



**For immediate release**

## **TRACETRACKER HELPS TRAWLER SECURE ITS PRICES**

### **Top Norwegian Trawler Benefits from Unveiling Catch Information Online**

**Oslo, 3, September 2008 – Trawlers are beginning to build trust, loyalty, and profits through voluntary transparency as evidence by Norwegian trawler Hermes AS. This month, the trawler started to release extensive catch details online, using TraceTracker GTNet®.**

An easy web interface will give Hermes' customers access to information about individual products including quality data, proof of sustainable fishing practices and the exact GPS location and time of the catch.

For Hermes, the benefits are clear. Jan Roger Lerbukt, of Hermes AS, said: 'With this system we not only save costs and time associated with claims or quality matters, but we also build our reputation with partners and customers which strengthens our position in the market!'

Based on the business benefits above, Hermes has estimated a Return on Investment of three to six months. The key driver in this calculation is a 50% reduction in claims, but process optimization and increased market prices will also have a positive effect in year one.

Webjørn Barstad of Fiskebåtredernes Forbund, a Norwegian vessel owner association agreed: "We are pleased to see that Hermes leads the way to an effective exchange of product documentation. This is very important for building trust in our industry and we recommend that other trawler companies also consider implementing electronic traceability solutions".

"The strategic perspective of this announcement is that the future belongs to those who share with their partners. The more you share, the more you gain. Hermes is an example," said Geir Myrøld of TraceTracker.

TraceTracker GTNet®, or Global Traceability Network, is a web platform with a suite of solutions that enhance the value of consumer products and brands while stimulating consumer dialogue. The service collects data from Hermes catch registration and production management systems to provide complete responses to customers and regulatory requirements. As more companies and steps in the supply chain share their data like Hermes, food products can be traced from the hook to the plate quickly, easily, and effectively. The GTNet® works across industries and can be customized to fit the needs any business from a small farmer to a large enterprise.



Hermes' trawling and freezing vessel in the North Atlantic

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*Notes for editors*

**Hermes AS** is a Norwegian freezing trawler company that operates in the North East Atlantic. It uses some of the most advanced technology in the industry. Every year, Hermes catches 5,000 tons of cod, other whitefish and shrimp and generates approximately 60-70 million NOK in revenue.

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**TraceTracker Innovation ASA** is a global information exchange for the food industry. Their products and services enable trading partners to exchange critical information across whole supply chains and effectively create 'food passports' that traces every stage of production, processing and distribution from source to supermarket shelf. This creates significant value for every connected business – *from fishermen, farmers and producers through to manufacturers and retailers* - by enabling them to increase revenues and reduce costs through differentiating their products, gaining easier market access, and creating operational efficiencies. With experts based in 11 offices across Africa, Asia, Europe and North America, TraceTracker can immediately respond to customer needs. Please visit [www.tracetracker.com](http://www.tracetracker.com) for more information.



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