



RFID solution from Motorola and Epsilia delivers precise traceability and increased revenue for Agribusiness leader Levinoff-Colbex S.E.C.



“With the help of Motorola and Epsilia, Levinoff-Colbex S.E.C has an RFID system that ensures traceability for a level of food safety that meets or exceeds most market standards in the world today. This automated system has increased our process efficiency, reduced costs, and enabled us to expand our revenue base by entering new international markets.”

— Stéphane Dubé, Quality Assurance Manager, Levinoff-Colbex S.E.C

The company: Levinoff-Colbex S.E.C

Levinoff-Colbex S.E.C is the largest beef meat processing facility in eastern Canada. In addition to Canada, Levinoff-Colbex S.E.C serves a number of international markets. Levinoff-Colbex S.E.C is focused on delivering meat products that meet the highest standards of quality worldwide.

The challenge: Ensure food safety and increase process efficiency

Food safety is paramount at Levinoff-Colbex S.E.C and the company aims to be at the forefront of technological innovation in agribusiness to maintain its levels of excellence. As cases of animal disease and potential contamination became news across the food industry in recent years, Levinoff-Colbex S.E.C planned to upgrade and transform its processing facility in order to help ensure food safety and efficiency.

Traceability was a critical goal. In the event of any problem, Levinoff-Colbex S.E.C wanted a reliable system that would enable the company to quickly identify all affected products no matter where they were—whether still in the processing plant, in transit, or at a customer distribution center or food store. Some international markets require certifications that Levinoff-Colbex could not meet without updating its tracking system.

Customer profile



Company

Levinoff-Colbex S.E.C

Location

St-Cyrille-de Wendover

Industry

Agribusiness

Motorola products

- Motorola XR400-Series Fixed RFID Readers
- Motorola AN200 General Purpose Indoor/Outdoor RFID Antennas
- Motorola Service from the Start program

Applications

- System for real-time tracking, data gathering, and traceability as meat products move through a cattle processing facility.

Partner

- Epsilia Inc.
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Benefits

- Ensuring precise product traceability, achieving ROI in less than one year by increasing process and staffing efficiency
- Increasing revenue by as much as 10 to 15 percent by enabling penetration of new international markets
- Providing real-time data to support effective management decisions.



RFID antennas track and trace RFID-tagged food products as they move throughout the plant.

While aspects of the company's processing environment were automated in that products were moving along a mechanized rail, employee efforts were largely manual, according to Stéphane Dubé, Quality Assurance Manager at Levinoff-Colbex S.E.C. "We wanted to deploy an automated system to increase product safety and workforce efficiency and gather and disseminate data to improve the management of our human and physical resources," Dubé said.

The solution: Reliable Motorola RFID technology in a harsh environment

As Levinoff-Colbex S.E.C began to transform its processing environment, the company turned to its technology partner Epsilia. With experience in traceability software, R&D and system implementation, Epsilia was already working with Levinoff-Colbex S.E.C to deploy its eTrace agri-food traceability solution.

Epsilia designed a real-time tracking system for Levinoff-Colbex S.E.C that provides end-to-end visibility across the logistics chain, and RFID was quickly identified as the ideal enabling technology. When it came to choosing the RFID solution, Motorola was the obvious choice, according to Grégory Pétrieux, Vice President, Epsilia.

The ruggedness of Motorola equipment is particularly important in the very harsh environments at agribusiness providers. "For example, at Levinoff-Colbex S.E.C, the Motorola RFID technology stands up to high variation of temperatures, humidity, moisture, extreme shocks, and soaking with high-pressure spray just to name a few," Pétrieux explained.

Epsilia installed rugged Motorola XR400-Series Fixed RFID Readers and Motorola AN200 General Purpose Indoor/Outdoor RFID Antennas at Levinoff-Colbex S.E.C. "There are five readers in place with eight detection points. Because each XR reader supports multiple read points, the Motorola equipment decreases the deployment complexity while increasing the system flexibility," Pétrieux stated.

For this project, Epsilia has developed a new middleware for performance management and synchronization of readers and antennas, called RFID Manager. The objective of the RFID manager is to ensure Levinoff-Colbex S.E.C the reliability of the RFID solution, while being proactive in the maintenance and prevention of failures.

The Motorola equipment and the eTrace software provide a fully automated RFID system that provides full traceability throughout the processing plant. An

RFID tag is associated with every single animal and meat product as it moves throughout the processing plant. If a veterinarian who performs inspections identifies a problem with any animal part, every other product from that same animal can be immediately located on the production line and traced back to the source animal.

“With their knowledge of Motorola technology and the agribusiness environment, the Epsilia team was able to design and deploy an RFID system that meets our needs at a reasonable cost,” Dubé said.

There is a point in the process that requires information to be transferred from one production line to another. “The excellent reading-distance capability of the XR-Series reader makes this work for us,” Dubé said. “There is a lot of metal in our environment, and a lot of synchronization is required between the two logistics chains, and the Motorola equipment performs very smoothly.”

