

PLM Joins Blockchain in Transport Alliance

PLM, a technology-driven fleet management company, joins tech and transportation experts to develop blockchain standards and education for the freight industry.

NEWARK, NJ, USA, March 21, 2018 /EINPresswire.com/ -- [PLM](#), a leader in technology-driven fleet management solutions for refrigerated trailers, announced today that it has joined the Blockchain in Transport Alliance (BiTA). BiTA is a consortium of industry leaders who share a vision of leveraging blockchain technology to develop standards and education for the freight industry.

Over the past 20 years, PLM has focused on end-to-end cold supply chain solutions in transportation, creating industry standards to insure food safety from the farm to table. PLM has been instrumental in developing industry standards for regulatory compliance alignment with FDA's Food Safety Modernization Act that have been accepted by international trade organizations. PLM's technology solutions and industry engagement have been to keep its clients on the forefront of the demanding and changing market and bring supply chain transparency in the digital world to the cold chain. By partnering with PLM, customers have access to nationwide locations dedicated exclusively to the technology based SMART trailers for leasing, rental, maintenance and fleet management of refrigerated trailers, with the largest selection of multi-temp, single-temp, and eco-friendly electric trailers from 28' to 53' in length.

"I believe that blockchain and the shared digital ledger provides FDA with the tools that they were seeking when they passed into law the Food Safety Modernization Act," Don Durm, Vice President, Customer Solutions commented. "Blockchain will bring unbroken transparency from the farm to the table and provide significance to the supply chain in communicating the value of the product to the consumer on food safety and quality"

PLM is honored to join BiTA with like-minded companies in continuing to leverage our position as a technology and equipment provider with our ColdLink® telematics solution and robust analytical reporting to bring value to the blockchain alliance.

About PLM

PLM is a technology-driven fleet solutions company for the cold supply chain. With nationwide locations dedicated exclusively to the leasing, rental, maintenance and fleet management of



refrigerated trailers, PLM offers the largest selection of multi-temp, single-temp, and eco-friendly electric trailers from 28' to 53' in length. For more information, visit www.plmtrailer.com

About Blockchain in Transport Alliance

BiTA was formed by experienced tech and transportation executives to create a forum for the development of blockchain standards and education for the freight industry. Our goal is to bring together leading companies in the freight technology industries that have a vested interest in the development of blockchain technology. For more information, visit www.bitastudio.com.

Nicole Greco
PLM
862-229-6480
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.