

Major Beverage Manufacturer Takes Control of Monitoring Shipments

Situation: High-value perishable shipments.

A major beverage company with operations around the world manufactures soft drinks, juices, water, teas and coffee under multiple brand names. The company ships frozen juice concentrates and diet soft drink syrup from hubs in the U.S. and Puerto Rico to bottling plants for production, packaging, merchandising and distribution. These partnerships with close to 1000 bottlers, result in nearly 2 billion servings of the company's products being sold to consumers every day.

Render Smith is a transportation manager in the Commercial Products Supply department. He is responsible for thousands of shipments each month, transported from two hubs to multiple bottling plants. The concentrate and syrup are packaged in 55-gallon drums and intermediate bulk containers (IBC tank) or pallet tanks. Each truckload is worth between \$200,000 and \$250,000. Special formulations cause the juice concentrate and syrup to be especially sensitive to temperature fluctuations. Extremely low temperatures, for example, will cause the syrup to crystallize. To protect consumers and the brand, the company discards any product that is compromised.

Problem: Carrier slow in forwarding data.

Shipping high value, perishable commodities is a challenging effort. Spoiled cargo can result in significant financial burdens for shippers. Monitoring shipments is perhaps the most effective strategy to prevent these losses.

The beverage company faces significant financial losses if their juice concentrate and diet soft drink syrup shipments are received in unsalable condition due to temperature excursions. The company relied on carriers to track the temperature of their shipments. Following each shipment, the carrier would download the trip data onto a thumb drive and mail the thumb drive to the company. Waiting to receive trip data can be problematic in that temperature excursions affecting product quality are not discovered in time to make corrections.

According to Render Smith, "By the time we got the readings back it was practically too late to do anything. It really wasn't serving its purpose because we weren't able to track our loads in real time." The company also experienced several instances



of theft or attempted theft, so they sought a way to identify unauthorized access. Ideally, a solution to help identify theft would also help alert the company to instances of possible product tampering.

Solution: In response to the need for more timely temperature information, the beverage company switched from relying on carriers to provide trip data to trusting DeltaTrak's real-time solutions to monitor their refrigerated loads.

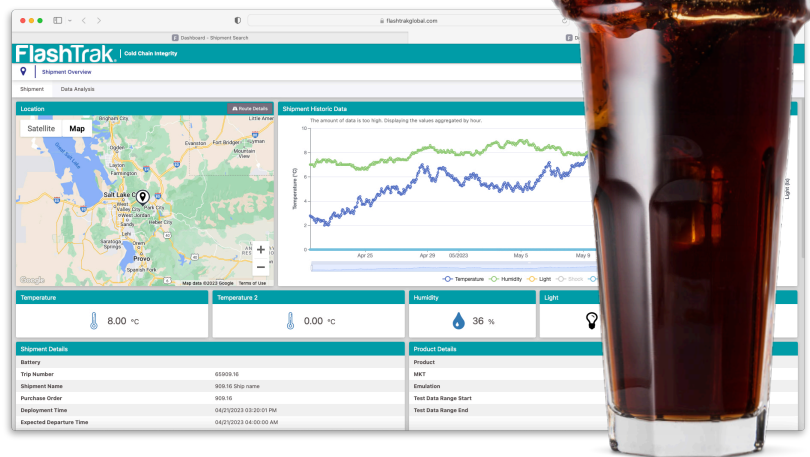
"We decided to move to the RTL and try to be a little more proactive, to try and get in front of any transit malfunctions," said Render. DeltaTrak's FlashLink RTL Prime 2G In-Transit Logger enables shippers and receivers to monitor the temperature of perishable products, helping to prevent losses due to spoilage. This RTL logger offers a wide measurement range of -22°F to 158°F (-30°C to 70°C). For the beverage company's products, logger parameters were set up with the following ranges: 33°F

to 51°F; 54°F to 86°; -4°F to 3.2°F. The RTL Prime 2G data logger also monitors location to help receivers plan for shipment arrivals, as well as light to reveal possible unauthorized cargo access. Up to 28,800 readings may be stored and downloaded using USB connection when no cellular signal is available. This logger's storage capacity (which is the best in the industry), and 60-day trip duration make it ideal for handling longer transit times caused by supply chain delays.

FlashTrak Cloud Service is the platform used to store data captured by all DeltaTrak devices. FlashTrak, retains data indefinitely, so it is always accessible from any internet-enabled device. The real-time data provided by FlashTrak helps users to make well-informed, proactive decisions regarding in-transit shipments, often preventing significant financial losses.

Results: Quicker Access to Data

Before Render and his team began using the RTL Prime data loggers, the goal was to leverage technology to help them better service customers and better track their loads. DeltaTrak solutions have enabled the company to take control of tracking the temperature and location of their shipments. Instead of being reactive, users now have more power to positively impact shipment outcomes. According to Render, "We're not having to rely on third parties to pull the data. We have this tool, so whenever there is a complaint, we can go in, pull the data and say, 'Yes, this is where the spike happened. Or we can say, 'The temperature was pretty steady throughout the shipment. We're not seeing any spikes.' It helps our quality team make faster decisions and quicker judgments on what we need to do in situations as they arise." As for the logger's functionality and ease of use, Render says, "I worked with the warehouse team to set up the devices. It's pretty simple. The Geofence is a great tool to use because it helps you avoid false alerts." Render's assessment of FlashTrak Cloud Service is similar. "The tool works. It's been very helpful for us. It's definitely user friendly. It took one training and my whole team was able to use it."



Having experienced cargo theft, the company appreciates features like the light sensor and believe it is highly effective at alerting stakeholders to possible unauthorized shipment access. Data showing when and where unauthorized access occurred is powerful evidence in an insurance claim.

Render and his team have benefitted greatly from the responsiveness of DeltaTrak's IT and Order Processing departments. "I've never waited more than an hour for an order confirmation email. They always follow up," says Render. "The IT team is also on top of it. They never miss a beat. Anytime we have new people to be trained, or something needs to be updated, we have no issues." Render's division also participates in DeltaTrak's GoGreen Recycling Program, which helps them dispose of e-waste free of charge. Real-time loggers are collected for recycling from the beverage company's facilities, as well as from the bottling plants. The company is strongly considering expanding its utilization of DeltaTrak solutions by adding Maritime Service to monitor ocean container shipments going from Puerto Rico to the States. "One of the things we're looking at is that now the loggers have ocean capability to track the loads throughout transit - even while on the ocean - instead of having to wait until it hits land to re-connect," says Render.

DeltaTrak® is a leading innovator of cold chain management, environment monitoring and food safety solutions for the food, pharmaceutical, life sciences and chemical industries. Contact DeltaTrak by phone at 1-800-962-6776 or by email at marketing@deltatrak.com. Additional information can be found at www.deltatrak.com.

