

LiteLink Technologies Inc.

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LiteLink Technologies wins Easterday Farms as client for its IoT cold chain 1SHIFT sensors

LiteLink Technologies Inc (CSE:LLT) (OTCMKTS:LLNKF), a key player in supply chain platforms and logistic IoT sensors, said Thursday that Easterday Farms Produce Company has transitioned from trials to becoming a client and will rely on the firm's SHIFT Logistics IoT cold chain sensors platform to transporting its produce in mint condition.

Founded in 1958, Easterday Farms is a private farming, packing and distribution company that serves American customers. It has 25,000 acres of potatoes, onions, corn and wheat in Washington State's Columbia River Basin, and a repacking and distribution facility in Florida.

Burnaby, British Columbia-based LiteLink had earlier provided Easterday Farms with its 1SHIFT logistics platform for a 45-day trial period, starting on December 18, to track and trace moisture and temperature in real-time for produce hauled over long distances by dedicated carriers and rail cars rigged with their next-generation IoT cold chain sensors.

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At the end of the trial, Easterday confirmed the order of 10 1SHIFT cold-chain sensors and subscriptions to capture real-time GPS, temperature, humidity and other in-transit critical data points, said the company.

"1SHIFT is fast and efficient logistics made easy," said Jesse Harris, the transportation manager at Easterday Farms. "The platform's real-time pricing and innovative programs enables us at Easterday to respond proactively to the changing market needs."

The 1SHIFT platform tracks shipping routes and offers real-time arrival estimates to save businesses money. It also allows farmers the ability to deliver their products quickly, while monitoring moisture levels in real-time to ensuring the freshness and quality of their produce.

"LiteLink is very excited to have Easterday buy our devices and subscriptions after running extensive trials across the US with 1SHIFT," said LiteLink CEO Ashik Karim in a statement.

"At this stage, Easterday has given us the market value and validation we needed to confirm market fit, pricing, and system and device usability. This is just the tip of the iceberg for LiteLink's growth. We cannot thank Easterday enough for their feedback and transparency."

The LiteLink Technologies boss said the company will continue to focus on scaling its cold chain sensors and platform to the North American agriculture and produce industry.

"With over 2.2 million farms in the US, and with approximately 193,000 farms in Canada, there is plenty of market share for 1SHIFT to capture," noted Karim.

Price: 0.04

Market Cap: \$6.93 m

1 Year Share Price Graph



Share Information

Code: LLT

Listing: CSE

52 week High Low
0.22 0.015

Sector: Blockchain & Crypto

Website: litolinktech.com

Company Synopsis:

A Canadian based public (CSE:LLT) enterprise technology company focused on solving real world problems across the Logistics & Supply Chain and Remittance & Payments industries using the power of artificial intelligence, blockchain, and other leading edge software.

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LiteLink Technologies is a lead player in developing world-class enterprise platforms that utilize artificial intelligence, blockchain, and predictive analytics to solve fragmented and outdated technology problems in the logistics and digital payment industries.

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