



Sensitech Launch Empowers Reduction In Perishables Shrink

Beverly, MA – November 14, 2005 – Sensitech last week launched the first RFID-enabled end-to-end cold chain visibility solution for retailers and their perishable supply partners.

The solution, called ColdStream PTS (Plant-to-Shelf), involves an RFID tag embedded in Sensitech's Temp-Tale temperature sensors. These sensors are placed inside cases or pallet loads of perishable products and record and store temperature data during every stage of transit. The RFID tags have a one-year battery, enabling them to travel with a commodity for the entire length of its trip.

Data from the tags is automatically downloaded to readers within a 300 foot range. From there, a Remote Site Server (RSS), a Windows-based software agent that reads and downloads data, forwards that data to a central repository. Information is stored on Sensitech's Cold Chain Visibility Server, a Web-based hosted database application for query, reporting and analysis of stored data. Through password-protected selective access, users can understand the complexities of their unique supply chains through dashboard reporting. More in-depth data aggregation reporting enables users to analyze their data and draw conclusions about the efficiencies of their processes.

"This is all about utilizing RF data to do a more effective job of collecting data," explains Elizabeth Darragh, director of supermarket and food strategic marketing at Sensitech. "It also features a full suite of analytics to make sense of all the data."

With the PTS application, not only is data recorded and captured, supporting software allows specified supply chain participants to receive electronic alerts when products fall outside pre-determined temperature ranges. An archiving function also allows companies to spot trends. "You can look at your overall processes and procedures to see if you are having problems with specific stores or DCs," says Darragh.

All of this is designed to help retailers and suppliers improve the freshness of their perishables, reduce revenue loss due to shrink and increase profits by monitoring product temperatures within every segment of the cold chain. "Sensitech has taken a revolutionary step that will deliver significant savings and a competitive advantage for our clients," says Stephen DiRubio, vice president and general manager, Food Industry and International at Sensitech "For the first time, retailers and suppliers will have visibility into patterns of systematic variability, made obvious through the aggregation of temperature data within every segment of the cold chain. The bottom line is that by adopting this solution, our clients will have unparalleled insight into how to improve their cold chain management processes within every stage, and discover new sources of revenue and profitability."

"Sensitech's ColdStream PTS is an advanced cold chain visibility solution," says Steve Banker, director of supply chain management at ARC Advisory Group, Dedham, MA. "The solution makes a robust continuous improvement effort possible by speeding problem diagnosis and the corrective measures that put cold chain management processes back in control."

"ColdStream PTS is an outstanding example of the important solutions for supermarkets and fresh food suppliers who want to improve the eating experience for consumers and reduce shrink by offering only the freshest of products," says Bryan Silbermann, president and CEO of the Produce Marketing Association (PMA). "Sensitech's innovation gives our members the level of visibility into their cold chains, as well as the ability to act quickly to make critical improvements in their cold chain management that can also translate into dollars."