

Dear manufacturer,

Since 2007 Manufacturers and Retailers have been trying to come to agreement on unification and pooling of returnable transport items within ECR Baltic (Efficient Consumer Response Initiative in the Baltic States) framework. The current economic situation simply forces us to maintain and develop our supply chain in a sustainable and cost effective way.

Thus according to September – December 2011 RTI (Returnable Transport Items) Initiative meetings in Riga and Vilnius with participation of major retailers (Maxima, Rimi, Palink and Prisma) and dairy/meat manufacturers (Valio, Rakvere, Valmieras Piens, Rīgas piena kombināts, Rīgas piensaimnieks, Pieno Zvaigzdes, Zemaitijos Pienas) it was decided to start unification with dairy produce categories by implementing 3 crates set for standardization of dairy produce followed by crates set for meat, bakery, fruits and vegetables. As a second step towards unification is to agree on dimensions of proposed “Baltic Standard for Returnable Transport Items” followed by examining business models and tendering potential solution providers for specific crates solutions, pool and RTI management services.

Consequently, please carefully examine the below table with the proposed dimensions of “Baltic Standard for Returnable Transport Items” (Dairy produce 3 crates set). On behalf of ECR Baltic RTI unification initiative members we would like to ask you to give us a written answer if proposed standard covers your product range?

- YES!
- NO! (Please comment?) _____

<i>Dairy produce 3 crates set</i>					
External Dimensions (LxWxH mm)	Internal Dimensions (LxWxH mm)	Load Max	Primary packaging types:	Suitable for	Product categories
300 x 400 x 118	285 x 380 x 92	5 kg	75 mm diameter cups (18 pcs) 95 mm diameter cups: 12 pcs 200/250 ml pure packs 15 pcs	Poly packs and other small packaging	Yogurt, cream, sour cream, cheese, quark, deserts, etc.
300 x 400 x 170	285 x 380 x 144	10 kg	95 mm diameter cups: 12 pcs 450/500 ml pure packs: 15 pcs	Poly packs and other small packaging	Yogurt, cream, sour cream, cheese, quark, deserts, milk, kefir, etc.,
300 x 400 x 290	285 x 380 x 264	20 kg	1000 ml pure packs: 15 pcs 1500 ml pure packs: 9 pcs 1000 ml plastic bottle: 12 pcs 1000 ml poly packs (pouch): 18 pcs		Milk, kefir, yogurt, jellies, etc.

<i>Meat, Bakery, Fruits & Vegetables crates set</i>					
External Dimensions (LxWxH mm)	Internal Dimensions (LxWxH mm)	Load Max	Primary packaging types:	Suitable for	Product categories
600 x 400 x 170	560 x 360 x 144	20 kg	Any packages that fit		Meat & bakery products
600 x 400 x 240	560 x 360 x 214	25 kg	Any packages that fit		Fruits & Vegetables

Please respond before 1st February 2012?
(Fax +371 67885461; E-mail info@ecr-baltic.org)

For more information, please contact:



Edgars Pentjuss, Managing Director, ECR Baltic
 Brivibas Street 149, 8.th floor, Riga, LV-1012
 M +371 26546645
 F +371 67885461
 E edgars@ecr-baltic.org
 Skype: ecr.baltic
<http://www.ecr-baltic.org>
<http://www.ecr-all.org>

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ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania. ECR Baltic is a collaborative retailer-manufacturer platform with a mission “to fulfill consumer wishes better, faster and at less cost”. It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value. ECR Baltic is a member of ECR Europe. Since November 2010, ECR Europe is the regional platform for collaboration of the Global Consumer Goods Forum.