

**PALLETBIZ**  
HELPING TO  
MOVE THE  
WORLD





PALLETBIZ, A FAST-GROWING FRANCHISE NETWORK WITHIN THE INDUSTRIAL WOOD AND METAL PACKAGING & HANDLING SECTOR, IS CONTINUING ITS DEVELOPMENT PATH, WITH AN INCREASED FOCUS ON SUSTAINABLE SOLUTIONS.

# HELPING TO MOVE THE WORLD

PROJECT MANAGED BY:  
JOHN HOLLIMAN

**Established in the late 1990s, PalletBiz has grown into a market leader in the tertiary packaging industry, comprising an increasing number of production units and distribution depots throughout EMEA and beyond. The network aims to deliver premium, sustainable, one-call-for-all, and cross-border solutions to the industry.**

The product offering of PalletBiz primarily includes pallets and handling materials of wood and metal and is enhanced by a wide range of services, such as pallet and packaging repair including recycling, buyback, pooling, and consultancy. The broad coverage of its network as well as its central point of purchase differentiate the business from its competitors.

From its initial strong, high-quality production base in Europe the company has expanded to other parts of the world, establishing additional PalletBiz operations first in the Middle East, and Africa afterwards.

In cooperation with local market entrepreneurs and experts the company has achieved economies of scale as well as a unique customer service profile, and together with its partners is now working on growing the network for increased, client-driven coverage.

## RECENT DEVELOPMENTS

We spoke to PalletBiz two years ago as the company was just emerging from the severe stage of the global pandemic, and the company's Chief Operating Officer Thomas Gents affirms that in 2022 PalletBiz continues to remain in robust shape, ready to capitalise on emerging >>

# solid growth needs time and trust.



“Whether in the forest, on the construction site or in the daily business, it takes the cooperation of many individuals to grow and be successful. We strongly believe in this principle and continuously strive for a strong and cooperative relationship with our partners.”

Franz Kropfreiter, CEO

more information at [dabg.at](http://dabg.at)

**MultiPine**  
FOREST PRODUCTS

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**Multi-Pine** is a Brazilian company with fifteen years experience and a leader in providing commercial services of marketing & sales for the major Brazilian producers of KD rough sawn pine timber for export.

**Main Products:**

- KD Brazilian Pine Timber from well managed forests
- AD & KD Brazilian Eucalyptus Timber
- Pine Plywood • Pine Pellets

Usages: Furniture/Packaging/Construction/Components

**DABG**

We are one of the leading timber trading companies in Central Europe, headquartered in Vienna. For more than 35 years, our team has mainly dealt with spruce timber and other wood-based materials such as blockboards or formwork panels. Our high-quality products are used in a variety of applications – from construction and concrete formwork in the building sector to the manufacture of furniture and interior designs.

Success does not come by itself. We have established ourselves as the pioneer of modern and reliable timber trading due to our continuous development and improvement of delivery service, package design and quality control.

We always stay on top of things and advise our customers personally on site. Thanks to our longstanding co-operations and partnerships with sawmills, reliable and high-quality deliveries can be guaranteed.

The needs of our customers always come first. Together with them and our partners, we want to further establish DABG as a trusted and successful brand in existing as well as new markets.

market opportunities, with an increased focus on the circular economy.

“We are now halfway through our defined strategy for 2020-2024, and while we have been, no doubt, affected by the market disruptions just like everybody else, we have leveraged the advantages of our well-spread network covering many locations in Europe, the Middle East and Africa, in order to withstand the challenge.”



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**PalletBiz sets foot in Oman with new partners, establishing the third Franchise entity in the Middle East / GCC region. Mr. Thomas Gents, Group COO of PalletBiz (left) & Mr. Sheikh Abdullah Ahmed Suhail Bahwan, Executive Director of Bahwan Services and Trading (right).**

“We continue to operate as a B2B franchise network within packaging and handling materials and use the power of our core franchise network to continue serving our clients to the best of our capability. The combination of our collective strength and the soon-to-be 25-year track record has enabled us to deliver on our promise of growth, in line with our sustainability principles.” >>

Mr. Gents points out that despite turbulence in the market, there were several significant highlights in the past two years: the Romanian division experienced record turnover levels, and (inter)regional synergies increased as part of recent network development between operations in the Middle East and Africa.

