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## Real-Time Parcel-Tracking Technology Secures Funding, Begins Second Wave of Deployment

Following strategic investment and successful pilots, ParcelLive will be deployed by cross-border retailers, logistics providers and carriers.

By IOT Journal

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### PRESS RELEASE:

Internet of Things innovator Hanhaa has announced that its ParcelLive device and monitoring system is entering the next [phase](#) of deployments with leading logistics customers and partners. The company also announced a strategic funding round, led by European packaging materials giant, BillerudKorsnäs AB.

Alongside existing investors, the strategic investment was led by BillerudKorsnäs Venture AB, a subsidiary to BillerudKorsnäs, which offers smart and sustainable solutions for the global packaging market. This investment is part of a long-term objective by BillerudKorsnäs to seek synergies by investing in early-stage companies having innovative packaging-related solutions. The funding and global support will help Hanhaa expand its team and allow it to focus on bringing its innovative ParcelLive service to market.

"The ParcelLive technology fits our long-term objective of bringing value-adding digital services into the packaging industry, which we refer to as the 'Internet of packaging'," said Anders Persson, Managing Director at BillerudKorsnäs Venture.

"ParcelLive also addresses sustainability concerns in a way that support BillerudKorsnäs' strategy of challenging conventional packaging for a sustainable future."

Designed for tracking high-value, fragile, and time- or temperature-sensitive packages, ParcelLive is a postcard-sized device that is inserted into a parcel at the point of distribution. By monitoring several key factors, the device allows both sender and receiver to monitor the exact location and condition of their package in real-time.

Beyond highly accurate [GPS](#) tracking, ParcelLive also tracks and records the temperature and humidity experienced by a parcel, an [accelerometer](#) identifies if it has been dropped, and light detection tells the monitoring system when the parcel has been opened.

With a unique business model, ParcelLive provides senders with a risk-free option for real-time parcel tracking. ParcelLive is a subscription service and the devices are rented, rather than owned by the sender. Responsibility for the devices, including return, maintenance and charging, is handled by Hanhaa.

Following a series of successful pilots, ParcelLive is entering public engagements with logistics companies including Sigma Retail Solutions and Avarto Bertelsmann; just two of a growing network of partners that serve some of the world's most-recognized brands.

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