

# CASE STUDY: REDLORE

## MEET REDLORE

RedLore's mission is to strengthen supply chains by adding knowledge through their unique and patented Internet of Things (IoT) and ML-based technology. Niek Van Dierdonck and David Micallef co-founded RedLore in September 2018 after observing how extensively today's technological capabilities can improve how we manage our supply chains.

They disrupt the traditional paradigm of monitoring shipments through the supply chain. Traditionally shipments are monitored at the level of the shipping container or trailer, but the interest really lies in monitoring the goods themselves. RedLore goes beyond traditional temperature and shock monitoring by automatically detecting all key events goods go through, both in transit and in storage. This includes touch-less delivery confirmation at the intended or at an unintended location, split-up of a shipment, tampering with consigned goods, and more.

RedLore is currently in the development of the third generation of their IoT hardware.



RedLore

### INDUSTRY

Internet of Things (IoT)

### HEADQUARTERS

Ottawa, Canada

### PRODUCT

Smart Logistics Solutions

## REDLORE'S BUSINESS LANDSCAPE & CHALLENGES

RedLore is disrupting a category that contains mature players and solutions. They have been in-market with their solution since 2018 and have seen early success. The team is constantly refining and improving their technology and require prototyping for each iteration of the product development process. In order to remain competitive and ahead in their industry, RedLore needs to focus on quality and work with partners who have expertise, a great team, and can be price competitive.

## WHY REDLORE CHOSE THE LAB

Niek was introduced to Bayview Yards Prototyping Lab through Invest Ottawa's programs. He met the team at the Lab during a tour of their facilities. In his long career in IoT and supply chain, Niek had previously worked with many industrial design companies and engineering firms. Upon meeting the team, he immediately found them very approachable with a low barrier to entry, which was important to him as a start-up.

That initial impression Niek had when meeting the team was lasting. Working with a partner who has a strong culture fit and who knows how to work with a rapidly growing company was important to the RedLore team. After discussing his product development needs with Bayview Yards Prototyping Lab, Niek assessed that the Lab provided a good balance of price and quality to deliver optimal productivity. They were the perfect fit.



## REDLORE & THE LAB TODAY

RedLore leveraged Bayview Yards Prototyping Lab for their industrial design services and expertise to design the enclosure of their IoT devices. They also used the Lab's advanced technical capabilities for 3D printing. Through their partnership, Niek affirms that the team at the Lab is a great personality fit for them.

Today, RedLore is past their initial prototyping phase and their product is in-market however, for each iteration of their product development, they always start with a prototype. They will continue to use the Lab's services to support their product development journey and would like to use additional services in manufacturing communications from Bayview Yards Prototyping Lab as they become available.

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Bayview Yards Prototyping Lab is the perfect balance of **price and quality for optimal productivity.**

— *Niek Van Dierdonck*  
Co-Founder & Chief Executive Officer

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## WHAT BAYVIEW YARDS PROTOTYPING LAB CAN DO FOR YOU

Bayview Yards Prototyping Lab was created to achieve a high impact on entrepreneurs, firms, and the economy. The Lab's service offerings are a set of carefully curated packaged services designed to provide targeted support to your specific business needs. Our team of experts has invested time in working with a wide variety of companies in many industries and stages, to design the right services to achieve your goals. We'll guide you through every phase of the prototyping journey—from initial product and design strategy to detailed design, implementation, iteration, and validation. As an extension of your team, we will optimize quality and performance, while reducing research and development risk, cost, and future hurdles.

Contact the team at  
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for a complimentary assessment.