Cargo Monitoring Solutions Help Ensure Freshness and Profitability of Shrimp Exports

Background

An Indian exporter of shrimp to the United States and Europe planned to optimize its cold chain. Employs 3rd party logistics company to ship perishables across the country. Shrimp shipments needed to be kept at -18° C to maintain quality. If the shipment temperature rises to -12° C, clustering (bundling of shrimps) may affect the product quality.

Challenge

- Temperature integrity – Drivers would shut down truck refrigeration to save on fuel.
- Visibility of shipments – No real time temperature data to check when temperature has risen above -18° C.
- Product quality – Clustering can decrease the contracted price of shrimps by 10%, but it can also reduce their shelf life.

Results

Reduced Spoiled Shipments
Tracked 24/7 to ensure optimal temperatures are kept

Full Visibility via Oversight Portal
Information is conveniently accessed via Smartphone

Maximized Profitability
Exporter consistently sells at contracted price

Peace of Mind
Full transparency allows for quick resolution of customer complaints

Protect Brand Name
Building trust and loyalty with customers

Data Integrity
Authentic data accepted by insurance companies

Cost Comparison

Cost Savings for 1,000 Container Shipments

Savings 45%

Estimated Cost of Bad Shipments

Cost of Trackers

Solution

The exporter chose GO real-time trackers to enable real time monitoring of temperatures and signal alerts in case if temperature limit breaches. GO trackers combine real-time temperature, humidity, and location reporting technology with a light sensor that enhances cargo security.

Copeland™ equips an comprehensive integrated hardware and software solution enabling enhanced shipment visibility for both the importer and exporter.

	Reduced Spoiled Shipment	Full Visibility via Oversight Portal	Maximize Profitability	Peace of Mind	Protect Brand Name	Data Integrity
Real time monitoring of temperature humidity and location	✓	✓	✓	✓	✓	✓
Signal alerts if temperature breached	✓	✓	✓	✓	✓	

Oversight 2 Screenshot

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