



CASE STUDY

OBJECTIVES To obtain accurate traceability and a reduction in shipping verification time

SOLUTION Visidot, image-based technology

RESULTS

- Fast, reliable shipping verification
- Traceability throughout the supply chain
- Dramatic error reduction
- Direct integration with the customer's warehouse management system

VISIDOT SOLUTION BRINGS CAMPOFRÍO AN ACCURATE TRACEABILITY SYSTEM AND FASTER SHIPPING VERIFICATION

Campofrío, the international food and nutrition group and Spain's market leading meat producer, has industrial plants in Spain, Portugal, Romania and Russia, and sales offices in other European countries. Due to the excessive amount of time that it spent in the shipping verification process for manufactured products at its fresh products plant, Carnes Selectas 2000, in Burgos, Campofrío contacted Zetes to look into automating its processes. After an in-depth analysis of the various technologies available, Zetes created a made-to-measure solution for the customer, based on a traceability system using imaging technology. Zetes developed and personalised the process to adapt the solution to meet Campofrío's requirements.

Campofrío decided to replace its RF system's manual verification process, involving thousands of crates of produce per day, with a fast, automatic system that captures multiple 2D barcode labels applied to the packages. This allows for accurate control of the 300+ pallets per day, plus the daily shipments, handled by the production centre. The captured data is checked against the orders for each customer, providing

the operators with real time alerts in the event of differences, and visual indications if the products are not properly palletised. Campofrío subsequently made the strategic decision to integrate this complete supply chain traceability solution with its warehouse management system, ADAIA, for an accurate exchange of information between the two systems.

"Working with manual processes based on hand-held terminals was causing bottlenecks which could potentially limit the output of our production plant in times of heavy workload", says Santiago Peña, IT Systems Director, Campofrío Group. "We were aware that we had to study solutions for the automation of our shipping and verification processes." The traceability system selected, based on imaging technology, is made by ImagenID, which has recently been integrated into the Zetes Group. "Visidot was the solution that could meet our need for a flexible, fast, reliable system."

Deliveries Checking System

In order to achieve the objectives set, Campofrío proceeded to label its crates of fresh produce, and its pallets, with 2D Data-Matrix labels. Then, in the production plant shipping area, Zetes installed four Visidot two-sided gates with two Visidot Readers and four high resolution cameras on each gate; an Operator Console; and a Visidot SCT (Supply Chain Traceability) Director.

The Visidot Reader gate, which is capable of capturing several labels at a time, now captures the information found on crates of meat products, and has replaced

the hand-held terminals which were less efficient and were slowing down the process. The Campofrío configuration permits a maximum of 96 crates on each pallet (48 per side).

Using its own software, the strategically placed Visidot SCT Director allows the operators who are working in the shipping area, to check the pallets at the moment they are being shipped and take immediate corrective measures if there are any errors in the orders.

The system only takes a few seconds to capture and decode the contents of each side of the pallet. It captures the data of all the fresh products labelled, sends all the information to the Visidot SCT server, uses industry standard integration methods, and obtains a verification of the products and shipping status of the produce shipped to the various customers.

“The Visidot solution meets our initial expectations. We are now working with 100% accuracy on all our shipments of fresh products and enjoy the benefits of a traceability system of greater capacity. This translates into optimisation of our logistics, increased efficiency and quality, and greater customer satisfaction.”

***Santiago Peña
IT Systems Director
Campofrío Group***

WMS Integration

Zetes was also asked to integrate the solution with the Warehouse Management System, ADAIA, used by Campofrío, to provide an accurate, smooth-flowing exchange of information.

The complete implementation of the traceability system, along with a custom interface developed by Zetes, means the data captured by the Visidot Readers is processed immediately by Campofrío's WMS.

Zetes provided practical training on three levels to familiarise the company with the new automated system: technical training was provided for Campofrío's IT managers; the warehouse managers were shown the possibilities of the system at an operating level; and at the user level, the operations managers were trained in how to work with the new solution simply and efficiently.



Working with a Trusted Partner –

Zetes, Europe's leading supplier of solutions for the automatic identification of goods and people, has successfully carried out a leading project integrating imaging technology with the customer's management system. Visidot, the traceability system based on images, is made by ImageID, a specialised division of Zetes.

The added value of Zetes is that it is the perfect partner to provide a global solution, from analysis and design of the most suitable system to maintenance and technical support of the implemented solution.

According to José Fanego, Professional Services Manager, Zetes Spain, "This project is a pioneer in Spain, and we are very pleased to be working with companies like Campofrío that benefit from the use of the new identification technologies to optimise their processes."

Santiago Peña, IT Systems Director, Campofrío, comments that "the Zetes team was a key factor in our decision to work with them; at all times they passed on their in-depth knowledge of the automatic identification and data capture market."