

HIGHEST DEGREE OF RELIABILITY THROUGHOUT THE SUPPLY CHAIN FOR THE TRANSPORT OF ULTRA-FRESH FOODSTUFF


 Branch: Foodstuff – Convenience Sushi producer



Challenge

Permanent and reliable monitoring of prescribed temperatures in the loading space. If critical values are reached, the system alerts.

Important functions

-  Tour / route monitoring
-  Monitoring door status
-  Monitoring temperature processes
-  Alarm messages

Special feature

A link to its own Transport Management System

Vehicles with telematics systems

87 goods vehicles with temperature sensors

Telematics customer since 2011

Software: cargofleet 3

Devices: TC Trailer Cool



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Lars Gormanns, Fleet Manager
Natsu Foods GmbH & Co. KG



“We have leased all our vehicles, so we want to stay flexible and we might wish to transfer the telematics to later models.”

Lars Gormanns, Fleet Manager, Natsu Foods GmbH & Co. KG



Challenge

To ensure that **sensitive goods** such as fresh foodstuffs stay cool during transport, you need the best technology and the highest degree of reliability throughout the supply chain. **Sushi is not a fresh product – it’s an ultra-fresh product.** There are just a few hours separating the moment when the rice dishes roll off the conveyor belt at Natsu Foods in Neuss and the arrival of the delivery driver in one of around 2,500 supermarkets across Germany that are supplied by the company. **New products are generally delivered to the chilled counters three times a week.** The trays of maki, nigiri and other sushi treats then wait to be picked up by hungry shoppers – and they need to be able to rely on the freshness of the products.

Solution

That’s why the company has been using **TControl COOL T 110** from idem telematics for around three years. The telematics unit has been installed in 85 goods vehicles that are used by Natsu Foods over the last mile of the deliveries. The company uses an experienced service provider for the transportation into urban centres and the vehicles then carry out the next distribution phase in the target area. ‘Retailers and consumers have the right to the best quality and reliable supervision for the entire supply chain,’ says fleet manager Lars Gormanns. ‘Telematics can ensure that this is the case. The solutions from idem telematics are extremely reliable. The customer service is also flawless.’ Natsu Foods uses Cargofleet, and Gormanns appreciates **the portal’s clear structure and ease of use.** On the computer monitor on his desk, he can see which vehicles are currently on the road, whether they are **moving or stationary**, and – most importantly – whether the **specified temperature is being maintained.**

Benefits

Alarms can be process-dependently controlled: The company is very satisfied with the cooperative partnership with idem telematics: “We are very pleased to be working with them”, says Marco Fuchs. “The idem telematics products meet our requirements perfectly and communication with our contacts is very open and constructive“. He particularly likes the fact that idem telematics tries to accommodate all requests. “We had special requirements that demanded a customisation of the portal. We received good support in this regard.“ He is primarily referring to a **process-dependent control of the cooling alarms** that Pistor needs for its flexible routes: “We not only deliver to our customers, but we also pick up goods from them. As soon as the driver begins their route in the cargofleet driver app, the **cooling alarms are activated or deactivated**

Natsu Foods GmbH & Co. KG

Natsu Foods was set up in 2004 by two brothers who had the vision of getting sushi into supermarkets. They now produce around 5,000 tonnes of sushi each year in Neuss and another 2,600 tonnes at their second site in Leipzig. The founders place great emphasis on sustainability and quality, using the best ingredients and transport making efficient use of resources.

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