

Focus: Fruit&Vegetables Industry

“The collaboration with Wenda allowed us to employ a very effective, flexible tool to monitor our goods. For the characteristics of the products we work with, it is crucial to be able to control and have first-hand, real-time information on the situation. All this enabled us to get ahead of potential issues with unloading processes and to solve them during the shipment phase, so that we could deliver the product in perfect conditions and at the correct, required temperature. A great success!” – KPE Manager

- Advanced supply chain traceability and accessibility
- 100% increase in end-to-end supply chain visibility
- Customized accounts for other users in the supply chain



Business Needs

Kettle Produce España needed to monitor its shipments to Scotland to see if there were any problems related to temperature or localization during transport. The company also wanted to see if the trucks arrived at their destination at the agreed times, so geolocalization was a key factor.

It was also necessary to access this information via web so that it could be easily shared with internal offices.

Finally, Kettle Produce España needed an effective way to communicate accurate, real-time information about the integrity data of each shipment to both the support center and the Scottish offices.



Solution

The Wenda Platform enabled Kettle Produce España to observe in a single dashboard eventual integrity alarms regarding the preservation of vegetables during their journey, and provided a sharp overview of the hazard points along the chain during the whole 2019 vegetables commercial season. Also, Kettle Produce España was able to determine that the timeframe for the arrival of its shipments was within the terms of the agreement reached with the logistics provider.



The client

Kettle Produce España is a Spanish company, founded in 2003, which operates in the AgriFood sector. Kettle's products are controlled from farm to delivery to customers, thanks to daily monitoring of the fields, optimization of irrigation cycles and control of harvest trends, ensuring clear and accurate information to buyers. Harvesting takes place at the optimum time of ripening, so that products can be delivered under ideal conditions of colour, flavour and aroma.

- 6000 mq facilities
- 16 years experience
- 10 different products



Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.