

TRANSPORTATION & LOGISTICS

LOVERS GLOBAL

24
TRUCKS

130
EMPLOYEES

750
CUSTOMERS



Lovers Global uses Axxon Tracking to successfully prevent vehicle misuse and boost routing and dispatch efficiency for their distribution fleet of 24 trucks.

Reducing fuel costs and improving customer service in the process.

Founded in 1977, Lovers has become the leading producer and distributor in Curaçao of Ice, Ice Cream, Juices, Milk, Yoghurt and Bottled Water products with exports to Aruba, Bonaire and to Miami, FL.

Lovers has a workforce of 130 employees, combined office, plant and storage facilities with a total area of 4,199 m², a distribution fleet of 24 trucks, 300 freezers and coolers in the market, and 750 active customers.

The Challenge

“Even though our drivers have a daily distribution route, some of them were not visiting all of our clients. This caused them to run out of supplies, which resulted in unhappy clients.”

- Tyrone Sporkslede
Distribution Manager

The Solution

Axxon Tracking installed GPS Trackers in all of Lovers' trucks in order to track the current location and route history of all trucks. Lovers also used powerful reports to see how often each client was visited, and when.

Axxon Tracking

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