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Complete control over returnable crates

With more than 600 million rotations a year, Euro Pool System is Europe's market leader in the area of returnable crates for fresh products. Also in Italy, more and more retailers are getting interested in what the packaging specialist has to offer, like its unique E-Web application, for example. This comprehensive administration system gives customers flawless insight into where their crates are in the supply chain at any given time.

Euro Pool System's green and blue returnable crates are a familiar image in the fresh products supply chain and their intrinsic quality is beyond any questioning. But Euro Pool System's activities are also oriented towards providing logistic services. The special E-Web application is a good example. All Euro Pool System's customers get access to this user-friendly application via a login button on Euro Pool System's website, where they can work with the three main functions of the E-Web: *Flow*, *Ordering* and *Invoicing*.

Insight into flows

Margit van Alphen, Euro Pool System's Functional Analyst explains that: "The *Flow* function was the first to be developed. It gives users an ideal lever to chart container flows. They easily fill in how many crates - and of what type - are on their way to their customers (whether full or empty). They can then closely follow the transport flows. The receiver in turn fills in the arrival date of the crates, also checking the quantities so as to directly be able to spot any eventual differences. The user can then via the *Flow* function request a number of overviews. These PDF files can be immediately printed, like the lists with information about how many crates are on their way, how many have reached their destination and how many are eventually missing. Easy but crucial to have a good overview."

Electronic orders

The E-Web *Ordering* function makes it possible for customers to place electronic orders for Euro Pool System's crates. "So no more hustle and bustle with faxes and phone-calls", continues Van Alphen. "Users can simply place their orders on the E-Web user-friendly *Ordering* page and fill in the number and type of crates they need, the distribution station they prefer and whether they come to pick up the crates themselves or Euro Pool System has to arrange for delivery. With just one click, they can place their order and we can respond to our customers' needs quickly and flawlessly. What's also handy for users is that they can check and follow the order status online as well as print pick-up forms and order vouchers very easily. That saves a lot of back-and-forth paperwork. And just like with the *Flow* function, the *Ordering* function offers a number of useful overviews: what does the customer have in stock, how many crates are in transit and which orders are still outstanding."

