

# Sensor-Based Logistics (SBL): A new and innovative technology enhancing Supply Chain Visibility and Control

*SMi is proud to announce that Mr Chris Swearingen, Global Marketing Manager, FedEx will be speaking at SMi's 8th annual Cold Chain Distribution Conference*

LONDON, LONDON, UNITED KINGDOM, October 22, 2013 /EINPresswire.com/ -- According to the article Sensor-based Logistics: Monitoring Shipment Vital Signs in Real Time by Chris Swearingen, June 2013,

<http://www.inboundlogistics.com/cms/article/sensor-based-logistics-monitoring-shipment-vital-signs-in-real-time/>, healthcare and pharmaceutical are some of the

industries that can benefit from SBL. When shipping perishable items there is the need to carefully maintain the environmental variables of these packages while in transit. An SBL solution can save products from being damaged by monitoring factors such as light exposure, temperature, and humidity.

Also, because companies receive continuous data during the shipments they can intervene instead of reacting, i.e. they can re-ice cold chain shipments in cases of temperature changes, inspect and repack damaged products or involve authorities in case of stolen goods.

Against this backdrop SMi Group is proud to announce FedEx will be sponsoring and presenting at the 8th [Cold Chain Distribution](#). Mr Chris Swearingen, Global Marketing Manager at FedEx will be speaking about Sensor-Based Logistics (SBL): A new and innovative technology enhancing Supply Chain Visibility and Control

- Find out more about SBL and how FedEx SenseAwareSM can improve your supply chain
- Learn how near-real time data can provide the opportunity to intervene when the unexpected occurs.
- Learn how to provide supply chain partners increased insight into the viability of goods, providing peace of mind in every package

The 8th annual event will take place on Tuesday 3rd and Wednesday 4th December, 2013, at the Marriott Hotel, Regents Park, London, UK.



Building on the very successful 2012 event this year's conference will draw from the expertise of industry specialists, pharmaceuticals, suppliers, and academia. This will provide excellent opportunities for personal and business development, while striking first-class discussion on the fields hottest topics and challenges.

Visit the [website](#) to view the new conference [agenda](#) and speaker line-up.

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