TRINOVA USA CASE STUDY

INNOVATIVE VALVE COMPANY BENEFITS FROM ASSET TRACKING APP

CLIENT:
Trinova USA, LLC.

PRODUCTS:
BitRip® Mobile App
Duck Pro® by Shurtape®
BR Code™ Labels

LOCATION:
Stanley, NC

THE CHALLENGE:
Trinova sought an inventory management solution and a way of providing important digital data to end users.

THE SOLUTION:
BitRip delivered an inventory management system far superior to barcodes, and its customers benefit from being able to access product information on their phones.

BITRIP

Trinova, USA LLC manufactures pinch valves and replacement sleeves known for outstanding performance, specifically in high abrasion environments. These valves and sleeves, manufactured in the United States, are frequently used in industrial applications, wastewater treatment, power generation and similar harsh environments.

CONSTANTLY SEEKING SOLUTIONS

Trinova's North American General Manager, Ben Payne, oversees procurement, production, engineering, manufacturing, customer service, and daily operations, which means that he's a busy guy with literally lots of moving parts to his job. He is constantly on the lookout for a better way of doing things.

"We had been looking for ways to help our clients reduce their total cost of ownership by allowing them to eliminate manual tasks, such as maintenance logs, and save time by accessing all pertinent product information directly on their cell phone," Payne explains. The company was also considering using barcodes to help with inventory management.

Then one of Payne's colleagues suggested checking out BitRip®,

a free app that seamlessly tracks any type of physical asset using preprinted, scannable Duck Pro® by Shurtape® BR Code™ Labels. The app easily integrates with Trinova's existing software workflows, and each code stores massive amounts of data and tracks every scanned location, unlocking field-level visibility.

The app and labels were conceived in field combat operations by retired U.S. Marine, Nick Dimitruk, who co-founded the company with Catherine Chapman.

"We were in dirty, rapidly changing, dangerous places and using expensive, mission-critical gear. We realized that people in other industries had the same headaches, stress, and urgency to get the mission done quickly and effectively, so we invented this technology," Dimitruk said.

Payne says the concept of using these extremely robust Duck Pro by Shurtape BR Code Labels combined with cloud-based data was exactly what they were seeking regarding inventory management. "We saw that it was a better solution than just a plain barcode and that BitRip and the BR Code labels would allow us to control our inventory," he said. However, Payne and his team soon realized they could add and update

notes, purchase order numbers, invoice numbers and several other types of information.

A STICKY SITUATION

Of course, making the solution work for this application was entirely dependent upon that label staying where it's been placed. "We did a lot of trial and error to make sure the label would withstand our high- temperature manufacturing process
as well as stay affixed when they are installed," Payne adds. Trinova uses the most heavy-duty Duck Pro by Shurtape BR Code labels, called PXL, which have stood up to the challenge.

The team quickly found that BR Code labels hold up to – and thrive – in dirty, wet, industrial fields
of applications like mines, water treatment and energy plants, and paper mills. They began affixing a label to every item they ship. The Trinova team simply affixes a label and scans it with the BitRip app, and then adds whatever information they choose. Then, when a valve or a skid arrives at a jobsite for installation, anyone with the app and permission – the installer, end user, distributor, manufacturer's rep – can scan
the label and pull up the pertinent documents preloaded by Trinova.

However, the field level user can also add any other information – installation date, operating instructions, etc. – and update it whenever they choose. Payne says offering this new technology to customers as a value-add has differentiated BitRip from its competitors. "The label can provide really anything you want to capture can be loaded onto BitRip."

"The label can provide any information we choose... really anything you want to capture can be loaded onto BitRip."

— BEN PAYNE, NORTH AMERICAN GENERAL MANAGER, TRINOVA

access to any information we choose, like the purchase order, client name, client address, job location, pictures of the product prior to shipment, installation and operation manuals, maintenance logs, and schedule," he says. "Really anything you want to capture can be loaded onto BitRip."

When the Trinova sales team mentions this option on sales calls, customers' eyes frequently light up at the possibility of having such quick and easy on-the-go access to
all this data – and the potential time and money savings. While Trinova can't control how users use BitRip, they appreciate gaining insight they wouldn't get otherwise.

ADVANTAGES:

- Inventory management capability far exceeding barcodes and QR codes
- The mobile app is free, and the labels are very inexpensive, providing immense value
- Trinova receives insight into product location and user information from end-user scans
- The app is extremely easy to set up and use, for both Trinova and its customers
- Customers love digitally accessing instructions, warranty, purchase orders, and more on their devices – and adding their own information

![BitRip logo]

ONE-WAY VISIBILITY IS BETTER THAN NONE

"We really like the visibility that we get in terms of seeing where our product is, wherever in the world it is. When a client scans it, it pulls a record and we can see, 'oh, they did do maintenance,' or if it's a distributor, it tells us where they installed it," Payne explains. Another differentiator from barcodes or QR codes is that there is no need for Trinova or its customers to keep a separate log of information – the documents specific to that one piece of labeled equipment are all right there in that digital, cloud-based file.

Once Trinova had settled on trying BitRip, the implementation was incredibly simple. "We just downloaded the app, purchased the labels, and that was it. It was very easy," Payne says. He adds that the value gained from the app and labels pales in comparison to the miniscule cost and effort.

While BitRip offers an additional paid Desktop Pro version of the app, Trinova hasn't yet encountered a need for it, though they may use it in the future. Desktop Pro features expanded capabilities, including: the ability to manage multiple users across multiple projects; import/export data; high-volume label creation; scan activity dashboard; Smartsheet integration; and connect to other workflows via an open API.

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— NICK DIMITRUK, CO-FOUNDER AND RETIRED U.S. MARINE

Trinova expects to potentially add installation and operation manuals, and drawings with basic dimensions, to BitRip in the future. Payne says that while he would recommend the app and labels to any business, he hopes his competition ignores the technology. Staying one step ahead of the competition is a key to any business' success.

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How to Use Duck Pro® by Shurtape® BR Code™ in 3 Simple Steps:

Stick. Scan. Connect™

Stick. Apply a piece of BR Code tape or a label to an object.

Scan. Scan the tape or label code using a mobile device and the BitRip® app to record the timestamp, capture the geolocation data and begin uploading information.

Connect. Create project teams, set notifications and share the information with others across your organization using nothing more than a piece of tape, a mobile device and a free app.

Get to know BR Code.

Get started with BitRip TODAY!

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Available on the **App Store**

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www.bitrip.com

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