



TRADITION & TECHNOLOGY

The SME



Murphy's Ice Cream is produced in Dingle by brothers Kieran and Sean Murphy. Using the finest local ingredients and a range of unique flavours and concepts, the Murphys have produced a unique range of ice-creams which are now available from their shops in Dingle (2), Killarney, The Cliffs of Moher, Dublin and, most recently, Majorca.



The Technology Problem

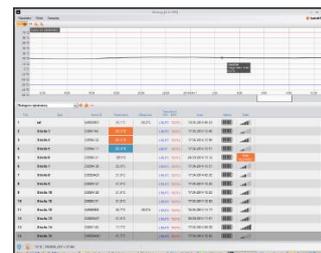
Murphy's deliver ice cream to their network of shops using refrigerated transport. To maintain ice cream in peak condition, the temperature needs to be maintained within a specific range.



To reach their new shop in Majorca, Murphy's Ice Cream has to pass through several sets of hands on its way from one Island to the other. Murphy's had to be sure that the temperature of the ice cream is constantly controlled and monitored.

The Solution

Temperature tracking is a well-established practice for distribution businesses dealing in perishable foods. However, in this situation Murphys required an affordable flexible option to track a relatively small amount of high value product through several sets of hands. Enter Blulog, a French-Polish company and TRADEIT Network member specialising in Temperature Control Data Loggers. In October 2015, JP, Murphy's production manager, met up with Jérémy Laurens from Blulog at the TRADEIT Food Safety Brokerage Event in IT Tralee and it was clear from the outset that they were well matched.



Blulog supplied Murphys with credit card sized data loggers that are now included in each shipment of ice cream from Dingle to Majorca. The logger sends an update on the 'vital statistics' of the shipment to a Blulog hub every 10 minutes. This data can be downloaded and analysed by the customer at any time. If the conditions deviate from any of the parameters set for the shipment, the customer will get a SMS alert, telling them that the shipment is approaching one of its limits.

Murphy's are delighted with the technology, According to JP *"not alone do we always know the location of the shipment, we have peace of mind in knowing that it is being kept at the correct temperature, humidity etc. Furthermore, the fact that the shippers know that this technology is on board each pallet, keeps them on their toes as well"*.

So, from the comfort of their office in Dingle, (or indeed while harvesting sea salt, picking mint leaves etc.) the Murphy's can send a message to the warehouse manager in Barcelona to say "Turn up the freezer!"

