Developed by Bleecker Technologies – an organization founded by teachers from the University of Murcia, specializing in artificial intelligence and machine learning – the Bleecker Codes are new visual labels based on patterns specifically designed to allow code identification in all situations, even the most difficult. This intelligent system is composed of a software solution and high-resolution cameras, installed in different parts of the logistics site, particularly in transit areas.

A camera will detect Bleecker codes positioned on packages, pallets or handling equipment. Artificial intelligence algorithms will then identify and control all the movements detected by the cameras. The unloading and loading of goods as well as the movement of machines are analyzed in order to control the traceability of any product in real time.

ID LOGISTICS: FIRST LOGISTICIAN TO USE THIS TECHNOLOGY
ID Logistics puts investment in new technologies at the heart of its strategy. With the integration of Bleecker codes at its Azuqueca de Henares site, ID Logistics becomes the first logistician in Spain to use artificial intelligence to automate the tracking of all the usual warehouse management processes.
ABOUT ID LOGISTICS
ID Logistics, led by Eric Hémar, is an international contract logistics group with a turnover of €1,643 million in 2020. ID Logistics manages 340 sites in 17 countries representing 6 million m² operated in Europe, America, Asia and Africa, with 21,500 employees. With a balanced customer portfolio between distribution, industry, healthcare and e-commerce, ID Logistics is characterized by offerings a high level of technology. Developing a social and environmental approach through multiple original projects since its inception in 2001, the Group has now resolutely committed itself to an ambitious CSR policy. The ID Logistics share is listed on the regulated Euronext market in Paris, compartment A (ISIN Code: FR0010929125, Mnémo: IDL).

Compared to other more traditional methods (barcodes, QR codes, RFID technology...), these codes allow to have a 360° traceability in real time of the warehouse. They ensure traceability control in all processes, real-time data processing, identification of moving goods while minimizing investments.

This innovation will allow ID Logistics to increase its performance and minimize as much as possible any possibility of human error in the logistics process from receipt to shipment on its Spanish site.

ID Logistics plans to roll out this solution to five more locations in Spain in the coming months and continue to equip more of its 64 sites in Spain and Portugal thereafter.