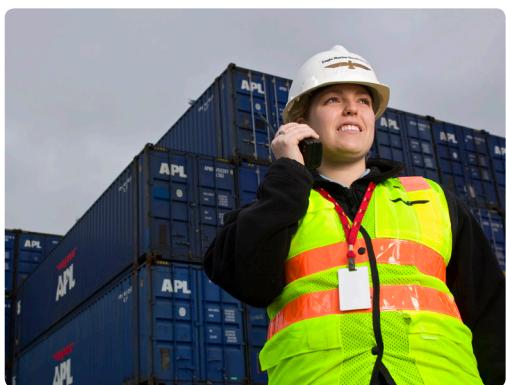
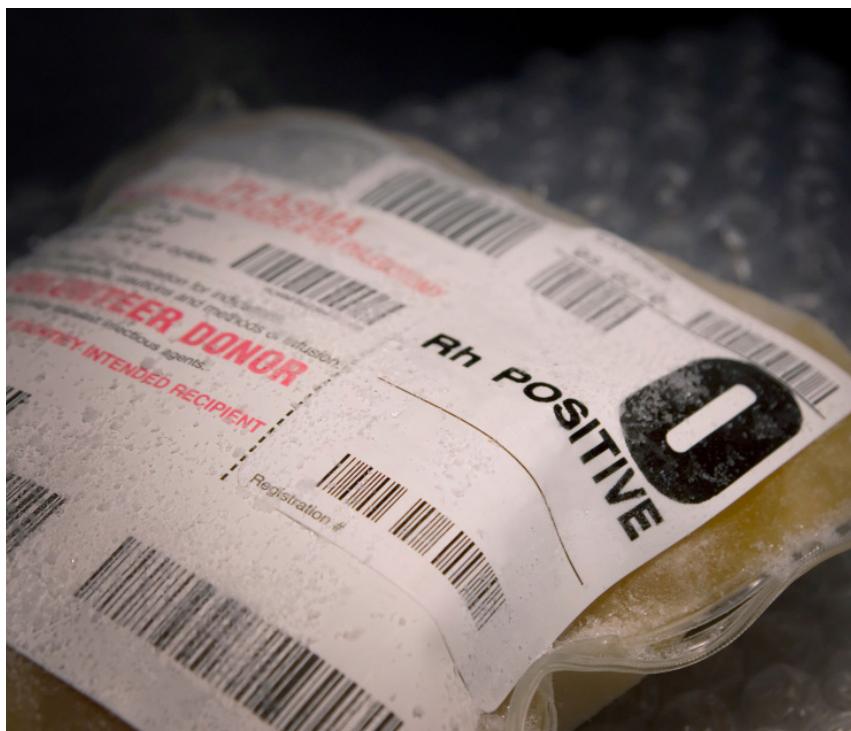
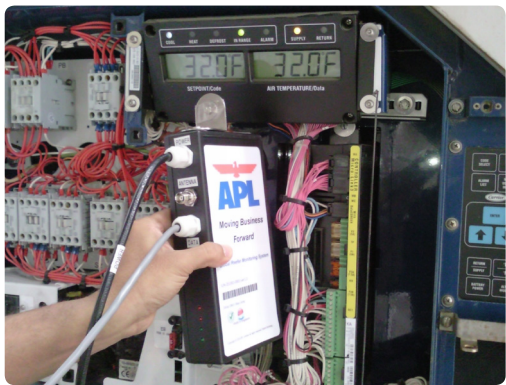


## SMARTemp



When it comes to transporting blood plasma, it helps to be Type A. This high-value commodity's optimal storage temperature is below  $-35^{\circ}\text{C}$ , and even the slightest of deviations from that temperature can compromise its product integrity. No wonder an American blood plasma company turned to APL when it required product transportation from the United States to Europe.

APL installed SMARTemp™, the ocean shipping industry's first real-time temperature tracking product, on the refrigerated containers carrying the blood plasma. As a result, the company was able to monitor its plasma's temperature and humidity data hourly – a much better alternative than the twice-daily manual monitoring updates that would have been available with ordinary refrigerated containers. In addition, APL's on-board cargo team was able to receive instant alerts whenever temperature levels reached an unacceptable threshold, so it could begin taking immediate corrective actions. APL also provided the company with a customized handling process that included enhanced pre-trip inspection and container selection.

Thanks to APL and SMARTemp™, the company achieved a 100% success rate with its blood plasma shipments. It also enjoyed constant visibility – and the peace of mind that comes from knowing its temperature-sensitive products were receiving enhanced protection from door to door. SMARTemp™ has changed the way companies ship blood plasma and is now gaining wide acceptance in the plasma industry as the preferred choice in transportation.

SMARTemp™ technology can also be used in the shipment of any other pharmaceutical products.