

SMARTemp



Laptops may be easy to carry. However their components can be challenging to ship, because many of them are highly temperature-sensitive. No wonder one of this company's largest clients decided to use refrigerated containers when it started transporting its high-value laptops via ocean to the United States. "The client needed cargo to stay within 19°C to 23°C at all times – even if power went off during loading and discharge," explained one source close to the account. "However, it also needed to know any time exceptions to these temperatures occurred." Thankfully the company's longtime ocean provider, APL, had an innovative solution that could help.

APL recommended that the company use SMARTemp™ (Satellite Monitoring and Remote Temperature Tracking), the ocean shipping industry's first real-time temperature tracking product. Launched by APL in 2010, SMARTemp™ allows the company to closely monitor the temperature of its client's laptop reefer shipments. Just as important, it has the ability to send instant exception alerts to APL's on-call cargo teams should any unacceptable temperature variations occur during shipping.

Thanks to SMARTemp™, this company enjoys constant visibility and enhanced protection capabilities over its laptop ocean shipments – and more peace of mind that they're quite literally getting the degree of temperature-controlled excellence they deserve. This has allowed the company's client to more confidently pursue its plans to migrate from the more expensive option of international air to the more cost-effective mode of ocean transportation.