



ITALIAN HORTICULTURAL WHOLESALE DEPLOYS WAVE PTX™

FOR COST-EFFECTIVE, INSTANT PTT COMMUNICATIONS AT ITS WAREHOUSES AND BEYOND



RGB BAMBOO

RGB Bamboo is an Italian company, based in Mantova, Northern Italy. It was established nearly 100 years ago, when its founder, Ottavio Rosa, started the business, collecting and weaving bamboo canes to make shade awnings for flower growers and farmers. Passed through generations of the family, the business has gradually developed and now markets and distributes a wide range of predominantly horticultural products throughout Europe to business customers such as florists. Its site – which incorporates its warehouses, logistics area and offices – extends over 38,000m².

CHALLENGE

RGB Bamboo relies on push-to-talk radio communications at its site in Mantova, for the flow of real-time information across the business. It previously had a traditional two-way radio system in place. However, this had become outdated and needed to be replaced. Motorola Solutions partner, Ciro Mazzone Radiocomunicazioni, based in Verona, was charged with sourcing a new solution. By clearly understanding RGB Bamboo's requirements and challenges, Ciro Mazzone could see that the flexibility and functionality offered by WAVE PTX would suit RGB Bamboo. RGB Bamboo was looking for a cost-effective system that could be

installed quickly, with no downtime, and that would guarantee robust, reliable coverage in all areas of its 38,000m² site comprising the warehouse, offices, external storage and logistics areas.

Working together with Motorola Solutions local distributor Aikom Technology, Ciro Mazzone organised a test with the TLK 100s, as this was new technology for the customer. However, it only took half a day for RGB Bamboo to be convinced that WAVE PTX was the right choice for their requirements.

CUSTOMER PROFILE

Organisation:
RGB Bamboo SrL

Partner:

- Ciro Mazzone Radiocomunicazioni Snc (Partner)
- Aikom Technology (Distributor)

Industry:
Warehousing

Motorola Solutions Products:

- TLK 100 WAVE PTX portable radios
- WAVE PTX Mobile application installed on users' mobile phones
- Accessories: carry holsters, remote speaker microphones (RSMs) and multi-unit chargers

“We love the flexibility and integration possibilities that WAVE PTX offers. The devices connect over our existing Wi-Fi network, which also means we save on costs, and having the mobile app means I can be connected to the business wherever I am. The improved, instant communications are helping our productivity and efficiency. And our teams are really enjoying using the TLK 100 devices. They find them as easy to use as their mobile phones, just with all the enterprise features we need. The TLK 100s are also very rugged and robust, which is a requirement for our site. Teams can even charge them with their mobile phone charging wires, if the main chargers are not available for some reason. We have only had one issue since we installed the new system. A device was not connecting to the Wi-Fi, but our contact at **Ciro Mazzone** solved it remotely in five minutes. It is a practical, modern system, which is also very cost-effective compared to other solutions we looked at. We are very happy with it.”

Nazareno Rosa, Owner, RGB Bamboo Srl



SOLUTION

RGB Bamboo has equipped the teams at its site in Mantova with WAVE PTX TLK 100 radios, which connect over the existing Wi-Fi network. Staff who need to communicate hands-free – for example, those picking in the warehouse – use carry holsters and RSMs. The entire configuration was prepared remotely by the **Ciro Mazzone** engineers and deployed quickly, with zero downtime. **Ciro Mazzone** also went on-site, for site tests and training, although this was minimal as the system is so easy to use. They also set up the system to allow all users to communicate with each other, so, for example, the warehouse can talk directly to the office and logistics when a container is finalised. Should any member of the office staff be travelling or away from the office, they can use their TLK 100 with a SIM card, so they can still communicate remotely with the WAVE PTX system. The directors, including the head of security, have the WAVE PTX Mobile application on their smartphones, so are also always connected, wherever they are. This improves site safety, saves time and ensures real-time information about warehouse stock and logistics is available to all parties, at all times.

RGB Bamboo is currently using the WAVE PTX system solely for voice communications. However, they are aware of the multimedia options and the capabilities WAVE PTX offers and may develop the system, moving forward.

BENEFIT

Sergio Mazzone, head of design, installation and maintenance of voice communication systems at **Ciro Mazzone**, comments “One of the main reasons this project was so successful was the strong collaboration and synergy between Motorola Solutions, Aikom Technology and ourselves. And a great advantage for RGB Bamboo is the flexibility and adaptability of the solution – they are not tied to a contract or infrastructure and yet have all the wide-area coverage they need, with remote

maintenance and intervention, plus the option of further interoperability. Moreover, they can use the existing Wi-Fi network, so it is a very cost-effective, fast-to-deploy solution and, finally, the devices are user-friendly.”

Davide Cinarelli, Product Manager at Aikom Technology, meanwhile, summarises: “We are happy to recommend WAVE PTX to logistics, warehousing, production and industrial companies, because there is a strong need in these sectors for fast communications systems, to increase efficiency and productivity and to effectively manage any incidents or emergencies. Regarding this deployment at RGB Bamboo, I would like to particularly highlight the speed with which the WAVE PTX system was deployed (in part remotely, to avoid any disruption) and the fact there was zero downtime in their communications service when the system was installed. This is obviously important for warehousing businesses, which operate around the clock.”

Feedback from the workers has been exceptionally positive. They enjoy using the TLK 100s and appreciate their ergonomic, robust design. Moreover, all workers now have access to reliable, clear radio communications, wherever they are, inside or outside on the site or when remote working. The AI-backed noise suppression technology also ensures they always hear and can be heard, even if they are in noisy areas such as the warehouse or loading bays. The reliable, real-time flow of shared information is boosting efficiency, productivity and profitability at the site, as well as enhancing the safety of people and assets. Moreover, the capabilities for interoperability and integration ensure this is a future-proof system for RGB Bamboo to use for many years to come.

Benefits:

- Speed and ease of installation
- Strong coverage across the site, both inside and out, over existing Wi-Fi network
- Option to use a SIM for remote working
- WAVE PTX Mobile app for directors for system connectivity from their smartphones, wherever they are
- Reliable real-time flow of information for improved site efficiency, productivity and safety
- Robust, easy-to-use devices, suitable for the manufacturing environment
- Remote updates and maintenance, for fast, easy troubleshooting
- Controlled costs

