



Rastrac Asset Tracking Helps Recover Stolen Refrigeration Unit

RasTrac[®]

Since 1993, [Rastrac](#) has been helping organizations all over the world experience more efficient fleet operations and reduce their operating expenses. Rastrac is a leading provider of [GPS tracking devices](#) and [remote asset tracking systems](#), our solutions empower companies of all sizes to conduct more effective fleet management practices.

One such company partnered with Rastrac is [Polar Leasing](#), North America's largest fleet of [portable refrigerated walk-ins](#). Polar Leasing recently learned just how invaluable Rastrac's GPS tracking technology truly is when one of their refrigeration units was stolen in a small town in South Carolina.

Continue reading to learn how Rastrac's fleet tracking management system recovered the unit quickly and prevented the criminals from making off with the business' property for good!



About Polar Leasing



The Polar Leasing story can be traced back to 1995 when vendors from a local food festival requested a short-term rental of a walk-in cooler. Not much attention was given at the time, but when more vendors called the following year with the same request for [refrigerated storage](#), an idea was born.

Fast forward to today, and the company has expanded to service an entire continent with an all-electric fleet of [temporary and portable refrigeration units](#). These refrigeration units can be found almost anywhere, from state fairs to hospitals, and can be rented for extensive periods, up to 2 years of use.

Their logistical model follows as such: trucking companies store the units all over the country until they are called into use, the unit gets delivered to the requested location, and gets picked back up by the trucking company when all is said and done. Then the unit is inspected for damage, thoroughly cleaned and sanitized, and returned to inventory.

Polar Leasing has been partnered with Rastrac since 2018 to provide them the increased visibility enabled by Rastrac's fleet management capabilities. Since Polar Leasing is headquartered in Indiana, being able to track the exact location of their nearly 2,000 refrigeration units all over the country is a must. With Rastrac's GPS tracking, the fleet managers at Polar Leasing have a peace of mind about their asset location and safety.

Another crucial feature for Polar Leasing was the ability to [monitor a unit's temperature](#). Obviously, a refrigeration unit is inherently used for storing products at a specific temperature, so tracking a particular unit's temperature ensures that or reveals a potential issue. If temps are rising, that could indicate a door is being left open for longer than necessary, or there might be a problem within the unit itself.

Rastrac enables Polar Leasing’s fleet management team to see all the features of any unit in a real-time snapshot, which means they can track irregularities or double-check a unit is functioning as it should. Before partnering with Rastrac, Polar Leasing couldn’t forecast any [temperature issues](#). Now, fleet managers can have eyes on the location and temperature of the units - even when they’re hundreds of miles away.

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This has made our jobs significantly easier. Our main goal in working with Rastrac was to find out where everything was at all times. We love the GPS tracking feature, as our assets move all over the country.

- Joe O’Keefe, operations manager at Polar Leasing

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It’s not uncommon for Polar Leasing to move refrigeration units between states and keep track of those movements, called “intra-depot moves”, throughout the year.

For example, if a customer needs 10 units in Tennessee but that depot only has three, Polar Leasing can coordinate units from another state’s depot to fill that request. No problem for the fleet management team when you’ve got the power of Rastrac’s GPS tracking on your side.





The Challenge: A Missing Refrigeration Unit



In the history of Polar Leasing, there has never been an issue with moving portable refrigeration units. That is, until this year.

A customer in Bluffton, SC, needed a refrigeration unit, so they called upon Polar Leasing to help them out. This variety store chain has worked with Polar Leasing for a long time, so it's not unusual for store managers to see the unit get delivered then picked up when needed. Minimal contact occurs between the trucking company moving the unit and the store operators, but there is an awareness of what's going on.

Bluffton, SC, is a relatively small town with a population of about 20,000. It's a pretty rural community that stays relatively quiet. However, on this particular Monday morning, Polar Leasing's trucking company went to load-and-go the customer's refrigeration unit - and no unit was to be found. While the trucking company employee called Polar Leasing, the customer's manager came outside to say someone in a red truck showed up that Sunday morning and loaded the unit.



The Solution: Rastrac's GPS Asset Tracking Comes to the Rescue!

Within minutes of being notified of the missing unit #9075104, Polar Leasing's fleet management team was able to look up the location in Rastrac and follow the timeline of its travels. Indeed, the unit moved the day before and was just down the road in this rural community to a private residence with a long driveway.

