

COPELAND GO REAL TIME TRACKER

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.



COPELAND
Engineered for Sustainability

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



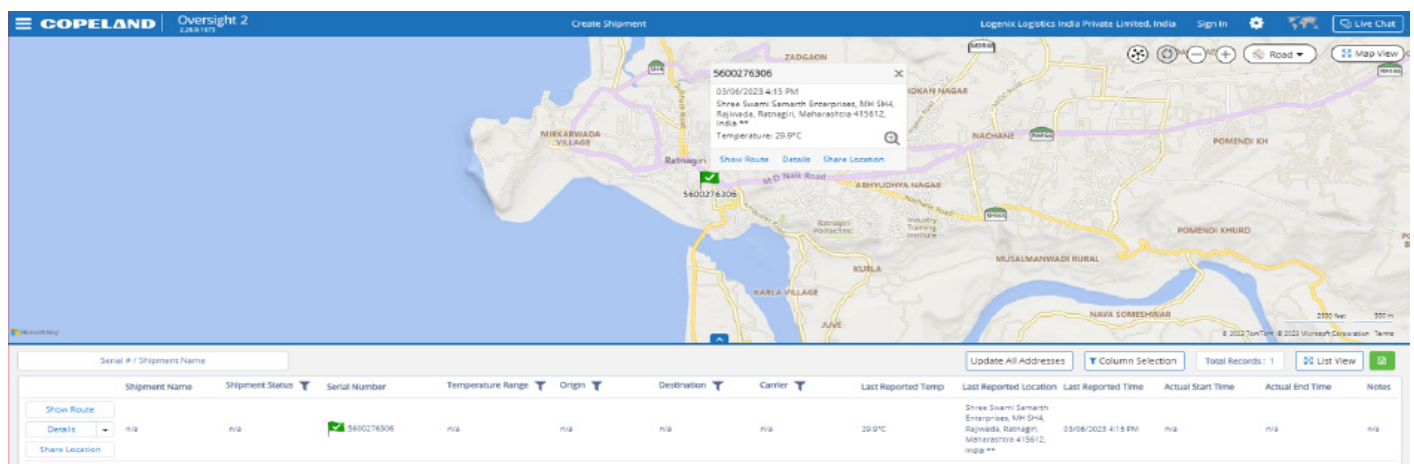
Solution

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 a 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



To learn more, visit copeland.com/cargo

9237918 ©2024 Copeland LP.

COPELAND
Engineered for Sustainability