Reliable technical support is another reason that Epsilia recommended Motorola to Levinoff-Colbex S.E.C. All of the Motorola equipment is covered by the Motorola Service from the Start program, which provides service and support levels well above and beyond standard warranty coverage.

“It would be costly and disruptive to stop the Levinoff-Colbex S.E.C production line for equipment problems, so the reliability of the Motorola equipment and the dependable service program are very important to us,” Dubé said.

The benefits: Precise traceability, and increased revenue - ROI in less than one year

The automated tracking system enables the precise traceability of products, ensuring higher levels of food safety and enabling Levinoff-Colbex S.E.C to achieve certification standards in demanding international markets. “The solution has enabled us to obtain a contract with Japan which represents a revenue increase of up to 10 to 15 percent,” Dubé stated.

Efficiency and automation have reduced staffing requirements, and human error costs have been eliminated, and the company expects project payback in less than one year.

A post-production recall can be extremely costly for a large agribusiness processor, and Dubé emphasized that the RFID system will significantly reduce the recall costs for Levinoff-Colbex S.E.C and allow it to execute much narrower recalls if such an event should ever occur.

In addition to tracking capabilities, the system provides real-time monitoring during daily production. “On-screen data and reports provide valuable tools to help our management teams make rapid, effective decisions during day-to-day production at Levinoff-Colbex S.E.C,” Dubé said.

For Levinoff-Colbex S.E.C, the benefits of using Motorola RFID technology include:

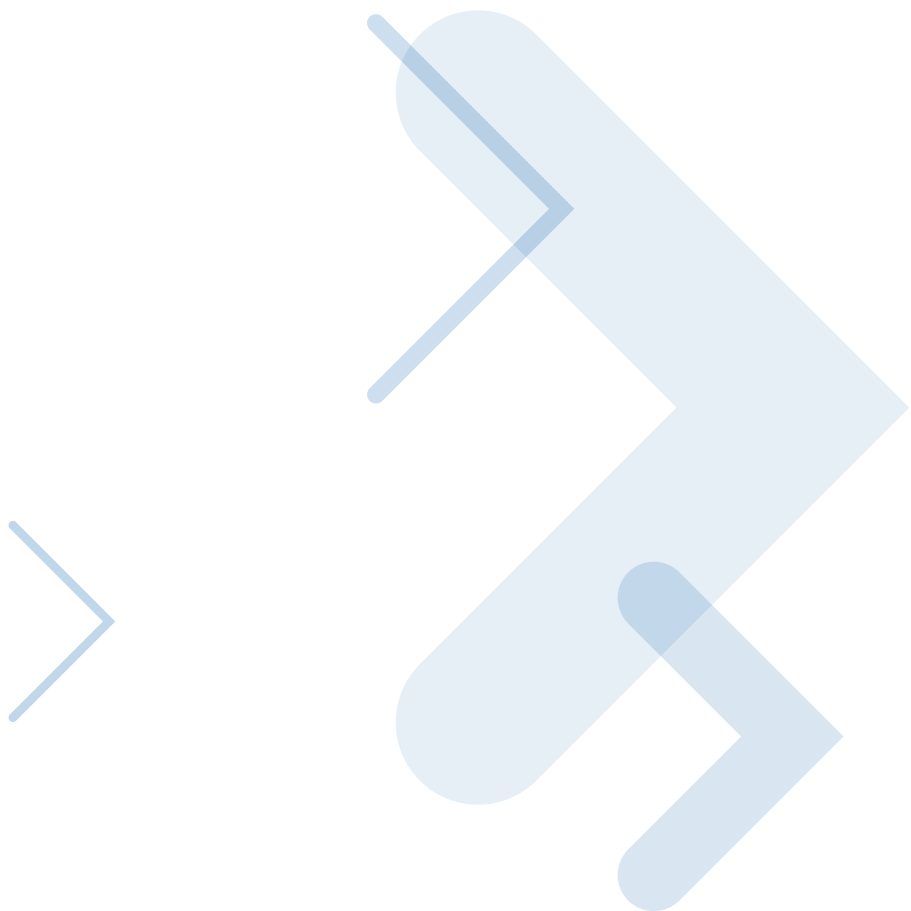
- Ensuring precise traceability during the production process and in the case of post-production recalls
- Achieving ROI in less than one year by increasing process and staffing efficiency
- Increasing revenue by as much as 10 to 15 percent by enabling penetration of new international markets
- Providing real-time data to support effective management decisions

About our partner

Epsilia combines software development expertise with knowledge of RFID and wireless technology to develop, adapt and integrate complete, high-performance traceability solutions. Epsilia focuses on helping its clients meet traceability standards in the evolving global economy. Based in Quebec, Canada, EPSILIA offers advanced traceability solutions for the agribusiness, manufacturing, shipping and logistics industries among others. For more information, see www.epsilia.com.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.



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