

ZIM to deploy tracking devices on its containers

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ZIM Integrated Shipping Services has entered into an agreement with Hoopo Systems for the extensive deployment of advanced tracking devices across its dry container fleet.

According to the company's statement, this move positions the Israeli ocean carrier at the forefront of technological innovation.

"We are delighted to witness the fruition of our investment in Hoopo's unique technological solution. We are now ready to deploy their cutting-edge, durable, and cost-efficient tracking devices on a large scale. This deployment will significantly elevate our service levels, providing invaluable information to our customers while ensuring transparency and reliability," stated Eli Glickman, president and CEO of ZIM.

Furthermore, the cutting-edge tracking devices from Hoopo offer comprehensive features such as geofence alerts, open/close door notifications, among others.

Building on its investment in Hoopo Systems since 2022, ZIM is set to integrate the latest product, hoopoSense Solar, into its dry container fleet.

Additionally, the decision to adopt Hoopo's solution followed a rigorous evaluation process, including extensive pilot testing, where hoopoSense Solar outperformed other tracking solutions in the market, according ZIM.

"At Hoopo, we understand that dry container visibility is not only a fundamental operational and logistics need but also a critical market requirement. Our unwavering mission has been to engineer a tracking solution for the maritime industry that delivers the most reliable data and boasts an extended lifespan to equal a container lifetime," explains Ittay Hayut, CEO and co-founder of Hoopo.