

RFID Cost Savings Passed On To Users

To protect the pool of CC Containers against fake low-quality containers, the ID tags on all CC Containers – currently a black padlock – are exchanged regularly. The next generation of ID tags will have built-in RFID to provide new possibilities and a unique protection against fake containers.



Extended Campaign Period – New Launch Date

As the implementation date for the introduction of RFID has been drawing near, concerns and uncertainties about how RFID will change our industry and working procedures have been expressed by many CC Container users. Container Centralen (CC), who manages the CC Container pool, takes the market's opinions, concerns and assessments very seriously. The RFID partners in this project – FloraHolland, Landgard, VGB, GASA Group and CC – have therefore decided to defer the implementation date to **Monday, January 10, 2011**.

More time – More Possibilities

Scanning the RFID tags is paramount to the success of the RFID introduction and is the CC Container user's guarantee for not receiving fake containers. If you scan, you also have the option to use the range of possibilities you get with RFID, e.g. 'Track & Trace'. In response to recent customer requests, the RFID partner group and scanner suppliers are now also working on additional scanner types together with user groups to accommodate even more user needs.

Savings and Protection of Assets

The CC Container pool is 'owned' by the customers – mostly via long-term hire contracts – and it is CC's responsibility to protect the pool. This is best done with RFID. Introducing RFID technology means that for CC Container customers tangible cost savings can be achieved already now: therefore there will be **no increase in the pool fee for 2011, and the fee will be cut by at least €0.50 in 2012 and another €0.50 in 2013!**

Furthermore, the customers will also receive a compensation of €0.20 for each CC Container that they have tagged during the campaign.

Improved Quality of the CC Container Pool

The very obvious direct cost savings are due to the fact that fake low-quality containers are kept out of the pool, and therefore there will be no free riders, and CC will no longer spend a single cent on repairing containers that are not legal 'members' of their pool.

In addition to these savings, the users will not run the same financial risk as now: Fake low-quality containers risk breaking down while carrying a load of your plants. You will then have lost a container, the plants it was carrying – and valuable time due to the stop in your flow. In future, these fake containers will be weeded out of the system, and the high security of the RFID tags will ensure that the users will be able to easily distinguish between fakes and genuine containers.

Even More Benefits

The initial cost savings and improved quality are only the tip of the iceberg! Many industries already use RFID as an integral part of their daily operations, improving their logistics and business opportunities. Even in the horticultural industry, CC is already gaining experience as RFID was implemented on all CC Containers in North America late February this year. So far, the results have even exceeded the expectations. During the extended campaign period,

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CC hopes to get the opportunity to help even more European customers to find out how they best profit from RFID in their daily operations.

Picture caption:

The 'Operation Chip It' campaign period has been extended by two months to allow the CC Container users more time for their preparations. CC Containers will be RFID tagged by January 10, 2011.

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