

RTI tracking in the fishing industry



EU directives require the identification and traceability of fish trays and their contents – from the sea to the end consumer. Our solution has been developed specifically for fish markets and auctions with their specific environments.

RFID Discovery is a software-based solution that integrates new technologies into one single platform. By tracking and recording all location information, RFID Discovery provides a global view of the entire pool of fish boxes in real time, 24 hours a day, enabling the optimisation of their logistical movements.

Key Benefits

- Increased efficiency
- Time saving
- Cost reduction
- Real-time data
- Increased accountability
- Loss and theft prevention
- Supports compliance with laws and regulations



Key challenges

A lack of control processes can lead to significant gaps between the number of fish boxes allocated to fishermen and buyers and the number of boxes being returned. These gaps are damaging in several ways:

- ▶ Cost of replacing lost boxes
- ▶ Recurrent issues with box availability
- ▶ Lost productivity and lack of accountability



RFiD Discovery brings a solution which provides identification and traceability of boxes at every step of the supply chain, creating a greater accountability for every stakeholder involved in the process.

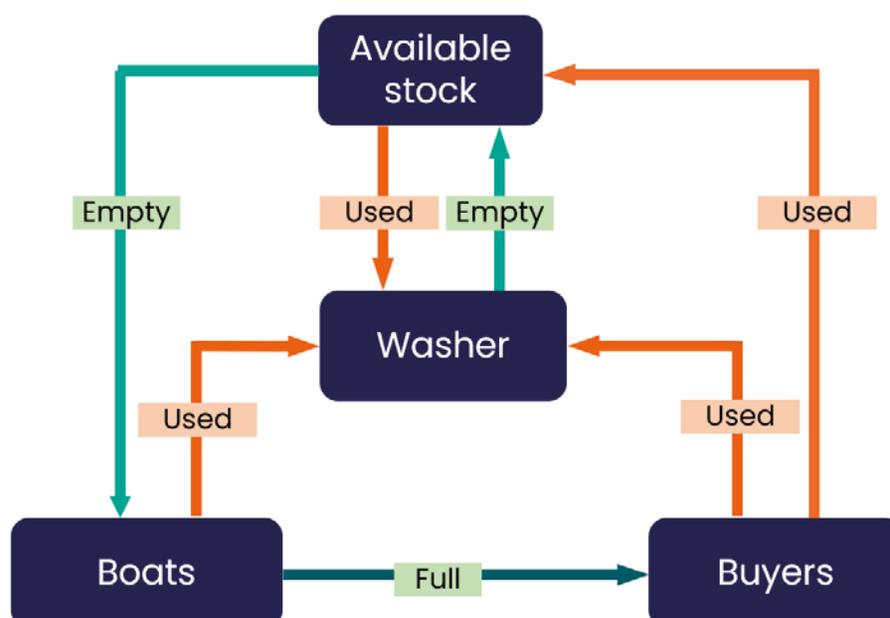
Our RTI tracking solutions for the fishing industry



As experts in asset tracking, we have a wide range of solutions to ensure the identification of returnable transport items (RTIs) including boxes and trays. Technologies used include RFID, BLE, barcode and Wi-Fi.

We have developed our solution by taking into account the sector's "hostile" environment (sea water, metal etc.) by supplying robust and durable readers and tags to ensure optimal read rates.

Overview of fish box movements



User Interfaces

Web portal

The web portal enables users to monitor and manage the stock movement in real time and track each box individually. The web interface is customisable and allows the creation and allocation of different types of accounts, specific to the user (boats and buyers) who can then track their stocks of boxes in real time.



Mobile app

The mobile app comes with an IP68 terminal adapted to the harsh working environment. It allows staff to carry out various tasks linked to inventory including: allocation and un-allocation to buyers, allocation and un-allocation to boats as well as the loading and unloading of trucks.



Case Study - Harbours in Brittany (France)

The RFID Discovery tracking solution for fish boxes is already being used at 6 ports in Brittany, France (Audierne, Concarneau, Loctudy, Douarnenez, Le Guilvinec and St Guénolé).

Following the implementation of the solution in 2021, a total of 50,000 boxes are now being tracked. The software has shown that 35,000 boxes are constantly in use and 15,000 are on standby and therefore available to go to sea. Furthermore, the stock rotations are efficient and 95% of the boxes are returned to the auction within the target period of 10 days.

The optimisation of the logistics and distribution of boxes added to real-time stock information per site allows the auction to have sufficient boxes available at any one time. It also reduces the number of lost boxes and the costs generated by their replacement (1/3 of the pool per year, representing between €90,000 and €120,000). In addition, the reduction in the number of lost and abandoned boxes also has a positive impact on the environment.





“ Paragon ID's expertise in RFID technology and, above all, its agility in adapting its solutions to achieve optimal readings in a hostile environment containing a lot of seawater and metal have made it possible to carry out this project. This solution offers an undeniable technological, logistical and environmental breakthrough in the process of managing reusable boxes in the fresh fish industry. ”

Christophe HAMEL,
Director of Cornouaille auctions and President of the Association of Fish Auction Directors in France

Why choose RFiD Discovery?

RFiD Discovery is part of Paragon ID, a global leader in identification solutions.

Used in a growing number of organisations across the UK and worldwide for over 15 years, RFiD Discovery offers integrated location and identification solutions to help increase efficiency, save time, improve safety and cut costs. Our wide choice of tracking technologies include RFID, Bluetooth Low Energy (BLE), Ultra-Wideband (UWB) Wi-Fi, GPS and many others to suit your accuracy and budget requirements.

Paragon ID is the largest manufacturer of passive RFID labels in Europe and is accredited to ISO 9001, ISO 14,001, ISO 27,001 and ISO 50,001.



Scan QR code to view our case study video