



# UR SEAFOOD SOLUTION BY PSQR

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Read more about our traceability solution for the Icelandic seafood company UR Seafood



ÚTGERÐARFÉLAG  
REYKJAVÍKUR HF.



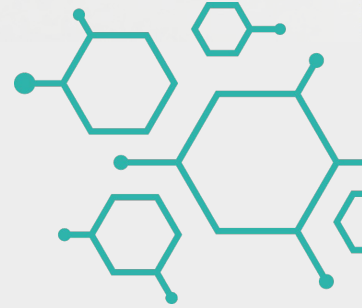
# About PSQR

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PSQR is a Danish software vendor providing [specialized industrial software](#) for Supply Chain Digitisation and Traceability related to compliance and business excellence.

The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best-of-breed IT solutions to the world of traceability.

PSQR's mission is to empower manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.





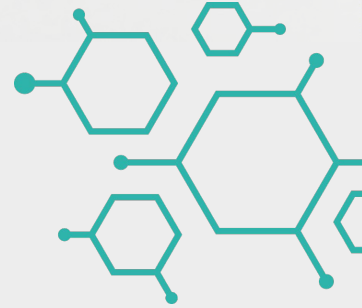
# About UR Seafood

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[UR Seafood](#) is a well-established Icelandic seafood company with a strong focus on corporate social responsibility, sustainability and delivering high-quality products to their customers.

The company continuously strives to meet the contemporary requirements for efficiency in operations, quality raw material and exemplary facilities for the fishing crew.

Additionally, environmental issues and unique human resources are of prime importance to all the company's operations.







# Problem Statement

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- 📦 Tell the journey of UR Seafood's products to their consumers
- 📦 Uphold HACCP rules with respect to product safety
- 📦 Enhance their recall capability
- 📦 Stop the proliferation of counterfeit products
- 📦 Enable effective consumer engagement and marketing capabilities
- 📦 Authenticate full compliance with Icelandic and global ESG regulations (such as catch limits and trawler energy use)





# The UR Seafood Case

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## Vision

UR Seafood approached PSQR looking for a solution that will enable them to trace their wild-caught from the seas to retail - telling their customers the complete story of their product journey.

## Mission

The project was the deployment of an EPCIS-based, end-to-end traceability system based on GDST (Global Dialogue on Seafood Traceability) standards, of which PSQR is an adopter and endorser.





# The Solution

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- PSQR was asked to provide relevant catch information from existing systems, compliant with the GDST standards and readily accessible to the consumers.

Therefore, PSQR's software [Saga](#), with the addition of the Seafood Module, has been integrated with the external system. Hence, the system is able to gather all the necessary data regarding the vessels (oil consumption, time of sail, etc.), fish data (time of catch, water temperature, depth, etc.), crew members, and others.

Each product is allocated a scannable QR code upon packaging, containing all the relevant information provided by Saga about that specific catch, which the customers can later access by scanning the code.

For this purpose, Saga has been integrated with UR Seafood's front end providing a valuable user experience.

Scan the QR code to  
access catch  
information provided by



Generated QR Code







# UR Seafood Case Takeaways

By implementing PSQR's Saga solution, UR Seafood can now achieve 5 main objectives:

- ◆ Standards compliance-ready
- ◆ Verifiable and high-quality products
- ◆ Ensure consumers of sustainable fishing practices
- ◆ Reduction of manual data entry
- ◆ Tell their product story to customers and improve consumer engagement







# Benefits of the solution

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01

## GDST Compliance

By implementing Saga solution to their everyday operations, UR Seafood secured GDST compliance, ensuring their product is verifiable, of the highest quality, and caught in a sustainable way.

02

## Sustainable fishing practices

- Fishing in the right limits
- Fishing at the correct time
- Food quality
- Reducing food fraud

03

## Improved brand reputation

By implementing a solution that ensures fishing according to globally recognized standards, UR Seafood ensures customers of the highest quality products, simultaneously improving brand image.

04

## Future certification

The solution enables future certification compliance.

05

## Ability to track products in real time

Saga solution allows tracking products in real-time, ensuring supply chain visibility, and preventing major incidents and product waste.

06

## Consumer engagement

Improved consumer engagement by demonstrating to the consumers that UR Seafood is focused and practices sustainable fishing practices



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*At UR Seafood, we are committed to providing our customers with the highest quality seafood products while ensuring full compliance with industry standards and legal practices. With the seafood traceability solution provided by PSQR, we have been able to take our commitment to the next level.*

*The software seamlessly integrates with our existing systems and provides us with relevant catch information, including fishing vessel details, fishing method, and location. This has helped us demonstrate our dedication to sustainability and transparency to our customers and partners.*

*The scannable QR code that comes with each product is also a game-changer for us. Not only does it provide our customers with valuable information about the product they are purchasing, but it also ensures full traceability and accountability in our supply chain. We are proud to be compliant with the GDST standard and believe that this solution will help us further improve our brand reputation.*

*We would like to thank PSQR for their expertise and commitment to delivering a solution that meets our unique needs. Their solution has enabled us to improve our operations and demonstrate our dedication to sustainability. We highly recommend their services to any seafood company looking to take their traceability and compliance practices to the next level.*

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**Þorlákur Ómar Guðjónsson**, Innovation Manager at UR  
Seafood



# Contact us

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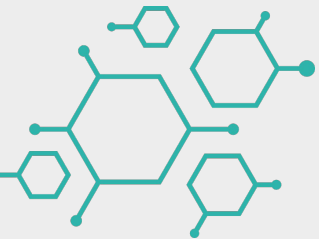


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