

# Take your flower quality to the next level with this simple tech solution

## DATA LOGGERS: A KEY TO FLOWER CHAIN PERFECTION

Get full insight into your flower supply chains temperature levels throughout shipping...

With FlowerWatch temperature tags



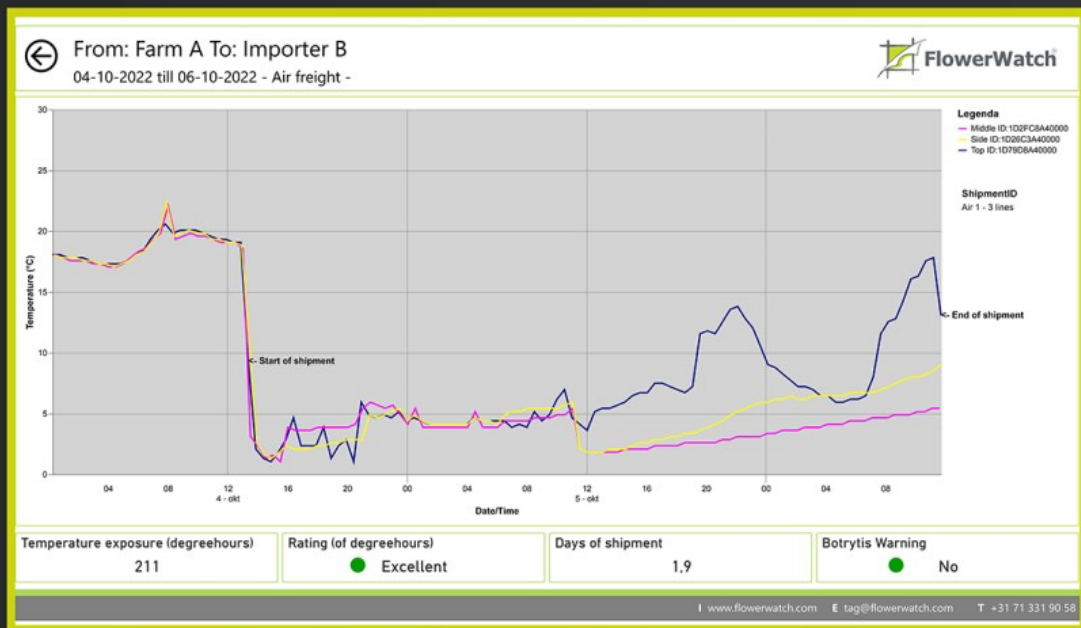
*With a new, lower-cost, reusable and more effective breed of data loggers to add to flower shipments for monitoring temperature exposure, we are taking our customers' data-driven quality to a higher level than ever before in 2023. At FlowerWatch, we can connect the loggers to our Watch-itT™ data platform and dashboard, and engage in in-depth analysis. The goal is clear and simple: to help flower chains perform better, delivering fresh flowers at quality levels that get better all the time.*

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Imagine you're a grower, forwarder or retailer, aiming to get your flowers to market in perfect condition. You want a guaranteed vase life, minimum waste and reject percentages, and a reduced carbon footprint. Next, imagine you can achieve this by using a dashboard displaying two easy-to-read graphs. The first graph shows a couple of steady, low lines: these represent a flower shipment, during which your flowers' temperature has remained consistently in line with the FlowerWatch 500 Degree Hour Norm, all the way from farm to florist - regardless of whether you used air freight or sea freight.

The second graph shows several time- and location-specific peaks and drops, greatly exceeding the 500 Degree Hour Norm. This information enables you, with the help of FlowerWatch's experts, to identify how much value has been lost, and what went wrong with the shipment in question, as well as where, and why. Together, we can now use these

data to quickly decide on and implement the best solution for your situation, ensuring that the quality of your next shipments is higher than that of the ones before.



## The 500 Degree Hour Norm

The 500 Degree Hour Norm is a fool-proof, science-based, and easy-to-implement quality assurance method that is central to the FlowerWatch Quality standards. Already widely

embraced by growers, freight forwarders, and retailers in the industry's leading countries, this method offers an unfailing system for tracking down time-temperature exposure points throughout the entire chain. It provides an achievable standard that will reduce the loss of vase-life, and is central to the performance insights we can offer today.

### **Your key to a continuous cycle of quality improvement**

In a nutshell, this is exactly what FlowerWatch intends to offer customers with the new, sticker-like data loggers we are including in our service package from 2023: your key to a cycle of continuous, standards-based quality improvement that will keep taking your quality to higher levels. A cycle that will continue for as long as you keep using the data loggers and tapping into our data analysis and accompanying services.

'In some markets, data loggers are used to identify problems, so that, ultimately, someone can be blamed,' says Jeroen van der Hulst of FlowerWatch. 'In our vision, they are a key to growth. The data we collect by systematically adding them to a client's flower shipments are game-changing. The Tive Tags we're using now are less costly than alternatives and reusable, making them a more attractive instrument than ever. We can now analyse any flower route, no matter the origin or destination, right down to the much-discussed 'last mile'. And we can

download the data output on any smartphone, anywhere in the world. Our conviction is that if more flower players make use of this simple, but vital technology, the entire flower industry will benefit. Waste and reject volumes will drop, and quality will peak. And because the data feed into the insights and experience we've gained on the feasibility of sea freight, they will also help us to cut back our joint carbon footprint.'

### **First, collect and analyse data, then change your game**

Collecting FlowerWatch offers growers, forwarders and retailers in the flower business two service levels. The first consists of a package of services providing Data-driven Insight aimed at monitoring and improving quality. These activities include gathering data, periodical audits, vase life testing and more. Moving beyond this baseline level, clients can tap into case-specific 'R&D Sprints', in which FlowerWatch comes on board to analyse and solve a particular challenge. These challenges can range from issues with varieties and disease to cold chain or packaging problems.

The data loggers are part of our Data-Driven Insight offer. Clients have the option of simply buying and using the loggers from FlowerWatch, or getting a subscription to FlowerWatch's Watch-itT™ data analysis platform and dashboard. 'For each shipment we're monitoring, we place a data logger at the core of a shipment to measure the flowers' self-heating, one on the outside to measure the ambient temperature, and a third, also on the outside, to measure self-heating minus ambient heat. For sea freight, we do this on three or four pallets for every shipment of 20 pallets. In the case of air freight, we place three loggers for every 3,000 kg of flowers shipped. With the data these loggers yield, we have very precise insight into temperature performance and degree hour exposure throughout

the entire journey. From there, improving quality is a simple matter of taking the right measures, and, where necessary, training staff to maintain them.'



## Your company can use data to lead change

Jeroen adds that ownership of this process of continuous quality improvement gives FlowerWatch players a role as natural leaders in their chain. 'Let's say a grower works with our loggers and data analysis, and we identify issues beyond his influence, for example, toward the end of the freight journey. The data highlighting these issues can be used to point the finger, but they can also be used to engage in conversation with chain partners, and to motivate each other to come together for better results that will benefit everyone.'

***Follow us to see more examples in the coming time of the impact of our data-drive approach on flower businesses worldwide***

Want to find out more? Contact us today: [www.flowerwatch.com/en/contact](http://www.flowerwatch.com/en/contact)

**Want to optimise your supply chain  
for improved sustainability  
and profitability**

Contact FlowerWatch today

