



Case Study

ASDA Specifies SecureSeal Data for all New Build Trailers

Asda is improving security of its goods in transit and looking to the future by adding SecureSeal Data tamper-evident trailer seals to all new-build trailers. It replaces plastic reusable seals.

Summary

The solution recommended by SecureSeal Systems Ltd (Enfield, UK):

- *SecureSeal Data*– SecureSeal Systems' advanced expandable reusable security seal.

The *SecureSeal Data* has been specified for all new build Asda trailers. As of publication date it has been installed on 192 newly built trailers.

Case Study Specifics

Company Profile

Asda was founded as **Associated Dairies & Farm Stores Limited** in 1949 in Leeds. A wholly owned division of Walmart, Asda is now the second largest supermarket by market share in the UK and has a trailer fleet in excess of 2200 trailers.

Business and Technical Situation

Asda was looking for a more secure and reliable long-term future-proofed security solution at lower cost than using plastic seals, as well as one that meets their commitment to reduce waste throughout the business. They are also interested in the future development of “green-laning* systems” where the seal can be read automatically via an RF signal from the SealRF unit.

Solution proposed by SecureSeal Systems Ltd

A *SecureSeal Data* device was recommended to Asda, as in addition to security sealing they were interested in future-proofing and expandability which the SecureSeal Data offers. It can be “upgraded” in the future to include an event logger (SecureSeal Logger) or SealRF, which connects to the vehicles in-cab telematics system. SealRF can also connect to the GateManager system - a current development project that offers RF seal status reading automatically. This type of gatehouse monitoring system is a further step in green-laning” or reducing costs and increasing efficiency at gates.

Case Study Outcomes

Replacing single use plastic seals with the reusable SecureSeal Data unit has given Asda a more secure and reliable long-term security solution at lower cost and also meets their commitment to reduce waste. The SecureSeal Data can be upgraded at any time to monitor seal status automatically.

The SecureSeal Data unit allows them to effectively ‘future proof’ their investment as it can monitor seal, door and temperature status as they progress to their aim of green lanes* at entry/exit to improve traffic management.

***What is Green Laning?**

Green laning is the exit or entry of transport vehicles at distribution centres via unmanned gatehouses. As seal status is read wirelessly, automatically and quickly by a gatehouse-mounted receiver, green lanes enable companies to save significant amounts of money by reducing fuel emissions and better allocating their security workforce.

Green lanes greatly reduce truck queuing at distribution centre gatehouses: when trucks do not have to queue and be checked in and out at the gatehouse, and seal status verified manually (or via a handheld receiver requiring lowering of tail-lift) the results can be savings of thousands of pounds yearly in fuel waste.

Expedited entry and exits from distribution centres also eliminates unnecessary idling and emissions into the environment. As trucks will likely always be the primary mode of transporting goods, environmentally conscious companies recognise that anything they can do to avoid queuing assists in reducing environmental impact. Reusable seals, green laning, telematics systems that analyse driver behaviour and fuel consumption and other advanced technologies are all key elements of responsible logistics.