

## **Powershelf Announces Bumble Bee Foods Will Join Powershelf IoT Network**

*North America's largest shelf-stable seafood brand will join other leading consumer brands in asset tracking program at select grocery locations*

ANNAPOLIS, Md. ([PRWEB](#)) May 09, 2018 -- Powershelf is pleased to announce Bumble Bee Foods will join the Powershelf IoT Network which tracks consumer goods at select grocery locations. Alongside products from leading consumer brands, including Johnson & Johnson, GlaxoSmithKline and King's Hawaiian, Bumble Bee tuna and other seafood products will be monitored in real time for out-of-stocks by Powershelf's proprietary Internet of Things (IoT) network of software and sensors. The hardware runs along eRails, which provide network connectivity and power to the shelf's edge. Detailed always-on devices provide data and analytics that will be shared with the Bumble Bee management team and other key stakeholders anywhere in the world in real time.

“The Powershelf Network is a tremendous opportunity for Bumble Bee Foods,” said Allan Jackson, Vice President, Sales at Bumble Bee Foods. “This technology will not only ensure that our consumers encounter fewer out-of-stocks, but will also grant us unprecedented insights into how our products perform in stores in real time.”

“We look forward to Bumble Bee Foods joining our network,” said John White, CEO of Powershelf. “Their products are a key part of so many consumers' lives, and we are excited to show them how Powershelf can improve sales and operational efficiency.”

The Powershelf IoT Network is deployed in select grocery stores in the US, reporting inventory, pricing, sales, losses, and other data in real time. The network plans to expand its membership with more iconic brands in 2018.

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### About Powershelf

Powershelf is a leading provider of retail technology solutions. The Powershelf platform includes Qualcomm, Microsoft, SAP and GE integrated solutions to provide constant power and two-way communication to software-enabled applications and devices. The platform enables retailers and manufacturers to improve their operational efficiency, reduce out-of-stock incidents, improve demand forecasting, reduce waste and, ultimately, lower prices. Powershelf was recently featured inside the Microsoft booth at the National Retail Federation show in New York and inside the Qualcomm booth at the Consumer Electronics Show in Las Vegas. Visit <http://www.iotsmartretail.com> for more information.

### About Bumble Bee Foods

Bumble Bee Foods, LLC, headquartered in San Diego, is North America's largest branded shelf-stable seafood company, offering a full line of canned and pouched tuna, salmon, sardine and specialty protein products marketed in the U.S. under leading brands including Bumble Bee®, Brunswick®, Snow's®, Wild Selections® and Beach Cliff®, and in Canada under the Clover Leaf® brand.

Bumble Bee's mission is to provide healthy and nutritious products and meal solutions that are sourced sustainably. The company actively promotes the responsible stewardship of global fisheries resources and is a



founder of the International Seafood Sustainability Foundation (ISSF) — a global partnership of scientists, tuna processors and WWF, the global conservation organization.

For more information on Bumble Bee Seafoods, visit <http://www.BumbleBee.com>. Join fans of Bumble Bee and healthy living at <http://www.facebook.com/BumbleBeeSeafoods> and follow us on Twitter @BumbleBeeFoods, Pinterest <http://www.pinterest.com/BumbleBeeFoods> and Instagram @BumbleBeeFoods.



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