



Early Alerts Save Flowers for Special Occasions

Situation

Flowers are one of the most perishable and most expensive commodities being handled by shippers and trucking companies every day of the year. But, on special occasions, Valentine's Day, Easter and Mother's Day half of the companies' annual profits are in play. Millions of dollars worth of roses and other flowers sit precariously in un-tethered refrigerated trailers behind buildings and in vacant parking lots. Occasional patrolling watchmen provide the only protection. And a great deal can happen in four hours in Miami, Phoenix or Minneapolis in the middle of February.

After losing \$250,000 on a trailer packed with Valentine's Day roses, a national floral distributor came to FreshLoc for a solution that would protect them in the future.

FreshLoc Application

FreshLoc provides a special LED sign and pagers to direct every move in the floral distribution center. All the coolers in the warehouse and the many temporary storage trailers are equipped with FreshLoc wireless temperature sensors. Some of the trailers are more than four hundred feet away from the building, which makes manual monitoring methods tedious and ineffective at best. Temperatures in a closed trailer rise very quickly if a reefer unit fails. The FreshLoc wireless sensors transmit current temperatures continuously to a server.

When FreshLoc detects a problem, the alert is immediately displayed on an LED message board listing the location name and the problem definition. Concurrently, a page is sent to the floor supervisor who insures that the problem is resolved.

Results

FreshLoc has significantly reduced operating costs including diesel fuel consumed during pre-delivery cool down, reduced maintenance costs by 15% and, most importantly, avoided product loss. Three Valentine's days have passed since the FreshLoc system was installed and while there have been many alerts there are no losses.