

Floral Retail

Objective

Improve the quality of flowers by monitoring temperatures from the grower to the retailer to determine weak spots in the cold chain and document any extreme temperatures.

Strategy

Temperatures above accepted temperature standards during transit affect the freshness and vase life of flowers, which may not be apparent at delivery. The retailer selected ATI's LOG-IC® technology to accurately determine if and when temperatures exceeded quality assurance temperature protocols at any point in the distribution chain.

Implementation

A LOG-IC RFID tag, embedded in an auto reply postcard, was included in selected boxes of flowers. It records ambient temperature at set intervals and indicates temperature excursions with a flashing red light. The retailer simply drops the postcard in the mail for a detailed time/temperature history report.

Results

Benefits of the LOG-IC postcard include immediate decision support for determining which shipments need further inspections, as well as receipt of flowers that look healthier and have longer shelf life. The time/temperature reports from ATI also helped pinpoint areas of improvement in the cold chain.

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