



Logistics and Technology — Supply Chain Security

Carter & Spencer tracks and traces with Ironbark Software



Carter & Spencer's head office and distribution centre at the Brisbane Markets, Australia

Given the new developments in radio frequency (RF) technology, the tracking and tracing of stock through the supply chain has never been easier for the Carter & Spencer Group.

Carter & Spencer is one of the largest fruit and vegetable marketers in Australia's fresh food industry, with mass exporting and importing to and from China, USA, Thailand, New Zealand, the Middle East, Malaysia and South America, and with offices in Thailand, China and New Zealand. With future growth planned across the board, Carter & Spencer has realised the necessity for technological advancements

for tracking and tracing of incoming and outgoing supplies, warehouse management, pallet and crate control, and quality assurance.

Since 1991, Ironbark has been the solution provider to the Carter & Spencer Group, more recently working on managing the upgrade to its latest software platform and hardware technology.

"Recent code of conduct legislation has emphasised the need for full track and trace of produce shipments from grower to distribution centre," says Chris Findlater, managing director of Ironbark Software, "and RF technology makes this possible."

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Rod O'Kane, CEO of the Carter & Spencer Group, says: "These solutions will provide us with the information to efficiently run our operation from beginning to end. The Ironbark solution will assist with the provision of RF technology, bar code scanning, mobile computing and quality assurance management – all of which are essential requirements in the industry."

Another of Ironbark's clients with strong ties to the Carter & Spencer Group is Foodstuffs Fresh. Based in Auckland, Foodstuffs is currently using this technology for the accuracy of order picking, traceability of products in the supply chain (from the store, back to supplier) and for the accuracy and speed of the stock-taking process.

"The technology supplied by Ironbark provides us with the flexibility and cost-effectiveness to satisfy our ever-changing needs for warehouse management," says Gareth White, finance and IT manager for Foodstuffs Fresh.

With demand for the supply of RF technology increasing, Ironbark's integrated software and hardware solutions will provide a competitive edge.

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