PalletBiz also welcomed a new franchisee in Hungary and established a presence in Oman as planned, the third franchise entity in the Middle East region, as part of a larger-scale franchise project in the GCC countries. This expansion has been followed – very recently – by the incorporation of a master franchise for Germany, Europe’s largest market.

“THE COMBINATION OF OUR COLLECTIVE STRENGTH AND THE SOON-TO-BE 25-YEAR TRACK RECORD HAS ENABLED US TO DELIVER ON OUR PROMISE OF GROWTH, IN LINE WITH OUR SUSTAINABILITY PRINCIPLES.”

SUSTAINABLE FOOTPRINT

“In 2022, the year before our 25th anniversary, we stay committed to driving our franchise concept further, progressing as a strong network. As such we are also in a better position to address the

pressing issue of sustainability and environmental protection,” Thomas Gents continues.

“As pallets have such a major impact within the global movement of goods, we will certainly be looking at making this impact more environmentally friendly. For example, one of our latest business cases is a potential new franchise partner in Qatar where a main field of business is turning scrap into pressed material that can be reused in pallet production.”

“This is the circular economy at its best – giving new life to a used, recycled product and compensating more than 30% of our raw material demand. We are also looking at ways to convert waste plastics into a sustainable product, potentially combining both wood and



Tree planting ceremony to commemorate the prize won for the PalletBiz Corporate Sustainability Strategy. Representatives of the Award Committee; alongside the MD of PalletBiz Hungary, together with Regional and Corporate Management.



IKEA was among the first (major) clients when PalletBiz started operations in 1998. Almost 25 years later the deliveries still continue to the retail giant.

GROWING IN CHALLENGING TIMES

He affirms that recent challenges, despite their undisputable negative impact, have not hindered the company from continuing to pursue its strategy of investing in capacity & technology, as well as in geographic business expansion, as evidenced by the recent penetration of the German market, soon to be followed in southwest Europe, where a master franchise is planned for establishment either in France or Spain.

“Through the expanded footprint and using our unique infrastructure, we’ll be better able to offer solutions that reflect the sustainable agenda. This will at the same time enable us to give back to those franchise partners who decided to join us, to really leverage from a network in these turbulent times,” he affirms, adding that the company has a high focus on solutions as part of circular economies in all its current and future business cases.

PalletBiz has recently won EU funding in a value of EUR 3.5 million, which will be funnelled into a brand-new manufacturing facility in Romania. The factory will be equipped with state-of-the-art technology and – in line with the social and environmental agenda – is planned to be disabled-friendly & powered by green energy.

In concluding, Mr Gents reminds us that an exciting development is also unfolding on the other side of the globe, in South Africa, where PalletBiz has acquired a 6.8-hectare property as part of vertical integration into sawmilling.

“The project is set to push the transformation in rural areas, through FDI, creating jobs for some of the less-empowered people. An important aspect of doing business in today’s world – ensuring you give back to those people and societies fundamental for success.”

plastic waste using the same methodology.”

It should be noted that sustainability is not new to PalletBiz. Considering that PalletBiz operates in an industry that is heavily dependent on the abundance of quality raw materials (particularly wood), the organisation is dedicated to maintaining forest biodiversity as a key focus area. Such initiatives include sourcing raw materials from responsible and certified suppliers or working towards achieving ISO 14001 and FSC certifications for the production and trade of wooden products.

The environmental ISO 14001 has so far been achieved by the franchisees in Romania and Saudi Arabia, but the number of certified entities is

expected to grow. Additionally, the Head Office, headquartered in Hungary, has developed the PalletBiz Corporate Sustainability Strategy, for which the company collected an award in 2021.

There are a number of other sustainability initiatives that the company has been pursuing, not least under the European Bank for Reconstruction and Development which supports companies on their path towards more environmentally friendly operations.

“We are dealing with wood, a precious material, and we are aware of our environmental responsibility. We need to drive the sustainability agenda, and we’re happy to be among the first to do that,” says Thomas Gents.



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[WWW.PALLETBIZ.COM](http://WWW.PALLETBIZ.COM)



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