

Pita Pit



Objective

Implement a temperature monitoring solution to analyze third party carriers and their practices for shipping frozen dough from bakeries to distribution centers and restaurants.

Strategy

ATI provided single-use Log-ic tags which are cost-efficient and capture detailed temperature history. The easy-to-use tags helped to implement the program quickly and store managers were educated on procedure for returning the temperature tags.

Implementation

One Log-ic tag was placed per case and distributed to ten test sites. Store managers viewed status lights for excursions and returned the tags back to ATI in a postage paid self addressed envelope.

Results

Over 85% of the tags were returned for data retrieval and Pita Pit concluded that most temperature excursions occur at the beginning and end of shipments during load and unload. They now have an effective way to monitor shipments to help meet their high standard of quality thus resulting in fresh bread for the consumer.

