Carrefour, a member of the Brazilian Supermarkets Association (ABRAS), is one of the largest hypermarket chains in the world, operating in more than 30 countries around the world. In Brazil alone, the company has approximately 160 stores across 14 states.

**Challenge**
To improve productivity and the quality of food available to the Brazilian population through implementation of a food traceability and monitoring program (RAMA).

**Approach**
Carrefour embraced automation of their receipt and shipping processes. By leveraging the GS1-128 barcode standard, the company gained access to critical product information including serial number, expiration date, measurement specifications and production batch, enabling them to better manage stock and ensure the quality of the food they sell.

**Results**

- **20 minutes saved per inspection**
- **13 hours** of improvement in process efficiency through automation
- **100% reduction in human error when printing labels**
- **800 fruit & vegetable suppliers could be converted in 12 months**
- **No negative impact on existing process for traceability and identification of boxes and pallets**
- **$75,000 in annual savings**