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**CargoBeacon partners with Panasonic Industry Europe for AI-powered asset tracking**

PAN1780 Bluetooth module provides required reach, reliability and worldwide certification

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Panasonic Industry Europe has recently been partnering with CargoBeacon to support their design engineers with the development of their EverTag product line, a range of rugged and compact tags designed for tracking and monitoring assets in challenging or harsh industrial environments. EverTag allows customers in industries like healthcare, manufacturing, logistics, construction, and warehousing to track the exact position of assets and to manage their inventory efficiently.

Using Panasonic’s PAN1780 Bluetooth 5.3 Low Energy module, the team at Panasonic Industry Europe assisted CargoBeacon to achieve the required tag reach, reliability and worldwide certification for EverTag tags and enables real-time and historical data streams vital for AI analytics of asset locations. The PAN1780 Bluetooth module was chosen for its great radio performance (8dBm output power), long-range capabilities, and global certification coverage (the module is pre-certified in major global markets, enabling quick time-to-market). It enables wide mesh coverage with fewer anchors, simplifying infrastructure and reducing deployment costs.

Working together with Panasonic Industry allows CargoBeacon to focus on their key strengths: Building smart and scalable solutions that are easily installed to help businesses track and manage their assets. At the same time, they can rely on Panasonic’s reliable wireless performance, and historically strong European supply network.

Daniel Lindberg, COO at CargoBeacon: “Working together with Panasonic helped us to move faster and stay aligned during our product development phase. Having a local partner with a global relevance also made it easier for us to source required components quickly and with lower transport impact.” Lindberg adds:” Panasonic’s PAN1780’spre-certification in major global markets, including the US, EU, China, Japan, and Korea, allowed us to accelerate time-to-market by bypassing lengthy certification processes. This gives us the confidence to scale globally without having to compromise in quality and performance.”

“As the demand for AI-ready asset data grows, we see Panasonic as a long-term partner. Together, we will explore deeper integrations including sensor-rich tags, edge AI, and energy efficient communication,” adds Olov Hisved, CEO at CargoBeacon.

“Supporting our customers in achieving the best performance from our products is at the heart of our mission. CargoBeacon’s EverTag was a perfect match for our PAN1780 module. We’ve demonstrated that we are the right partner to deliver reliable wireless connectivity, enabling future-proof technology and collaborating with visionary founders like Olov and Daniel to create impactful, real-world applications.” comments Pascal Meier, Head of IoT Devices at Panasonic Industry.

**About CargoBeacon**

CargoBeacon is a Swedish company based in Alfta, in the middle of Sweden, offering high-performance Wirepas-based tracking solutions for industrial use. The EverTag product line includes robust tags with long battery life, replaceable batteries, and easy configuration via NFC. They are built to perform in demanding environments such as logistics, manufacturing, healthcare, and construction. CargoBeacon's goal is to offer the best Wirepas tag on the market, combining quality, performance, and ease of use.

The CB-Track platform is a flexible cloud service that allows customers to get started quickly with Wirepas Mesh. It also supports a wide range of tag technologies and enables reliable data collection for tracking, utilization analysis, and asset management. By turning real-world movements into structured data, CargoBeacon helps companies make better decisions, reduce waste, and improve operational efficiency.

More about CargoBeacon: [https://cargobeacon.com](https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=https%3a%2f%2fcargobeacon.com&umid=eef7f2dd-f6c0-4b96-a643-1781a5230c85&rct=1752070117&auth=e80b13fc0988373d295120c977fa905b266b9161-5877a9a0ef350df96fb362de83b5a88d4f0acef6)

**About Panasonic Industry Europe GmbH**

Panasonic Industry Europe GmbH is part of the global Panasonic Industry organization, one of the eight major operating companies within Panasonic Holding. Panasonic Industry Europe provides products and services for industrial customers all over Europe.

Panasonic Industry Europe is committed to enabling customers to achieve their goals in a broad range of industrial sectors such as mobility, infrastructure, automation, medical, appliances, smart living, and security. With the know-how of devices and solution technologies, cultivated through a global mindset and over a century of tradition, Panasonic Industry collaborates closely with customers to create a sustainable future.

Panasonic Industry Europe’s broad and diverse product portfolio encompasses key electronic component sectors including electromechanical and passive components, batteries and other energy products, sensors and wireless connectivity modules, thermal management materials and custom solutions, as well as automation devices & solutions.

More about Panasonic Industry Europe: [http://industry.panasonic.eu](http://industry.panasonic.eu/)

**About the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, devices, B2B solutions and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company. The Group reported consolidated net sales of Euro 51.6 billion (8,458.2 billion yen) for the year ended March 31, 2025. To learn more about the Panasonic Group, please visit: https://holdings.panasonic/global/