

DISTRIBUTION

# ROMAR TRADING

45  
VEHICLES

125  
EMPLOYEES

## A-Brands

Heineken

PepsiCo

Red Bull

Johnny Walker

Frito-Lay

Vogue

L'Oréal

Yum! Brands



Aruba based Romar Trading uses Axxon Tracking to successfully prevent the theft of goods, unjustified and excessive overtime, in order to meet strict regulations for external audits, and more. Thus, improving customer service, reducing operation costs, and increasing efficiency in the process.

Romar Trading is a stockist and wholesaler of beer, wine and spirits on Aruba, as well as food, homecare, health & beauty.

They represent various A-brands such as Heineken, Johnny Walker, Pepsico, Red Bull, L'Oreal, Frito-Lay and are distributors for Yum! Brands (KFC, Pizza Hut, and Taco Bell) on Aruba.

With 125 employees and a fleet of 45 vehicles they service their customer base on the Caribbean island.

### The Challenge

With the lack of oversight and no insights into where the vehicles were it was difficult to manage the fleet and thus the distribution operations efficiently.

“We suspected misuse of our vehicles and we were dealing with our sales agents doing regular overtime. But we had no means to check or control both issues.”

-Gwendly Winklaar,  
Head of Security

Axxon Tracking

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### The Solution

Axxon Tracking installed GPS Trackers throughout their distribution fleet in order to track the current location and route history of all vehicles. Romar Trading uses our dashboard with real-time routing and reports showing when assets are at a delivery point and for how long.

### The Outcome

As it turned out some drivers were driving the scheduled daily route in a different order and making unauthorized stops. They stopped two kinds of theft by monitoring and managing their fleet with Axxon Tracking: When a client does not check the delivery amount, for example 20 cases, the driver only unloads 18 cases and takes 2 cases for himself.

“

The benefit of Axxon Tracking is getting data fast. We know what conditions are like right now, not what it was like 15 or 30 or 60 minutes ago.“

### Gwendly Winklaar

*Head of Security  
Romar Trading*

And products who were nearing their expiration date were taken instead of bringing these products back to the warehouse to be disposed of.

On both occasions the stolen goods were then sold outside the delivery route, this could be identified through our scheduled reports with full route history.

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