GROWERTALKS

GT in Brief

7/31/2025

Syngenta Flowers Partners With Tapp

Jennifer Zurko

Syngenta Flowers announced their partnership with Tapp to replace current single-use plastic data loggers with Tapp-paper data loggers. This partnership represents a significant step toward greater sustainability and efficiency in data logging, offering growers a simple, accessible solution. By switching from traditional plastic loggers to Tapp-devices, it can reduce plastic waste and sharply cut electronic waste—from batteries and printed-circuit boards to LEDs, chips and other electronic components—bringing the company in line with broader sustainability goals.

“We prioritize quality and customer service,” said Mark Schermer, Global Head of Flowers for Syngenta. “Our new data loggers give customers instant access to shipping information via their smartphones while allowing us to monitor cool-chain performance. This innovative approach not only promotes product quality, but also offers deeper insights into shipping conditions across our routes, fully in line with our commitment to sustainability.”

Tapp dataloggers contain no lithium ion batteries and are made from fibers extracted from post-harvest agricultural waste, which are subsequently turned into paper housing. After a single tap with a mobile device, it transfers temperature and humidity data to a secure cloud platform—visible to both shipper and receiver. The paper logger can be placed in the regular paper-recycling stream, dramatically reducing end-of-life handling time and overall electronic waste.

“As a market leader, Syngenta Flowers is setting a precedent the entire industry will notice,” said Niels Postma, Founder of Tapp. “We are incredibly proud of this collaboration. We are convinced it will be a success and congratulate Syngenta on taking a major step in minimizing electronic waste.”
The first shipments with the Tapp loggers began Week 20 from Syngenta Flowers’ farms, with full transition to paper loggers completed by this fall. **GT**