



WORLD- PALLETS: ‘ONE VISION ONE WORLD ONE PALLET’

Falkenhahn AG is one of the biggest pallet manufacturers in Europe with a history reaching back over 80 years. Daniela Lukassen talks to CEO Marcus Falkenhahn about the company’s success in this market and its use of the WORLD pallet.

A pallet with standardised norms and dimensions, not only in Europe, but worldwide: that’s the idea behind the WORLD pallet brand. In 2008 the ‘WORLD’ brand was developed by WORLD PALLET AG, which is based in Liechtenstein. The wooden pallet is manufactured on modern machines according to the DIN EN ISO 9000 standard. “WORLD pallet is a product of the future,” explains Marcus Falkenhahn, whose company Falkenhahn AG is a licensee of the WORLD PALLET.

Exclusive licensee

It was in 2008 that Falkenhahn AG became an exclusive licensee to manufacture the World Pallet in Europe. The family-owned company was founded as a joiner’s workshop by Josef Falkenhahn in 1933.

In 1992 the medium-sized enterprise started its production of euro-pallets. During this time the company was licensed by the European Pallet Association, or EPAL. “We covered an important market share in Germany during this period,” Marcus Falkenhahn says. “And we became more and more specialised in the production of wooden pallets.” Over time, the company became a global player.

14 years later, the company has a production capacity of ten million pallets a year. The new brand was envisioned based on an independent system known for decades: the re-usable, freely exchangeable euro pallet according to DIN EN 13698-1 in the standard size 800 x 1.200 mm. The goal was a high quality pallet to provide a Europe-wide service to all industries. ▷





WORLD pallets for worldwide logistics

- Euro-pallet 800 x 1,200 mm (according to DIN EN 13698-1)
- High-rack stackable (load range 6,000 kg)
- Returnable and exchangeable pool pallets
- Worldwide used and implemented

WORLD
one vision one world one pallet

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Unique production process

The machines used to produce the WORLD pallet are themselves highly innovative. The production line has been developed with the aim of reducing the number of manual processes. And the results speak for themselves: to produce around 10.000 pallets, which is the result of one shift, Falkenhahn only needs three employees – a forklift driver and two operators. The rest works automatically. The finished pallets pass all the necessary tests and, following a 100 per cent quality control process, they are heat treated in special kiln areas.

Whilst the company's product range has changed and developed over the years, one thing remains the same: quality. The focus is always on quality control, which means that every pallet undergoes special examination before being loaded.

“The guarantee of quality we give is unique in the world,” adds Mr Falkenhahn. In fact, Falkenhahn AG is the only pallet producer in the world to give a 100 per cent guarantee of overall dimensions. Furthermore, the WORLD pallet is certified with the TÜV-stamp by the German association of technical inspection.

WORLD pallets are pool pallets

Like all Euro-pallets, WORLD pallets are actively involved in the infrastructure of the European pallet exchangeable and reusable market. They are:

- Returnable and exchangeable
- Employed and implemented worldwide
- High-rack stackable

The concept of the 'Euro-pallet' has in the course of time developed into a generic name and now stands for returnable and pool pallets according to DIN EN 13698-1. The most popular generic names currently are Tempo, Tesa, Walkman and Jeep.

Owing to the fact that all pool pallets under the trademarks EPAL, WORLD, CHEP, LPR are manufactured in accordance with the same DIN standard, they are characterised

by their identical technical properties. The fundamental idea behind this standardisation is the complete interchangeability of the same products during production, employment, implementation, handling and application.

Time and cost savings with RFID

When it comes to the pallet market, companies such as Falkenhahn are also focused on the increasing use of RFID technologies. The WORLD pallet is the first pool pallet to be made from wood in serial production with RFID technology. This was made possible thanks to an invisible transponder which is integrated into the pallets. Owing to the invisible method of installation, RFID cannot be recorded visually which also means the transponder cannot easily be destroyed.

But this invisibility has even more advantages: various tests, for example, have shown that the technology resists extreme conditions such as shocks, heavy loads and so on. This development represents a world first.

With regard to the benefits of RFID, Mr Falkenhahn tells us: “RFID is the further development of the barcode. It allow for the automatic identification of pallets and goods as well as automatic inventory management. Apart from considerable time savings, RFID also brings cost savings.

“We developed this technology in collaboration with WORLD PALLET AG,” he adds. With the idea of the invisible transponder Falkenhahn has created a unique selling point. As mentioned above, the company is also characterised by its hi-tech manufacturing technology. “The objective of Falkenhahn AG is to further extend and develop its position as a powerful pallet manufacturer with decades of experience,” Mr Falkenhahn concludes. “Our focus is on reliability, quality and adherence to delivery dates.”

WORLD PALLET AG – Licensor of the trademark

With the WORLD pallet, a new and globally applicable pallet with international potential has been established.

A licence issued by WORLD PALLET AG is necessary for the production of the WORLD pallet. Falkenhahn AG is in possession of the exclusive licensing rights for manufacturing on the European market.

While Europe is already an absolute leaders with respect to pallet standards, and while the WORLD pallet has fully established itself here in the European market, WORLD PALLET AG is currently working on the development of a uniform quality standard or a pallet standard for the American and Asian markets. It is currently looking for cooperation partners such as organisations or pallet manufacturers.

With regards to the corresponding size or the corresponding market position, there is also the possibility of contracting exclusive rights for specific regions in the American and Asian markets.

Cooperation with WORLD PALLET AG and the utilisation of the brand name guarantees future-oriented and promising proprietary activities as well as long-term development potential.

The idea behind this brand is the establishment of a worldwide uniform standard for pool pallets for all international goods movement between continents

Visit: www.world-pallet.com and www.falkenhahn.eu