



## Cambridge Bee Products

Editors note: Teletrac Inc. and Navman Wireless are now merged as a global telematics powerhouse. This content was created prior to the unification of both brands.

### Cambridge Bee Products Enjoys These Benefits with Navman Wireless:

- Meets traceability component of stringent food safety standard
- Save time and fuel when locating hard-to-find beehives
- Accurately claim back road user charges (RUC)
- Improve management of beehive sites

#### A buzzing business success

How do you find a beehive in the dark? This sticky question drove Cambridge-based bee product producer Cambridge Bee Products to search for a solution. A GPS tracking system was just the ticket for this sting operation.

*"Overall, our efficiency is way better with Navman Wireless. We have better communication with our workers and more efficient distribution of vehicles to hive sites. The system definitely pays for itself."*  
 Richard Haddrell, Owner – Cambridge Bee Products

Cambridge Bees was established in 1993. They produce and export bee products including honey, bee pollen and propolis. Owner Richard Haddrell says that they started exporting about 10 years ago with a \$500 website.

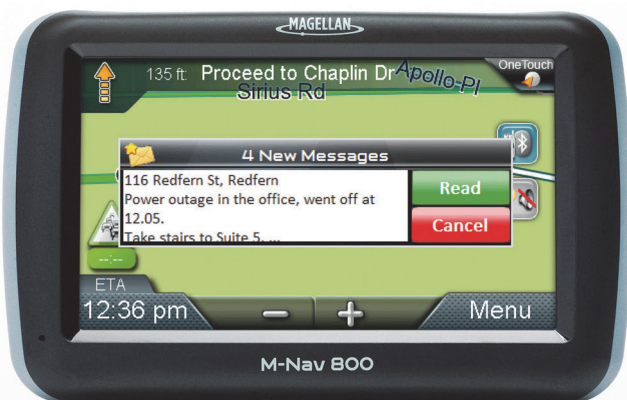
"Customers found us. We've gone from selling to the local market to having eight or ten international distributors whom we visit each year. Our biggest markets are Singapore, Korea, USA and the UK, and we also sell into Hong Kong, Japan and Ireland."

Cambridge Bees installed the Navman Wireless system into its vehicles in September 2013, fitting tracking devices and navigation terminals into their trucks and utility vehicles.

#### Meeting stinging standards

"One of the main reasons we looked for a GPS fleet tracking system was to help us in our annual British Retail Consortium (BRC) audit. It is a stringent two-day audit programme, required for selling into the UK and Korea, and includes the need to provide proof of vehicle usage and maintenance schedules."

Previously it was very difficult to provide this information, but having now installed Navman Wireless Richard says it has provided Cambridge Bees with a huge advantage in terms of being able to keep track of everything – vehicles, maintenance and so forth.



## No more combing through paper maps

Another key benefit, says Richard, is in vastly simplifying how he gives directions to hive sites to new drivers.

"Our hives are scattered across the north island depending on the season. Some hives are sited near the road, but most are out of sight of the road and require drivers to drive a long way off-road making them difficult to find. Plus most of the hive delivery is done at night, as that is when the bees are in the hives, but darkness makes it even more difficult for the drivers. Previously we had to get out maps, use Google Earth, and it could take up to an hour to explain how to get to some sites. It could even take new employees a full year to learn where all the hive sites were.

"Now, using Navman Wireless, we can route drivers directly to the hive sites. I set the routes in OnlineAVL2 from my office computer, then the driver gets in his truck and presses 'go' on the M-Nav."

Richard says that they're also finding the geofencing capability very useful. "We've put geofences around all our hive sites which makes it much easier for the drivers to find them.

"We've seen a significant drop in diesel costs through being able to route drivers directly to the hive sites. Our drivers no longer get lost, and this is also saving us diesel. It also saves the drivers having to ring people at midnight and ask directions. I'd definitely rather my drivers didn't ring me in the middle of the night!"

## Pollen back taxes

Cambridge Bees has racked up significant savings on road user charges (RUC) since installing Navman Wireless. In the last year they did 3000km off-road and using the system have been able to claim this back.

"Before we got Navman Wireless, it was too difficult to work out the RUC. We never knew how many kilometres we were doing offroad, so we never submitted claims. But now the system provides all the information we need then links to a PDF form. It just makes it ridiculously simple to send the claim form to the NZTA."

## Waxing on about reports

Cambridge Bees vehicles often have to idle as the vehicle engine powers the specialised loading gear that loads and unloads the hives off the trucks.

"We worked out recently that in the last eight months one of our trucks had idled for the equivalent of three days. We can't avoid idling as it powers our beehive loading gear, but the idle report is helping us see what is necessary and what is unnecessary idling."

Richard says that they've also been using Navman Wireless to see how much time they spend at each site servicing the bees (checking their health and well being and feeding the bees with sugar syrup).

"The report shows us which site was visited, when and how much time was spent there. It has really helped our management of the sites – we are finding the Navman Wireless system to be a good management tool."



*"Navman Wireless makes it ridiculously simple to send the RUC claim form to the NZTA."*

Richard Haddrell, Owner – Cambridge Bee Products

Everybody in the office uses OnlineAVL2, and the drivers and beekeepers can access it on their phones. Richard says that the workers were happy for them to install Navman Wireless as they knew it was more for their safety and knowing where they are rather than checking up on them.

"Overall, our efficiency is way better with Navman Wireless," says Richard. "We have better communication with our workers and more efficient distribution of vehicles to hive sites. The system definitely pays for itself, and it certainly keeps the BRC happy!"

And that is a sweet success story.