

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

40TH
anniversary

THE WORLD OF
CONTAINER CENTRALEN



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. 

1977



2017



WELCOME TO THE FUTURE!



Our 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.



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. 



in
40
countries

more than
23.000
customers



REUSABLE TRANSPORT ITEMS

<p>Dolly</p> <ul style="list-style-type: none"> 603 mm x 403 mm x 152 mm 200 kg UDL Loaded: 128 Empty: 1536 Quarter pallet 	<p>Rolly</p> <ul style="list-style-type: none"> 811 mm x 605 mm x 182 mm 400 kg UDL Loaded: 66 Empty: 768 Half pallet
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CC Dolly 13,3 kg



CC Rolly 13,3 kg



CC Low Noise Dolly 13,3 kg
 PIEK certified



CC Low Noise Rolly 13,3 kg
 PIEK certified



CC Euro Dolly 13,3 kg



CC Euro Rolly 13,3 kg



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 Halfcontainer 715mm x 565mm x 1900mm



- Base + corner posts: 28.3 kg
Shelf: 3.4 kg
- Total: 400 kg UDL
Per shelf: 60 kg UDL
- Loaded: 78
Empty: 78 with up to 4680 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 x 1900 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

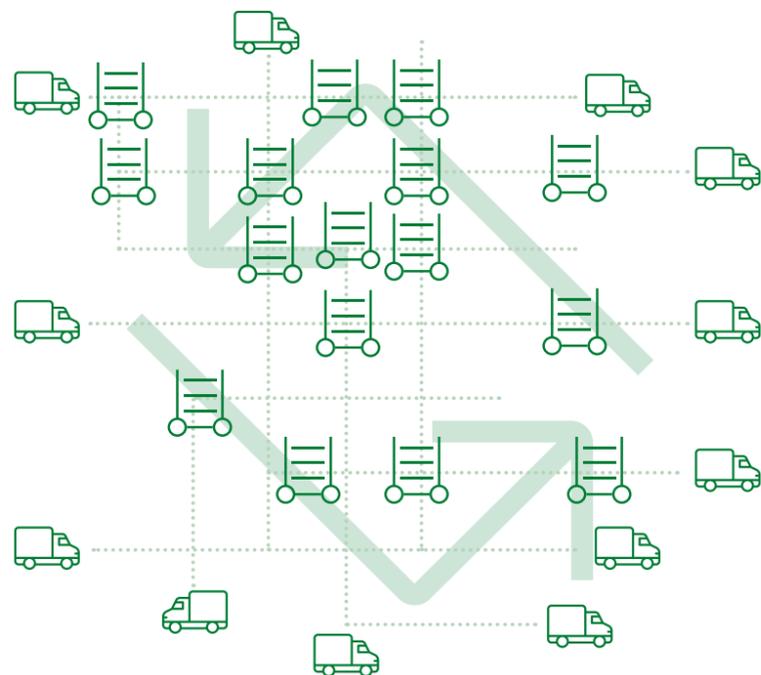
Participating in the CC Pool

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 



Making millions
of businesses
collaborate as one

MISSION, VISION VALUES



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

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.

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. 

40 years ago PRODUCTS LAUNCHED IN 1977

Post-it Notes

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

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)

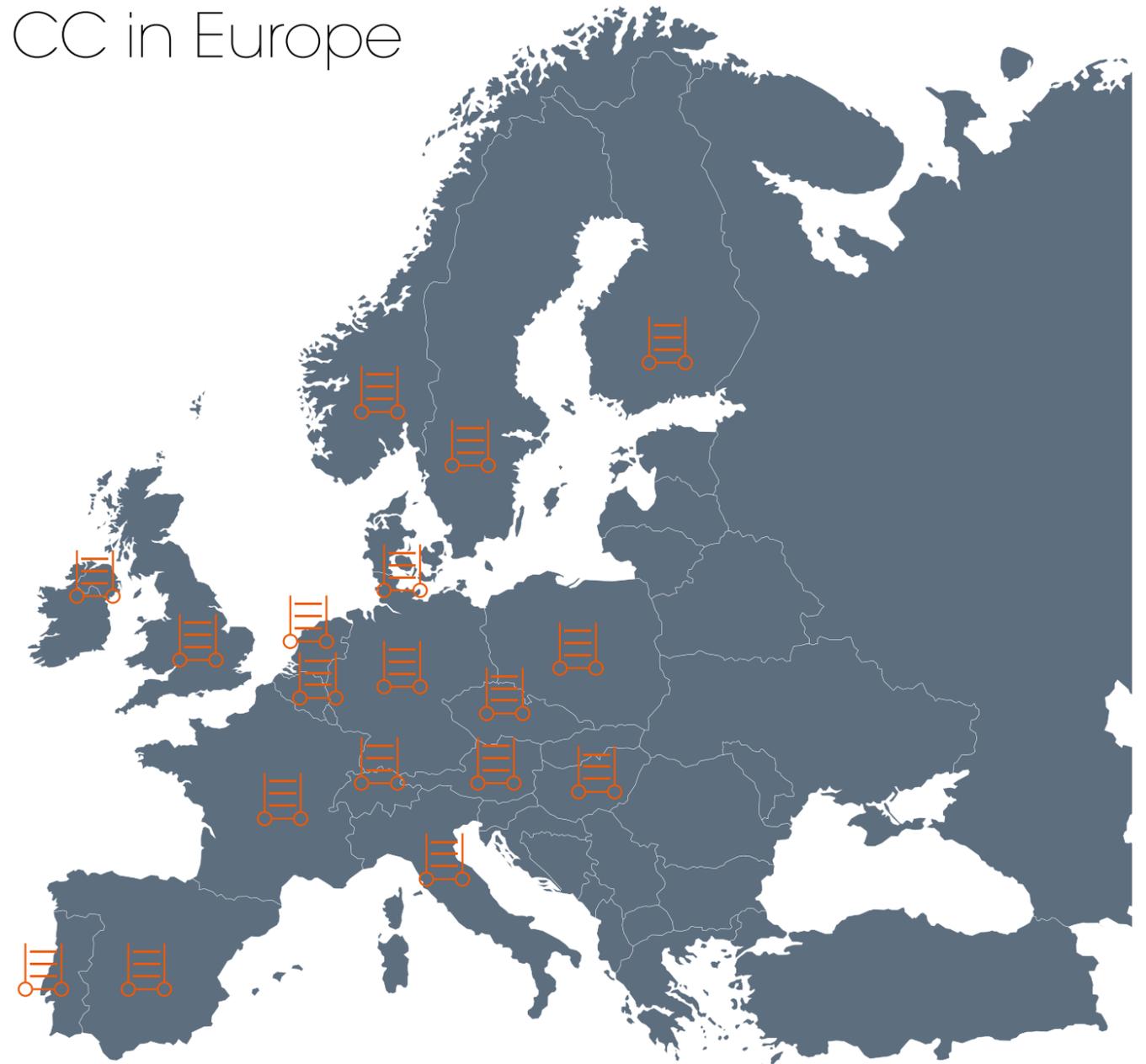
LEGO technic

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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