



How Katch is Helping Brewers Mitigate Keg Loss with IoT

6-10% of kegs are lost annually by brewers. While a single keg is relatively inexpensive (approx. 70 Euros), for a company that owns 2,3, or 4 million kegs it becomes much more important to mitigate loss.

This is the objective of a new business called Katch Asset Tracking, which follows the location and temperature of stainless steel keg fleets via IoT. (Previously kegs were tracked manually using scanning and barcode).

Marc Eggins is the Operation Lead for Katch. “The tracking beacon costs approximately 17-18 Euros per keg, and the lifecycle of a keg is about 30 years if it’s handled correctly. We made sure the cost per unit would be less than a keg replacement when a company is losing 6-10% of their keg fleet per year,” said Eggins.

Katch grew as spinoff from the keg rental service Konvoy, founded by Adam Trippe-Smith in 2019.

The technology consists of a beacon connected to the Global Sigfox OG network, and delivers geolocation and temperature data on keg contents. It’s simple and fit for purpose.

“Others have created some amazing pieces of equipment but the cost doesn’t justify the hardware. As keg owners, we know that the most important info is the location and temperature of the keg. And if we’ve got these two pieces of info we can make some really informed decisions around how we can utilize our fleet,” said Eggins.

Marc Eggins will be at the Beer Strategies Roundtable Forum on 30th June with Heiko Wiebel, Katch’s new Business Director for Europe. “It’s our first push into the European market and with a product that we’re really proud of. With a few of the trade shows cancelled earlier this year, it’s a good opportunity to just get out there and meet people.”

Interested in attending Beer Strategies Roundtable Forum on 30th June, which brings together world leading brewers across the globe to identify key drivers of growth in the beer industry? There are a few limited places remaining and you can [register here](#).



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