

European Pallet Association e.V. (EPAL)

PRESS RELEASE

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Optimised pallet management with the new EPAL Pallet app

The Board of the European Pallet Association e.V. (EPAL) officially launched the new EPAL Pallet app on 20 March 2025. The EPAL Pallet app is a web-based software application which simplifies pallet management and facilitates goods and pallet tracking. The EPAL Pallet app also specifically allows optimum use to be made of the QR code on EPAL Euro pallets QR and other EPAL pallets with QR code. The new EPAL Pallet app is available to EPAL pallet users with immediate effect.

Since their market launch in January 2024, over 2.0 million EPAL Euro pallets with a QR code have been produced. This rapid success demonstrates users' desire for innovative solutions for pallet logistics digitalisation. The new EPAL Pallet app is the next step on EPAL's journey of digitalising and automating the open EPAL pallet pool.

The EPAL Pallet app has two innovative components that make it easier to use and exchange EPAL pallets: the web-based dashboard for the back office, and the mobile web app for use in logistics facilities. Combining these two components facilitates optimum pallet pool management and allows pallets and goods to be tracked.

The software is perfectly matched to the QR code on the EPAL Euro pallets QR but can also be used with EPAL pallets without a QR code. Users can quickly and easily create pallet tracking orders, digitalise logistics processes, and track goods' journeys, from despatch to delivery.

Jarek Maciążek, President of EPAL:

"The lack of transparency and traceability of pallet movements is a frequent problem in goods and pallet logistics. Entering information manually is inefficient and can lead to the loss of pallets and goods. The EPAL Pallet app is the quick way for companies to start digitalising their logistics processes, particularly when combined with the EPAL Euro pallet QR. The combination of the EPAL Pallet app and the QR code on the pallets provides transparent and efficient intralogistics and allow goods and pallets to be tracked in transport and goods logistics operations."

The mobile web app makes it easier for warehouse and despatch personnel to register EPAL pallets at goods inwards, to book in empty pallets for inventory management, and to generate new tracking assignments.

The dashboard offers logistics specialists a comprehensive overview of all assignments and the inventory of EPAL pallets at the company's locations. Digital inventory planning and automatic notification when stocks fall below minimum quantities ensure optimum supply of all locations with EPAL pallets. The quality of used EPAL pallets can also be captured using the mobile web app, generating even more transparency for internal inventory management. This reduces paper-based processes which will possibly disappear completely in the future.





THE OPEN PALLET POOL.

Michael Brandt, Head of Logistics other Innovation at EPAL:

“Load carrier management is frequently still a manual, paper-based process in many companies. This is inefficient, and transferring hand-written pallet and sorting vouchers into the IT system is prone to error and time-consuming. The EPAL Pallet app offers quick and uncomplicated digitalisation of these processes. At the same time, it improves inventory management of EPAL pallets at companies’ locations as well as collaboration with customers and suppliers.”

The EPAL Pallet app’s functions are limited to the core pallet and goods logistics processes to make it easy to use and understand. After a brief registration process, users can enter their locations and users, allowing them to make full use of the EPAL Pallet app. The EPAL Pallet app is free to use for the time being.

EPAL will continue to develop the EPAL Pallet app, taking into consideration users’ feedback and suggestions. The focus here is on connecting to the company’s own IT systems, as well as the option of capturing additional information about pallets and goods.

Bernd Dörre, EPAL CEO:

“The EPAL Pallet app is not a replacement for EPAL pallet users’ existing IT systems but is intended to supplement them through the pallet management and pallet and goods tracking functions. This will improve existing processes and IT solutions and make the use and exchange of EPAL pallets more effective. This includes the constant expansion and optimisation of interfaces with users’ IT systems and other software platforms. We invite all EPAL Pallet app users to share their experiences with us and to let us know what they would like in terms of further developments.”

The new EPAL Pallet app makes the use and exchange of EPAL pallets even easier. It promotes the reuse of EPAL pallets and therefore the circular economy as a core element of the sustainability of the open EPAL pallet pool. EPAL’s investments in digitalising the open EPAL pallet pool are therefore also an important component of EPAL’s sustainability strategy. At the same time, the new EPAL Pallet app also takes the functionality of the Euro pallet QR and other EPAL pallets with a QR code to the next level as digital load carriers.

About EPAL:

As an international association, the European Pallet Association e.V. (EPAL) is responsible for organising the EPAL Euro pallet exchange pool. EPAL Euro pallets are the cornerstone of industrial and retail supply chains in Europe. The EPAL trademark stands for quality, safety and sustainability in logistics.

There are currently more than 675 million EPAL Euro pallets and approximately 20 million EPAL Box pallets in circulation making the EPAL Euro pallet exchange pool the biggest open pallet exchange pool in the world. More than 1,700 EPAL licensees produce and repair EPAL Euro pallets and other EPAL load carriers globally.

As a non-profit organisation, EPAL does not pursue any commercial interests. Founded in 1991 as the international association for exchangeable Euro pallets, EPAL is currently active in over 40 countries through national associations and representatives. The central focus of EPAL’s activity is the organisation of the international EPAL Euro pallet exchange pool and the quality assurance of the production and repair of EPAL Euro pallets, EPAL Box pallets, and other EPAL load carriers.



The EPAL Euro pallet exchange pool, with its principles of reuse, exchange, repair and recycling, has been an exemplar for a sustainable circular economy for more than three decades. Wooden EPAL Euro pallets make a significant contribution to protecting the climate. They store CO₂, prevent waste and improve the carbon footprint of users in industry, retail and logistics through reuse, exchange, repair and recycling.

For further press information:

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