



### Green pallet: pallet production and sustainability

Palm SpA is a family business factory founded in 1980 in Viadana (MN) by 4 brothers: Primo, Antonio, Lorenzo and Maurizio, originated by roots of Barzoni Guido, an artisan woodworking company.

As early as the 1990s, Palm SpA (joint-stock company) began assessing the sustainability of its production processes and today uses Life Cycle Assessment to analyse the impact of its production. The company - which is now led by Primo Barzoni - is an example of a generative economy.

The raw material - fir and pine wood - comes from northern Europe, from forests managed according to the environmentally sustainable principles certified by FSC (Forest Steward Council) and PEFC (Programme for Endorsement of Forest Certification schemes). The idea has attracted the interest of Italian forest owners who have started managing their forests according to FSC and PEFC criteria. In addition, Palm is also planting poplar plantations that are traditionally available locally in the region, which it is now using, thus achieving the dual result of boosting the local economy and reducing the environmental impact by transporting them over shorter distances.

Palm SpA's pallet has reduced CO2 emissions by up to 52%. Primo Barzoni believes in the circular economy: he produces a line of pallets with wood recovered from plywood scraps, otherwise destined for disposal as waste. But it doesn't end there: Palm SpA is so concerned about the 2030 Agenda Goals that it has already achieved seven of them.

PALM produces wooden pallets through high technological standards thanks to eco-design that respects the principles of Life Cycle Thinking and Systemic Design, guaranteeing efficiency, sustainability, traceability and customisation: more than 1,500,000 pallets a year, almost all of them custom-made with over 200 different models.

Between 26 and 30 October 2018, the wind storm Vaia felled 8 million cubic metres of timber, particularly affecting the alpine forests of the Dolomites. Palm SpA bought some of the timber from the felled trees at a fair price: a very concrete way to fight speculation and contribute to the reconstruction of the forests.



*"Può l'industria darsi dei fini? Si trovano questi semplicemente profitti? Non vi è al di là del ritorno apparente qualcosa di più? La destinazione, una vocazione anche nella vita di una fabbrica"*

#### KEY WORDS

Pallet, sustainability, management, practices, packaging, technological innovations, certification

#### COUNTRY/REGION

Italy/Lombardy

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## ADDITIONAL INFORMATION

There are several innovations made by Palm to the packaging system and several stages in the supply chain.

**Environmental phase:** The GREENPALLET® respects the principles of the Circular Economy through the use of a certified chain of custody, the commitment to reducing CO2 emissions and the reuse of production waste. PEFC Chain of Custody certification provides an independently verified guarantee that the wood and tree material contained in the product originates from sustainably managed forests. In addition, PALM immediately adopted the environmental labelling 'FOR-50' in the labelling of manufactured pallets to facilitate proper recycling by partners at the end of their life cycle.

**Design Phase:** Through research and development and the use of packaging eco-design software, the weight and volume of products is reduced to co-design with partners the ideal packaging and pallet tailored to them. PALM benefits from PALOK load capacity (capacity) certification and B-Corp certification

**Implementation Phase:** Innovation for the use of chipboard blocks from machining waste, which allows products to be integrated and made even more sustainable, all things being equal.

**Social Phase:** Palm SpA, by purchasing timber from trees felled by the VAIA storm in 2018 at a fair price, has made a very concrete contribution to combating speculation and rebuilding forests. Traceability of raw material is a key aspect to ensure transparency and legality in the supply chain. All stages of the product life cycle are traced: from the purchase and arrival of the raw material, to cutting, assembly, storage and final delivery to the customer. Thanks to the labels, it is possible to trace the specific.



## ABOUT BRANCHES

**BRANCHES** is a H2020 “Coordinaton Support Action” project, that brings together 12 partners from 5 different countries. The overall objective of **BRANCHES** is to foster knowledge transfer and innovation in rural areas (agriculture and forestry), enhancing the viability and competitiveness of biomass supply chains and promoting innovative technologies, rural bioeconomy solutions and sustainable agricultural and forest management.

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## THE PARTNERSHIP

