

APN partners with Generation Logistics to highlight network careers



12 Feb 2024 – For immediate release

Association of Pallet Networks (APN) partners with Generation Logistics recruitment campaign to raise awareness of network careers

Key points include:

- [Generation Logistics partnership](#) addresses the need for current and future logistics workers
- It extends the work APN has been doing emphasising the breadth of skills and roles required
- APN member networks employ 35,000 people

APN has partnered with government-funded recruitment campaign [Generation Logistics](#) to further publicise the wide range of careers available and required within the pallet network sector.

It will participate by submitting job profiles and vacancies as well as helping to create and sharing content.

“APN has previously published series of case studies and created much social media content around [pallet network careers](#),” says APN Chair Paul Sanders. “The difficulty is in getting young people to engage with it, so having a central logistics platform for educators and ambassadors to refer to is essential.”

Sanders says that while the public is very aware of HGV driving roles following the recent acute shortages, they forget that logistics companies also need HR personnel, accountants, planners, marketing experts, facilities managers, health and safety professionals and countless other roles.

“We are competing with the rest of UK industry for hard-working, talented people in a plethora of different jobs,” he says. “And with the continuing digitisation of products and services, we will need a new generation of people with digital literacy, and skills in engineering, software and advanced mathematics.

“These skills will be necessary to deliver the sustainability goals, the cost control and the higher levels of customer service which will be demanded over the next five to ten years,” says Sanders.

Generation Logistics is in its second year, with ambitious targets for youth and educational engagement, events, and a significant move in positive sentiment towards the industry.

“The benchmarking research shows that while only one in ten young people currently even considers a career in logistics, only 12% would *never* consider one*,” says Sanders. “It’s up to us therefore to sell our industry as a place of essential services, innovation, and extensive opportunity, at the forefront of some of the most important shifts for our society, such as decarbonisation and automation.”

He concludes: “APN and all its member networks are very pleased to be involved with this campaign and we will be participating wherever possible.”

* Source: RDSI benchmarking research, July 2022

Notes to Editors

The **Association of Pallet Networks** has a membership of eight pallet networks in the UK: Fortec, Pall-Ex, Pallet-Track, Palletforce, Palletline, Palletways, THE Pallet Network and United Pallet Network. These in turn represent 800 hauliers, more than 24,000 vehicles and over 13 million sq ft of warehouse space collectively.

Contact details: Paul Sanders, Chairman, chairman@apn.co.uk www.theapn.co.uk

Follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#)

About Generation Logistics

[Generation Logistics](#) is a sector-led, government-backed campaign that, since mid-August 2022, has been building a social media presence aimed at 13-24 year olds, as a careers resource and partnering with a trusted education provider. Its army of sponsors and partners between them have created an extensive network of ambassadors who can represent the industry at schools, colleges and other public venues.



The Association of Pallet Networks