Upon verifying the location and looking up the address, Polar Leasing reached out to authorities to recover the unit. Due to Rastrac's comprehensive tracking, the company was able to send an email with unit production records that confirmed the unit had been stolen and moved without authorization.



The Solution (Cont.)



Upon the authorities in Bluffton traveling out to the unit and inspecting it, they found it hadn't been damaged or graffitied - just relocated in a rural town to sit behind a property that was collecting discarded junk. Since the unit wasn't visible from the road, it would have made it near impossible for police to have located the unit without the exact GPS tracking location.

While authorities took a couple of days to follow up on the theft, the trucking company originally sent to load up the unit had been called away to another job - in Savannah, Georgia. They were able to be on stand-by to pick up the stolen refrigeration unit; Thursday morning, they called Polar Leasing to say the unit had been recovered and all was as it should have been.

Polar Leasing is glad to say this story had a happy ending - the unit was unexpectedly lost, then almost immediately found via GPS tracking, and fully recovered within days. Rastrac played the most essential role in this situation, as the refrigeration unit wouldn't have been found without real-time GPS asset tracking!

Benefits of GPS Tracking for Asset Relocation

As soon as Polar Leasing learned a unit was stolen, it only took a few clicks to see where exactly it had been relocated. Polar Leasing's fleet managers can't reiterate enough how Rastrac was integral to finding the missing asset.

Rastrac's fleet management system does more than just GPS tracking or temperature monitoring, though! The advantages to incorporating it in your fleet or asset management operations are numerous, including:

- » The identification of unsafe driving patterns, like [hard acceleration or sharp braking](#)
- » Lower insurance costs
- » Improved driver accountability
- » Optimized service routes for maximum efficiency
- » Reduced fuel waste and cost of operation
- » Streamlined maintenance scheduling and monitoring

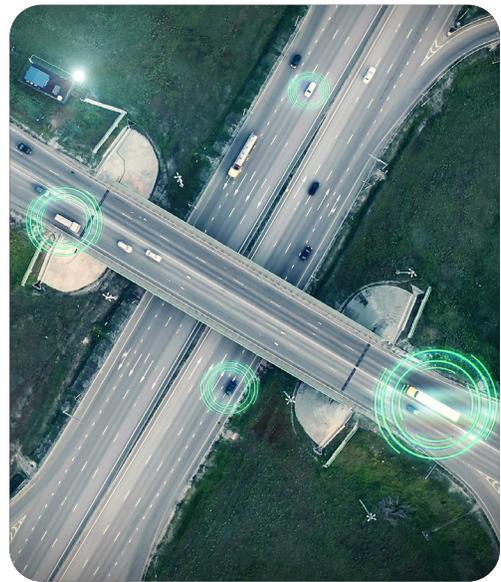
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The real-time GPS location that the Rastrac device provided was the only way for us to find and repossess our stolen Polar Leasing unit. We were pleased to utilize the Rastrac device not only for tracking deliveries and temperature monitoring, but also for recovery purposes. Without the Rastrac device, our Polar Leasing refrigeration unit would still be missing.

Joe O'Keefe,
Operations manager at Polar Leasing

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Ratrac's platform and various fleet management solutions are some of the most versatile and flexible on the market. Our fleet and asset tracking tools are customizable, so they can be tailored to fit into your daily fleet operations and meet your specific business goals. Our in-house development team can build up nearly anything a customer needs - simply tell us what your dream fleet tracking software is, and we'll do our best to make it a reality for you.



Rastrac doesn't just sell fleet tracking products - we want to be an [end-to-end partner](#) throughout all of your fleet management initiatives. Our experienced and passionate team truly cares about your business and dives deep to uncover what your needs and goals are so we can find the fleet management solution that best aligns. Then, we'll help with implementation, teach you how to get the most out of your fleet tracking tools throughout the day-to-day, and always be around to troubleshoot or help you solve a problem.

Conclusion

There are tons of fleet management companies out there - but Rastrac is truly different from the rest! Rastrac has extensive experience helping both companies and [municipalities](#) fulfill their fleet tracking needs through flexible options for GPS tracking devices and software, personalized support, and a dedicated team of leaders paving the way.

[Contact Rastrac today](#) for more information about how our services can better serve your fleet management needs!



12741 Research Blvd., Suite 500
Austin, TX 78759

Phone: (877)680-1188

RASTRAC.COM