

# SUCCESS STORY

## Green Leaf Threshing

### GLT COMPANY IN SRI LANKA WITH € 118K REVENUE INCREASE JUST IN ONE YEAR

#### Empowering our Green Leaf Threshing Customer in Sri Lanka with ROI less than 11 months

##### CHALLENGE:

A customer\* in Sri Lanka faced the challenge of ensuring the moisture levels in their purchased tobacco bales. With an annual purchase of 64,000 tobacco bales sold by weight, precise moisture control became a crucial topic for them.

##### BACKGROUND:

GLT relies on purchasing tobacco bales in kilograms. The moisture content in these bales directly affects their price, quality, and the time required for drying. The necessity to maintain moisture levels within expected limits has resulted in the search for a precise and rapid method to measure bales to satisfy the needs of sales, purchase, and quality managers.



**USE CASE:**

Our customer in Sri Lanka was able to transform their process by implementing moisture control solutions. With the help of TEWS industry expertise and technology, our customer got real-time moisture insights, reducing losses caused due to mold growth, while maximizing product volume of bales they would have rejected otherwise.

**RESULT:**

Implementing TEWS solutions, with an initial investment of 110,000 EUR, led to significant financial benefits for our GLT customer in Sri Lanka. By reducing surplus water costs and minimizing losses due to mold growth, the technology resulted in annual savings totaling 25.9 million LKR (~118,000 EUR)\*\*.

**The amortization period for the investment was approximately 11 months, highlighting the rapid ROI and long-term financial gains.**

<b>€110K</b>	<b>11 MONTHS</b>	<b>€ 118K</b>
<b>INVESTMENTS</b>	<b>ROI</b>	<b>YEARLY EARNINGS</b>

\*TEWS technology is often considered as a competitive advantage and therefore, we are not at liberty to reveal the real name of the related parties.

\*\*The exchange rates used for currency conversions are based on data from 2018, which corresponds to the year when this study was conducted.