

Focus: Fish Industry

Wenda | Stories

- Better service, differentiated from the competition
- Full visibility of temperature and traceability data, from supplier to customer
- Continuity of the cold chain and reduction of Food Safety and Quality Control costs

Business needs

An Italian company that imports fish products from Asian markets and distributes them to its Ho.Re.Ca. and GDO sales channels has chosen Wenda to manage, navigate and understand its cold chain and traceability data during the acceptance, processing, storage, load preparation and shipment phases. The company was already equipped with temperature detection tools in the different phases of its chain; they were quickly integrated into the Wenda Platform.

Solution

The company has been able to offer a better service to its customers and to cut Quality costs. It had access to the Wenda Platform and used the Inbound, Storage, Outbound and Shipment Modules in combination, achieving end-to-end supply chain visibility from the Asian supplier's warehouse to the arrival of the product to its customers. This has simplified Quality Control procedures, generated statistics and reports, reduced Food Safety costs. The company succeeded in verifying the correct functioning of the cold rooms: the automation and digitalization of the HACCP checklists have enabled cuts in warehouse management time and costs.



The client

The company has been active for about 15 years in the import of frozen and superfrozen fish products from international markets, in particular from Asian markets (South Korea), in Italy it has a storage production plant and open commercial channels with seafood distributors and sushi restaurants. The company's mission is to provide high quality seafood products, taking scrupulous care of the cold chain to ensure the highest levels of Food Safety.

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.

