

MSC launches iReefer, the most advanced container monitoring system for Reefer Cargo

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Digitalization to optimize global cold chain logistics of agriculture commodities



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A new container monitoring system called iReefer for reefer cargo has been launched by MSC Mediterranean Shipping Company. The solution allows tracking and monitoring temperature-controlled shipments in real time, from anywhere in the world. The launch of iReefer streamline the shipping process and delivers real-time insights to support supply chain management.

With global sourcing, MSC connects growers, farmers and producers of agricultural products around the world with their key markets. MSC plays a role in maximising the shelf-life and quality of the goods we transport, reducing food waste and bringing high-quality products to global markets. Cashews, cocoa, coffee, rice, and soy, among other agricultural products, require careful handling throughout their journey to maintain their freshness, taste, texture and aroma. In order to keep perishable produce in perfect condition for its entire journey, MSC's green, modern and efficient fleet is capable of safely handling, storing, and transporting dry and food-grade goods.

With iReefer, the user can receive real-time insights into their reefer shipments, including information on position, temperature, humidity and more. It is available via myMSC, the company's proprietary e-business platform, or via an API (Application Programming Interface).

MSC transports more than 1 million reefer containers per year as a world leader in refrigerated cargo transportation. Globally, it has one of the most advanced reefer fleets, as well as dedicated teams of 1,000+ reefer experts.

iReefer functions:

- **iReeferEssential:** It includes an overview of the customer's current and historic reefer shipments, a container journey log and graphs.
- **iReefer Pro** includes all of this, plus unlimited downloads and access to additional data such as container GPS location.
- **iReefer Ultimate for** shipping high volumes of cargo connects directly with their system via an API (Application Programming Interface), ensuring seamless data flow.

Over 210,000 reefer containers were connected and more than 500 vessels were equipped with iReefer technology as part of this global project. A major objective of the company is to equip all containers and vessels with this technology by the end of the decade.

The launch of iReefer reflects the increasing global demand for refrigerated cargo and straightforward digital solutions. It will bring many benefits, including real-time container monitoring and temperature control, enhanced container security, compliance with regulatory requirements, and access to data-driven insights. Connected reefers can also reduce costs by preventing cargo spoilage, damage and insurance claims.