



Tosca Transforms Retail Supply Chain for Iperal in Italy

The challenge

Before partnering with Tosca, Iperal used cardboard, plastic, and wooden crates to move fruit and vegetables from suppliers to stores. These materials generated large volumes of waste, made pallet handling unstable, and created inconsistencies in how products were presented in stores to customers.

With the opening of its new Fresh Food Centre, Iperal saw an opportunity to move away from single-use materials and invest in a **more sustainable, efficient, and visually consistent packaging** solution that could evolve alongside its growing operations.

The solution

Iperal chose Tosca's reusable wood-look plastic crates and bins to transform its fresh produce logistics. The durable, wood-look design not only complements Iperal's in-store aesthetics but also supports its environmental ambitions. Tosca's pooling model offers a cost-effective, circular solution - ensuring that each crate is collected, cleaned, and reused many times over.

Who is Iperal?

With **56 stores** and more than **5,000 employees**, Iperal is one of Northern Italy's most dynamic supermarket chains. Since its founding in 1986, the company has combined strong local roots with a modern, customer-focused approach.

In 2025, Iperal took a major step forward with the opening of its **Fresh Food Centre in Giuszano (MB)** - a 50,000 m² facility designed to optimise the management of fresh products and the company's own **"Fatto da Noi"** ("Made by Us") range. Equipped with fully automated systems and powered by 4,300 solar panels, the new hub sets new standards for efficiency, quality, and sustainability in food logistics.

www.iperal.it



Today, Iperal uses 60x40 and 30x40 crates in multiple heights, as well as larger bins, throughout its supply chain. From producers to the Giussano warehouse and onward to stores, Tosca's standardised assets enable smooth handling, efficient stacking, and consistent product presentation.

“Our partnership with Iperal is a great example of how reusable packaging can unlock both operational and environmental value,” says Gianpaolo Mezzanotte, Managing Director at Tosca. “By introducing a standardised, reusable system, we’ve helped simplify logistics, enhance product quality, and support Iperal’s long-term sustainability goals.”



The results

Since switching to Tosca's reusable solutions, Iperal has seen a clear improvement in efficiency and sustainability performance. Handling is safer and more stable, waste management has been simplified, and the presentation of fresh products across stores is now clean, uniform, and high-quality.

Beyond logistics, the change directly supports Iperal's broader sustainability commitments - **reducing packaging waste, lowering CO₂ emissions, and promoting more responsible use of resources.** While precise savings are still being measured, the benefits are visible every day in smoother operations, reduced waste, and an enhanced shopping experience for customers.



Looking ahead

Iperal continues to strengthen its supply chain by extending Tosca's reusable system to more suppliers, including in new regions such as Spain and the Netherlands. The company also plans to further improve in-store replenishment operations to make them more ergonomic and efficient.

Describing the collaboration as **“constructive, productive, and efficient”**, Iperal sees Tosca as a key partner in building a smarter, greener, and more.

Ready to unlock efficiency in your supply chain?

Discover how pooling with Tosca can streamline operations and reduce waste at www.tosca ltd.com

