

Ryan Instruments

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MARKET: Seafood and foreign distribution.

CUSTOMER: Ondine, Inc., is a Philadelphia, Penn., importer of individually quick frozen shrimp (IQF) from the Far East.

PROBLEM: Ondine's imports are temperature-sensitive. IQF shrimp are frozen individually -- like pretzels in a bag -- and more vulnerable than shrimp frozen in blocks of ice. On top of this, Ondine's shrimp travel through a 10,000-mile distribution channel:

- Ondine employees package and inspect shrimp at the source of supply in China, Taiwan and Thailand.
- The shrimp travels on an ocean freighter for 30 days to California.
- Shippers transfer the shrimp container from the freighter to a truck or train, which then travels cross-country to Ondine.

APPLICATION: Ondine employees place a Ryan time/temperature monitor (TTM) in each container of shrimp at the point of supply. When the container arrives in Philadelphia, Ondine personnel check the Ryan temperature charts to make sure the shrimp received proper temperature handling. Each shrimp shipment is worth at least \$100,000; the Ryan TTM costs \$35.

BENEFIT: By using the TTMs, Ondine makes sure the quality of its product has been maintained. In one instance, says Ondine president Rolfe Glover, shippers in California may have mishandled a shrimp container. But a quick check of the temperature records showed that the shrimp received proper care. "At \$35, it's a minimal cost for a \$100,000 cargo," Glover says, "In terms of price to peace-of-mind value, it's a bargain."

CONCLUSION: Ondine is able to maintain its reputation for providing high-quality shrimp. "I have to guarantee quality to my clients and make sure the integrity of my product is good," Glover says, "The best way to do that is with a temperature monitor."