

New Quality Standardization Initiative Targets U.S. Market, Eventually the World

By Chaille Brindley

A leading pallet maker in Germany identified a need and has sought to change the world of pallets forever. His name is Marcus Falkenhahn, and he wants to pioneer a whole new way of standardizing pallets across the globe. Instead of focus on just one footprint size or even style (block vs. stringer). He wants to focus on quality and reliability with a brand that means something to major corporations.

Falkenhahn has recognized in many regions, including the United States, that quality is something that lacks in many pallets in the market. This isn't the fault of any one person or entity. It is the race to the bottom that is caused by many companies not understanding how costly those cheap pallets really can be. The U.S. pallet market needs workable quality standards that can help differentiate a good from a bad pallet.

That's where the organizers behind WORLD Pallet America think they have come up with a solution. They want to develop a quality control program that can be used for various sizes/footprints around the globe. This concept is the brainchild of Marcus Falkenhahn, the CEO of WORLD Pallet AG, who took on in court the organizers behind the EPAL EUR pallet standard and won. Falkenhahn started his own quality standard when he found the EPAL system



Quality, Quality, Quality: *The primary goal behind the WORLD pallet program is to develop a brand and quality mark that is widely accepted by major pallet users around the world.*

too expensive and cumbersome. He has developed one of the most technologically modern pallet plants in the world and has secured major accounts who opt for the WORLD certified pallet over EPAL Euro pallets.

Having successfully launched the WORLD pallet in Europe, especially Germany, Falkenhahn wants to do the same in other key markets, focusing first on the United States. And he has found someone to run the launch of the program in the United States as well as some key initial partners and is seeking more who want to get in on the ground floor of

the operation.

Juan Diaz, who used to manage import and export lumber sales for Botkin Lumber, has assumed the position of CEO for WORLD Pallet America. Diaz explained that the WORLD pallet program will succeed in this market because the quality control program is less strenuous than EPAL, the pallet management is simpler than 9BLOC, and the pallet options are more flexible than rental programs.

WORLD Pallet America plans to offer a number of platform designs, including an 800x1200mm Euro pallet, a 48x40 block pallet and a 48x40 stringer pallet.



Multiples Sizes and Styles: *The focus of the WORLD pallet system is consistent quality not one footprint or type of pallet. In the USA, the plan is to offer both block and stringer style pallets. This approach is designed to be easier to follow than the EUR Euro pallet standard.*