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Internet of Packaging system gets investment



By James Ridler+
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Internet of Packaging solution receives investment to expand to larger logistics firms

Related tags: Hanhaa, Tracking, Internet of Things, Investment, Logistics

Food and drink manufacturers could soon benefit from an 'Internet of Packaging' system developed by UK technology firm Hanhaa, following overseas investment.

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Swedish packaging firm BillerudKorsnäs' investment in Hanhaa would see its Parcelive tracking system developed for logistics firms, said the company.

The Internet of Packaging allows users to track deliveries through the internetworking of physical devices, vehicles, and parcels embedded with electronics, software and sensors.

Parcelive allows companies to track the location and condition of deliveries in real-time throughout the entire supply chain.

The system uses transmitter devices placed in shipments that use global positioning systems (GPS) and mobile signals to track their position.

Hanhaa said Parcelive was suited to "logistics optimisation and continuous cold chain management" – such as in the food and drink supply chain.

Report the condition of goods

Sensors measure and report the condition of the goods and what they have been exposed to in real-time – changes in temperature, drops and knocks. The system works regardless of country, scale or carrier, according to Hanhaa.

Hanhaa ceo Azhar Hussain said: "BillerudKorsnäs' wide-ranging skills and network within sustainable and efficient packaging solutions

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make them a perfect partner as we take our technology out into the logistics and packaging industry on a large scale.”

This is the third investment by BillerudKorsnäs’ subsidiary, BillerudKorsnäs Venture, since it was formed last year. It aimed to work closely with companies in developing solutions in the packaging value chain.

BillerudKorsnäs Venture md Anders Persson said the company would draw on its experience and knowledge to bring products to market on an industrial scale.

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“Together with Hanhaa, we’re continuing to build tomorrow’s Internet of Packaging,” added Persson.

“Expanding our offering of digital solutions will allow us to continue challenging conventional packaging for a sustainable future.”

The development of Parcelive comes as more and more manufacturers start to integrate the Internet of Things into their supply chains.

Ruth Walker, associate at law firm Gill Jennings & Every, suggested in October last year that the Internet of Things was beginning to be added to the arsenal of anti-counterfeiting technologies available to food and drink producers and packagers.

Internet of Things

The internetworking of physical devices, vehicles (also referred to as connected devices and smart devices), buildings, and other items embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

It allows objects to be sensed and/or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention.

Source: Wikipedia

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