

Therma is Revolutionizing Smart Cold Chain Access with LoRaWAN[®]

Discover how Therma is revolutionizing the smart cold chain in food, restaurant, healthcare, hospitality, and manufacturing sectors with LoRaWAN technology.

Revolutionizing the Smart Cold Chain

2020 has brought into stark focus the need for a global, smart cold chain. The cold chain industry has seen scaling challenges in perishable goods supply, shifting consumer behavior, and vaccine distribution planning all in under a year. These challenges have created a world where 'unprecedented' has become a cliché term.

At the center of this story is the cold chain management start-up Therma, and the LoRaWAN[®] technology that has made its flagship product, [Therma[°]](#) temperature and humidity monitoring, accessible to every business.

Therma's Growing Mission

Therma exists to fight global warming through smart product solutions that drive bottom-line business incentives for their customers. The *Therma[°]* mission is to reduce two of the leading causes of climate emissions, product waste and hydrofluorocarbon emissions, by saving businesses \$15,000 per year, per refrigeration unit on unnecessary spoilage and manual labor costs.

"By eliminating food waste, improving energy efficiency and reducing refrigerant leakage, Therma is helping leading brands like McDonald's, Burger King, Taco Bell, and NOW Foods to reduce some of the largest sources of greenhouse gas emissions across the globe."

-Manik Suri, CEO & Co-Founder of Therma

In 2019, the Therma team never predicted that their mission would expand to ensure perishable goods integrity among supply shortages and vaccine availability for the world.

LoRaWAN Revolutionizes Refrigeration Management

Refrigeration monitoring and refrigeration management are not new to the cold chain, but past solutions entailed complicated infrastructure requirements and enterprise pricing. *Therma°* uses LoRaWAN technology to stand apart.

Therma° works in an unparalleled range of 1,200+ feet, operates at peak efficiency without Bluetooth or WiFi, offers military-grade network security, and provides simplified plug-and-play installation. These benefits have enabled *Therma°* to revolutionize and expand smart cold chain technology into previously underserved sectors such as food, restaurant, healthcare, hospitality, and manufacturing.

“With the integration of LoRaWAN into our product suite, we are able to provide exceptional connectivity in dense, noisy, chaotic environments where other wireless devices have struggled or failed.”

-Andrew Hager, *CTO & Co-Founder of Therma*

Therma Joins LoRa Alliance® to Promote Global Adoption

As LoRaWAN has enabled Therma this unparalleled expansion in refrigeration management -- and its accompanying climate impacts -- so too will LoRaWAN continue to revolutionize other sectors. As of November 2020, Therma is proud to join the [LoRa Alliance](#) membership to promote the standardization and accredited certification of LoRaWAN throughout the world.

“I am excited to welcome Therma to the LoRa Alliance and learn about its LoRaWAN refrigeration management solution. Quickly deploying LoRaWAN solutions for long range communications in noisy and low temperature environments is key to its achieving both business and environmental goals. I look forward to Therma’s participation in the LoRa Alliance.”

-Donna Moore, *CEO and Chairwoman of the LoRa Alliance®*

Learn More About Therma

For more information on how Therma can help your business run smoother, visit [our website](#), [purchase Therma sensors online](#), or [request a demo](#) with a Therma sales representative.

LoRaWAN® and LoRa Alliance® are marks used under license from the LoRa Alliance.

Name of Press Contact: Ardith Alexander

Email: ardith@hellotherma.com