

ZIM accelerates ‘smart’ containers deployment

ZIM Integrated Shipping Services is rolling out integrated Hoopo’s innovative hoopoSense Solar trackers for its smart containers.

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Credit: ZIM

[ZIM](#)'s smart container solution enables end-to-end tracking, including the inland leg, to give its customers transparency of their shipments.

The hoopoSense Solar tracker boasts a battery life of more than 12 years, sufficient to last a container's lifecycle and eliminating the need for replacements.

"ZIM's global rollout of Hoopo's technology is revolutionising container visibility. Our smart container services give our customers critical real-time data, enabling better decision-making across their supply chains and risk mitigation while the cargo is in transit," said Eli Glickman, ZIM President and CEO.

"With Hoopo's integrated door sensors, ZIM offers unmatched tracking visibility in the industry. This accelerated deployment reinforces ZIM's position as an industry leader in technology and innovation, delivering cutting-edge solutions for our customers."

The solution provides ZIM and its customers with the market's most reliable and cost-effective method, said the carrier.