

FDEx2 DEPLOYED ACROSS ITALY IN FERRERO ICE CREAM FREEZERS

An All-In-One Temperature Controller and IoT Remote Monitoring Device



Client Ferrero • Year 2023 • Product FDEx2

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Ferrero’s entrance into the ice cream industry required a significant investment in branded Point-of-Sale freezers. Partnering with Sollatek, the FDEx2 was deployed across Italy to monitor freezer movements and operations. Utilising Sollatek’s proprietary online portal, Ferrero gained real-time insights into the location and performance of their assets.



Asset Tracking for Improved Visibility

Previously, tracking the movement and operational status of ice cream freezers presented a serious challenge. With the FDEx2, Ferrero now benefits from asset tracking across their supply chain in Italy, including distributor warehouses and shops. This visibility has optimised their distribution strategy, fostering collaboration with sales channel partners and leading to more efficient operations with fewer delays.



Remote Configuration and Pre-emptive Maintenance

Remote temperature and power status monitoring have been standout features of the FDEx2. When incorrect temperatures and power failures were detected in Ferrero freezers, the FDEx2 promptly triggered alarms and notified engineers via email, allowing them to make adjustments remotely or dispatch technicians. This gives the opportunity to rescue stock before it spoils from sub-optimal storage temperatures or conduct pre-emptive maintenance.



7%

increase in sales optimisation



60%

reduction in missing coolers



50%

reduction in diagnostic time

Please be advised that the figures provided above are estimations.



Enabling Data Driven Decisions for Stock Control

The FDEx2's impact extends to product restocking strategies providing valuable data on door openings and foot traffic in every freezer across Ferrero's outlets. This data-driven approach enables Ferrero and its distributors to assess customer demand effectively, make informed adjustments to restocking and marketing strategies, and minimise waste while improving product quality.

By integrating an initial 5,000 FDEx2 units into their freezers across Europe, Ferrero has undergone a logistics and distribution revolution, shifting to a proactive approach. Streamlining their diagnostic processes, reducing costs, and achieving a higher level of customer satisfaction. The investment in IoT tech aligns with Ferrero's commitment to extracting maximum returns from their point-of-sale freezers, marking a strategic move to join and compete in the ice cream industry.

ALL-IN-ONE

Remote Monitoring & Tracking Temperature Controller



"ALWAYS ON" CONNECTIVITY

Data Transmission Over the Secure Global Mobile Network (GSM)



RECHARGEABLE BATTERY

Maintains Seamless Data Transmission Even in the Event of a Power Failure



GEO-POSITIONING & PROXIMITY

Bluetooth & Wi-Fi for Precise Geo-Positioning in Data and Customer Engagement

For detailed insights into the features of FDEx2 and its potential to benefit your business, visit www.sollatek.com/products/FDEx2



Sollatek's expertise extends worldwide through local networks

Established for over 40 years in the United Kingdom, Sollatek is a manufacturer of innovative products in power control, energy saving, temperature control and solar energy. Operating from 12 countries and a global distribution network in 60 more. Sollatek has grown to become a household name, particularly in harsh and demanding environments where reliability and affordability are essential to everyday life. The Sollatek voltage protection product range now includes full lines of voltage switches, stabilisers, conditioners and uninterruptible power supplies (UPS).

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