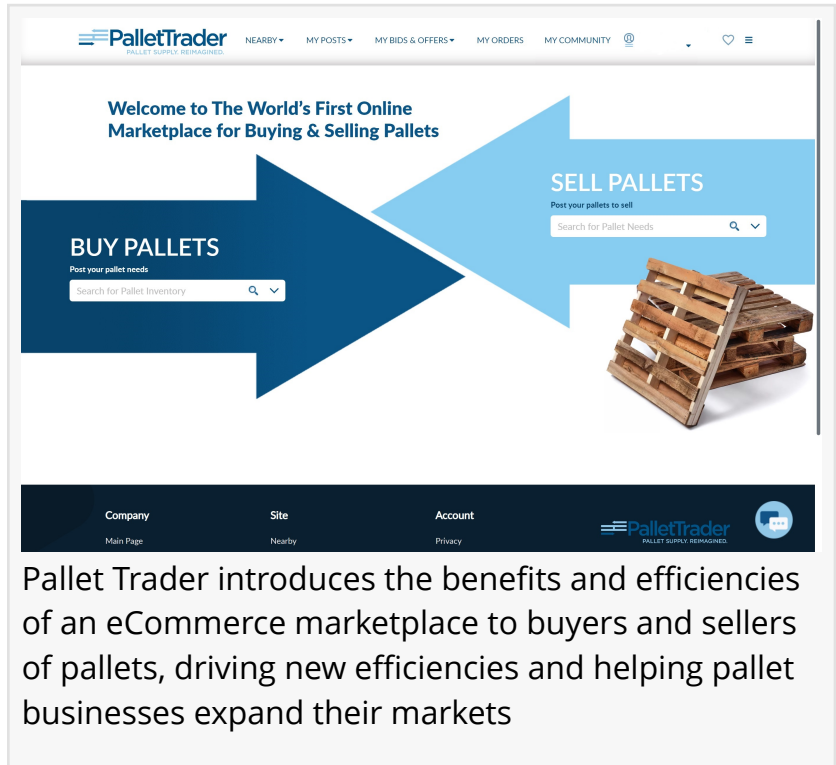


# PalletTrader Named a 2023 Top Tech Startup by Food Logistics, Supply & Demand Chain Executive

*New eCommerce platform for sourcing, buying and selling wooden pallets wins award as top software startup in the trucking, supply chain and logistics space.*

SOUTH PLAINFIELD, NEW JERSEY, UNITED STATES, January 23, 2024 /EINPresswire.com/ -- PalletTrader, the [supply chain](#) industry's first collaborative [eCommerce](#) marketplace for online sourcing, buying, selling and delivery of white wood pallets, has been named by Food Logistics magazine as one of 2023's Top Tech Startups in the supply chain and logistics space.



The screenshot shows the PalletTrader website homepage. At the top, the PalletTrader logo is on the left, and navigation links for 'NEARBY', 'MY POSTS', 'MY BIDS & OFFERS', 'MY ORDERS', and 'MY COMMUNITY' are on the right. The main heading reads 'Welcome to The World's First Online Marketplace for Buying & Selling Pallets'. Below this, there are two large arrows: a dark blue arrow pointing right labeled 'BUY PALLETS' with a search bar 'Search for Pallet Inventory', and a light blue arrow pointing left labeled 'SELL PALLETS' with a search bar 'Search for Pallet Needs'. A stack of wooden pallets is shown on the right side. At the bottom, there is a dark blue footer with links for 'Company', 'Site', and 'Account', and the PalletTrader logo and tagline 'PALLET SUPPLY REIMAGINED'.

Pallet Trader introduces the benefits and efficiencies of an eCommerce marketplace to buyers and sellers of pallets, driving new efficiencies and helping pallet businesses expand their markets

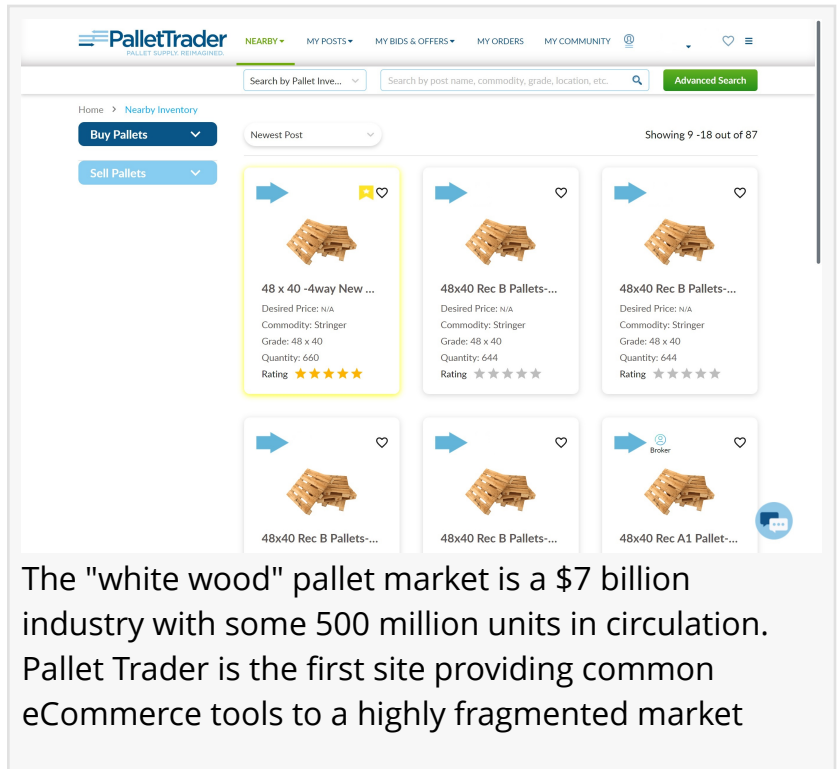
The recognition came from an annual survey of logistics technology startups conducted by Food Logistics and Supply & Demand Chain Executive magazines in which they evaluate dozens of new technology providers that have entered the supply chain market.

