



Tracking Kegs Made Easy

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KegID – From *AnotherRound* is a keg tracking solution app that brings low cost accountability through the distribution and consumption supply chain.

Problem: While overall USA beer sales are flat, the craft beer industry has seen more than a decade of growth, posting double digit gains in recent years. These small boutique independent brewers are growing demand for traditional beers with enthusiastic support across the distribution system from brewer to wholesale distributor to retailer.

However, this three tiered distribution system is susceptible to a lack of accountability; most brewers have limited visibility into the movement of their product beyond disposition to a wholesaler. The result is boutique craft breweries losing up to five percent of their kegs each year which is a material investment for these small brewers.

AnotherRound Apps in Houston, Texas became familiar with this challenge while developing *MobAle* a cloud based mobile sales and ordering application for beer distributors.

"We heard over and over again about the pain and associated cost of lost kegs," said Scott Moorad, co founder of *AnotherRound Apps*. "When we dug a little deeper, we learned there were no low cost solutions for boutique craft brewers to track kegs."

Solution: *AnotherRound* developed what would become known as *KegID* in partnership with Southern Star Brewery in Houston. The brewery needed to solve their lost keg issues and were working with a distributor using the *MobAle* app. By building the *KegID* app with a brewer and distributor, *AnotherRound* could see kegs move from brewer to distributor to retailer and back.

The resulting asset tracking solution uses low cost bar code technology. Each keg is tagged with a bar code and assigned a unique *KegID* number. A Bluetooth scanner connected to a smartphone or tablet running the Android based *KegID* app is used to scan a keg each time it changes possession.

"We had some specific requirements for bar coding since kegs are exposed to power washing, coolers, heat and so on," said Scott Moorad. "**The industrial strength bar code from Metalcraft was a perfect solution for us, and Metalcraft's customer service is outstanding.**"

Metalcraft's metal bar code nameplates are produced using a photo imaging process for maximum detail and then sealed within the anodic layer of the aluminium ensuring accurate and reliable reads for the life of the keg. Bar codes facilitate the accountability at the point of exchange.

"RFID is a white collar solution," said Scott Moorad. "We're tracking possession and accountability, not GPS location. Brewers just want to know who has their kegs."

Still, *KegID* delivers additional information to aid brewers' and distributors' keg visibility. Google Maps integration, Web-based reporting, email alerts and other features create strong collaboration. Brewer's are able to track internal keg cleaning and repairs, too.

Result: Based on testing with Texas brewers and distributors, *AnotherRound* knows bar code enabled mobile tracking can serve the growing boutique craft brewing industry well by reducing keg losses and improving visibility of keg movement. Tracking kegs to retail and back to the brewer is ready for the market now, promising to build stronger relationships across the craft brewing distribution system.

"Now brewers can see each channel and the products moving," said Scott Moorad. "Beyond savings by not losing kegs, brewers now can easily see average cycle times and other information that improves their capacity to move product."

Decreasing loss and increasing information using Metalcraft's bar code tags may push *AnotherRound Apps* beyond keg tracking, too.

"We're seeing the same need with other containers like CO2 tanks, for example," said Moorad. "The future might include ContainerID."

Visit <http://anotherroundapps.com/> for more on *KegID*.

Call **0490 039 278** or visit www.idtracon.com.au for more information on **idtracon** bar code asset tags and their customers solutions.



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