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New RFID System to Lower Total Cost in Flowers and Plants Industry Supply Chain

These days, major players within the European flowers and plants industry are joining forces in a project group. The target of the group is to develop a new system that will bring time- and cost saving opportunities to all players within the industry, and furthermore limit the level of fraud. A standard RFID (Radio Frequency Identification) tagging of all load carriers (CC Containers and other reusable packaging types) is set to ease the administration, and prepare the industry for future demands from major European retailers.

The European retailers are increasing in size and strength. Their demands are forcing suppliers in all industries to introduce effective IT-based systems to reduce cost and ease the administrative work throughout the entire supply chain. In the flowers and plants industry, major players have joined forces to develop an RFID standard that will meet the coming demands from the major retailers. In the process they have found the key to lower the total cost of supplying greens and minimizing fraud with unoriginal and inferior quality load carriers.

“Plants and flowers are difficult and expensive to transport, and many suppliers are struggling with a high level of administrative cost. By tagging all load carriers with Standard Radio Frequency Identification Equipment, and tying it into an EDI (Electronic Data Interchange) based solution, suppliers will be able to lower the administrative cost through fewer manual procedures, accurate registration and track and tracing features for better use of e.g. containers,” says Berno Holmgaard Jensen, CEO of Container Centralen, one of the companies behind the project, and elaborates: “It’s the first time an industry is working together to create a standard like this, and I’m very proud that companies who are competing hard for market shares every day are able to sit together, and work on a project that will benefit all companies within the industry.”

The group has worked together since June 2004 to analyse and define the objectives and demands for the upcoming RFID standard. In on the project is also the Post Danmark, owned by the Danish State. Their participation is expected to add to the solution's relevance to other industries.

Next step is to develop and choose the equipment and get the standard approved by EAN and the major retailers. The participating companies expect to start implementing the new RFID system on all load carriers within the coming 2 years, and expect to have the entire industry follow up.

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