PalletTrader was launched in October 2022 and over its first year of operation has onboarded the largest online consortium of [pallet](#) buyers and sellers in the industry. It brings the simplicity, convenience and efficiency of common eCommerce technology to a multi-billion-dollar addressable U.S. market with over 500 million "white wood" pallets in circulation among thousands of retail and consumer product (CPG) businesses, pallet producers, recyclers and distributors.

"We are honored to receive this award from a recognized industry leader like Food Logistics," said John Vaccaro, president of Bettaway Supply Chain Services, which built and launched PalletTrader as a neutral, independent platform to help streamline and automate the process of buying and selling pallets.

“The marketplace is built, it is gaining wider adoption every day and is being recognized for the value it brings to the pallet community,” Vaccaro added. “We are committed to continuing PalletTrader’s development and this quarter we will be launching a number of user enhancements, including new guest purchase features and other functional updates reflecting feedback from the platform’s users.”

Food Logistics is cited as the only publication exclusively covering the movement of product through the global cold food supply chain, while sister publication Supply & Demand Chain Executive describes itself as the only publication covering the entire global supply chain.



The "white wood" pallet market is a \$7 billion industry with some 500 million units in circulation. Pallet Trader is the first site providing common eCommerce tools to a highly fragmented market

According to the magazine, AI-powered automation retains its top spot from a majority of the winners (46% vs. last year’s 35%), with AI, smart data capture and real-time transportation

management trailing behind (41%, 33% and 29%, respectively). Winners range in revenue from \$1 million to \$20 million-plus, with startups beginning operation as early as 2000.

“

We are honored to receive this award from an industry leader like Food Logistics. This new marketplace is gaining wider adoption every day and recognition for its growing value to the pallet community”

*John Vaccaro, president,  
Bettaway*

“Many of today's startups are poised to disrupt the supply chain space. Whether it's raising money to improve sustainability, visibility and food safety or empowering companies to enhance the last mile, these startups are putting innovation at the forefront,” said Marina Mayer, editor-in-chief of Food Logistics and Supply & Demand Chain Executive. “The future of the supply chain industry is now. And now is the time to shine a spotlight on these

startups' initiatives and their success.”

Three winners have been selected to present on Manifest's Innovation Stage, scheduled for Feb. 5-7, 2024, and a number of the other winners will be featured in the Education Program.

Recipients of this year’s award also are profiled at FoodLogistics.com and SDCExec.com. Go to <https://foodl.me/5z0zecqg> to view the full list of Top Tech Startup winners.

## About Food Logistics and Supply & Demand Chain Executive

Food Logistics reaches more than 26,000 supply chain executives in the global food and beverage industries, including executives in the food sector (growers, producers, manufacturers, wholesalers and grocers) and the logistics section (transportation, warehousing, distribution, software and technology) who share a mutual interest in the operations and business aspects of the global cold food supply chain. Supply & Demand Chain Executive is the only supply chain publication covering the entire global supply chain, focusing on trucking, warehousing, packaging, procurement, risk management, professional development and more. Food Logistics and Supply & Demand Chain Executive also operate SCN Summit and Women in Supply Chain Forum. Go to [www.FoodLogistics.com](http://www.FoodLogistics.com) and [www.SDCExec.com](http://www.SDCExec.com) to learn more.

## About Bettaway Supply Chain Services and PalletTrader

South Plainfield, NJ-based Bettaway is an integrated material handling, transportation, and supply chain management company. Bettaway is an industry leader in pallet management solutions, delivering a managed service program built on an active network of some 550 facilities, and an active supplier database of 1,200, providing a centralized suite of pallet services. The company also provides quality transportation with its own dedicated fleets on both the east and west coasts, and national 3PL network. Value-added services include a full-scope warehouse operation with a variety-pack line, e-commerce fulfillment and distribution management for beverage and other CPG products, as well as supply chain consulting services. Bettaway also is the founder and operator of PalletTrader, the supply chains first tech-enabled solution for all your pallet needs. The platform includes the collaborative ecommerce site, as well as fully managed solutions provided through PalletTrader+, which combines the platform's technology with expert resources to plan, manage and execute the sourcing, buying and deploying of dedicated pallet inventories. Visit us at [www.pallettrader.com](http://www.pallettrader.com) or [www.bettaway.com](http://www.bettaway.com).

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