



RFID Temperature Alerts from Trucks in the Yard

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([PRWEB](#)) October 21, 2004 -- Dallas, TX (PRWEB) October 18, 2004 "In today's pared down, "just in time" supply chain, using trucks for temporary cold storage during peak periods like the holidays is common practice. Now, those truck trailers can send an alert if their temperatures start to climb. FreshLoc Technologies (www.freshloc.com), leading innovator of RFID temperature monitoring, announces the TempStrap, a system that turns temporary storage into an extension of grocers' coolers.

The TempStrap continuously monitors temperatures inside a trailer and alerts designated employees via email, cellphone or pager when temperatures move outside the safe holding range. The system consists of sensor straps that attach quickly to any truck trailer and a reader linking the trailers to the facility.

"Customers that use our FreshSync truck logger asked for this removable monitor to use on trucks that aren't part of their fleet. They wanted the same automatic alerts the logger gives, so they don't have to walk around the yard and check each load every so often," explained Dick Fetting, executive vice president of FreshLoc Technologies. "The TempStrap alerts designated employees and unanswered alarms can be set to escalate up a chain of command."

FreshLoc Technologies offers a complete line of temperature monitoring products that utilize RFID to automatically monitor the Cold Chain. "Our goal is to provide tools that simply and cost-effectively report on the temperature of food, wherever it is," affirms Fetting.

About FreshLoc Technologies, Inc.

FreshLoc Technologies Inc., a privately held company located in Dallas, Texas, provides wireless Internet-based monitoring of mission-critical equipment and goods in the food supply chain. The service uses RFID technology to provide complete Cold Chain Control. FreshLoc Technologies deliver reduced loss from spoilage, lower maintenance and insurance costs, improved energy management, and enhanced regulatory compliance. Clients include Fresh Del Monte, 7-Eleven, WestFarm Foods and H.E. Butt Grocery. Additional information is available at www.freshloc.com

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