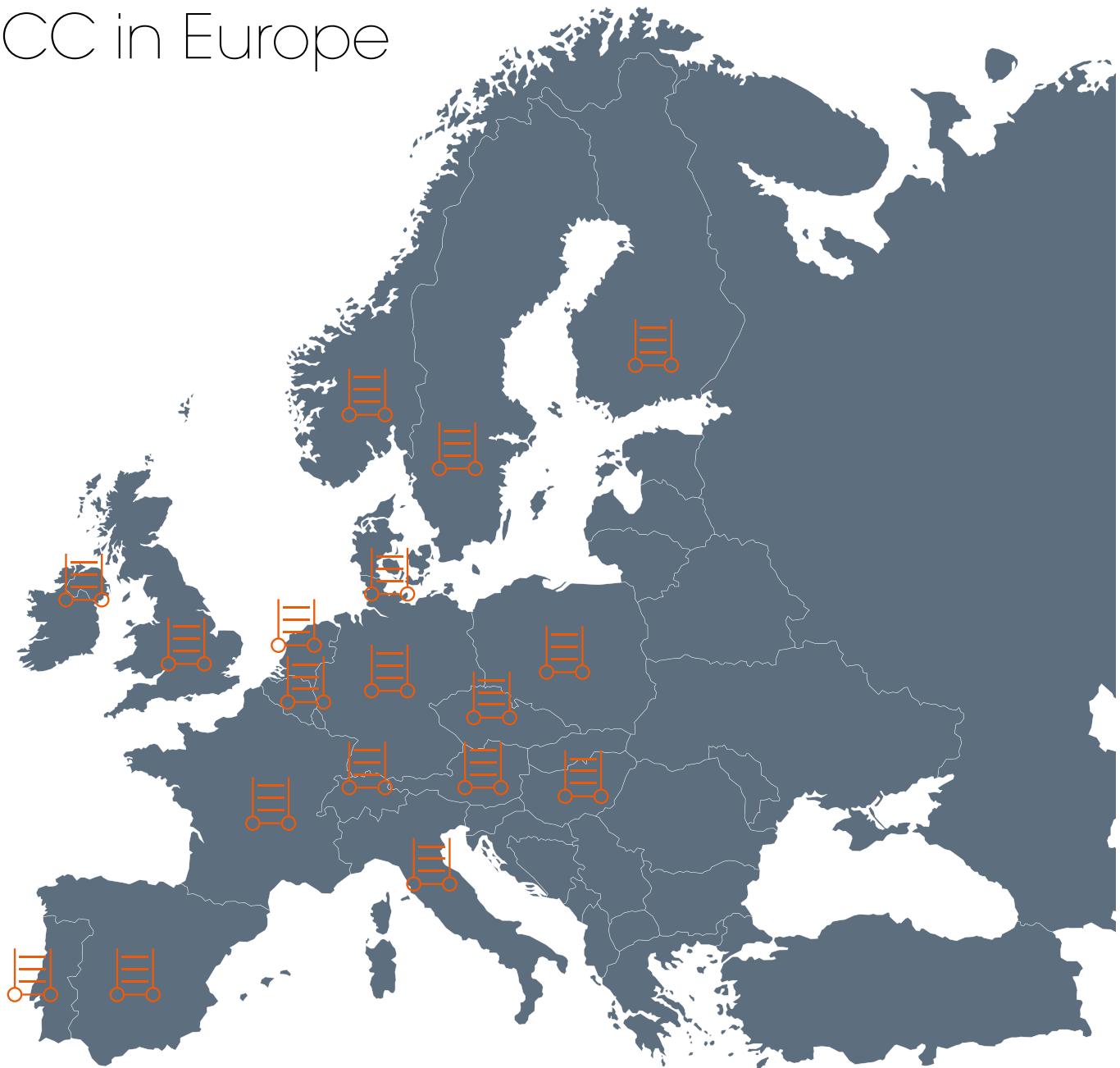
LEGO technic

LEGO, an abbreviation of 'play well' in Danish ('leg godt'), has a long history. It all started in 1932 as a small carpenter's shop that made wooden toys for children. The LEGO brick as we know it was patented and launched in the fifties. LEGO tries to reinvent itself every year, and in 1977 this led to a special product launch: LEGO technic. This 'technical' type of LEGO opened up a whole new range of building and playing possibilities. (www.lego.com)

CC Container

Back in the seventies, there was no standardised way of packing and transporting potted flowers and plants. Cardboard boxes, crates or pallets: every one of them had its own disadvantages. A group of Danish flower and pot plant transporters decided to team up. Their goal: creating a sturdy container, with height-adjustable shelves so they would be practical for different types of products, easy to build and easy to take apart. The CC Container was developed and patented in 1976 and the container was launched in 1977, soon becoming the standard in the horticultural sector in Europe, with 3.5 million CC containers in circulation today. **C**

CC in Europe



Colophon

Container Centralen is 50% owned by the Danish GASA Group, one of Europe's leading exporter of flowers and plants, and 50% by VGB, the Dutch trade association of wholesale business in flowers and plants.

In total we support the logistical operations of more than 23,000 customers in 40 countries around the world.

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