



**World of Flowers Co.**

## Want to take the shortcut for global logistics?

Here's how World of Flowers Co. did it.

**Here is the story of how World of Flowers Co. as an agent for Container Centralen revolutionised transport of plants to Europe through the CC Pool System. More and more flower exporting companies in China use CC Containers as it makes logistics both easier and more cost effective.**

### **CC Pool System – the easiest way to move plants all over the world**

Exports of pot plants to Europe from countries like China, Costa Rica and Israel have traditionally been done in wooden crates (one-way packaging). However, this method is both time consuming and costly. Therefore, a lot of these exports are now done on CC Containers, the European standard trolley for transportation of pot plants.

World of Flowers Co. (or in Chinese: Guangdong Chencun) is the key enterprise of agricultural industrialization in China and became Container Centralen's Chinese agent in China in the beginning of 2009. Zhang Xinfeng, General Manager at World of Flowers Co., explains why:

“In the past, almost all the flower exporting companies in China used traditional disposable packaging to export flowers and plants to Europe. They put the potted flowers in wooden cases or carton, which is very inefficient. Since CC Containers came to China and were promoted by World of Flowers Co., more and more flower exporting companies ask for the CC Containers. Companies such as the Lai's seed horticulture in Guangdong and the DELong Horticulture in Fujian have lately requested CC Containers. And we believe that most flower exporting companies in China will choose CC Containers in the future, as the price of labour gets increasingly expensive.”

### **Cutting costs for every link in the supply chain**

The CC Pool System offers you the possibility of a smooth product flow when using rented RTIs\*. The CC Pool System allows the free exchange of RTIs between users all over the world, which makes it uniquely cost cutting and much easier to handle for both suppliers, transporters and retailers.

The CC Container is designed so it can carry your plants all the way from the grower and directly into the store, cutting the costs of in-store handling. You and your customers won't have to reload at all.

\* RTI = Returnable Transport Items



**Making your products move**



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Zhang Xinfeng, General Manager  
at World of Flowers Co.

### **The CC Pool System clears the way for your exporting**

As a direct result of the cooperation with Container Centralen, World of Flowers Co. expects increased exports to both Europe and the US in the coming years. “When you join the CC Pool System, the way to the European market becomes much shorter because the RTIs can be exchanged between users all over the world, eliminating the costs of return flow”, states Zhang Xinfeng.

### **CC Pool System - important benefits:**

- **No worries about maintenance.** We make sure that your RTIs are kept functioning and replace or repair broken equipment.
- **Always available.** You get the possibility for full availability of the RTIs you need. You are always covered – also during peak seasons.
- **Less handling.** You won't have to reload on the way. The RTIs can be rolled all the way from the supplier and directly into the store.
- **Full utilization of your RTIs.** Empty RTIs can be exchanged for filled RTIs, and vice versa.
- **All over the world.** We have about 25 million RTIs in circulation between customers in more than 40 different countries.

### **CC Container – the European flower and pot plant trolley**

- Is designed especially to carry pot plants and flowers
- Can carry up to 450 kg
- Adjustable shelves provide you with maximum carrying capacity
- Can carry your plants all the way from the grower and directly into the store's point of sale



### **About World of Flowers Co.**

World of Flowers Co. (Guangdong Chencun) is the key enterprise of agricultural industrialization in China, and has been Container Centralen's agent in China since the beginning of 2009.

World of Flowers Co. is situated in Foshan city, Guangdong province, managing a 330 hectare flower market.

*Container Centralen a/s is the leading supplier of logistics systems within the European horticultural sector. We operate in more than 40 countries, including South and Central America, Asia and Israel. With the CC Pool System, intercontinental transport of your plants, fruits and vegetables is just as easy as transport within Europe. You can even ask Container Centralen to take care of your flow of transport items, saving you both costs and hassle.*

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