

# Milwaukee Manufacturer Contact Traces Instantly With PariRange™

To say Milwaukee-based Sellars Absorbent Materials, Inc., has had to pivot because of the COVID pandemic is an understatement. The family-owned company is a leading manufacturer of shop towels, disposable wipers, towel and tissue and absorbents that are made with recycled fibers. Their products can be found in major big box retailers as well as many janitorial/sanitary maintenance, industrial, safety, and specialty distributors in North America and Europe.

When the COVID pandemic hit, Sellars had to quickly adapt to a sharp spike in demand for their products, while at the same time remaining on the forefront of employee health and safety.

In April, employees started wearing masks. Soon after, their temperatures were checked and cell phones cleaned upon arrival for each shift. Then came weekly COVID tests at National Guard sites. Plexiglas dividers were installed. Educational sessions helped employees become more aware of social distancing.

When an asymptomatic employee tested positive for COVID in August, Sellars realized they did not have anything in place that could easily identify close contacts.

Normally they would consider quarantining the entire team the employee worked with. But this employee had worked three 12-hour shifts between taking the COVID test and getting the results, said Linda Swearingen, EHS Manager for Sellars. The only way to understand where close contact happened was to refer to security video.

**“Myself, the plant manager, and the production manager had to review video footage of the employee over three 12-hour shifts in order to document every person he talked to and how long they were in close contact,” Swearingen said. “Let’s just say it was not the best use of our time.”**

Luckily, Sellars was in the process of purchasing and implementing EmbedTek’s proximity monitoring system, PariRange™, when this occurred.

Employees wear the PariRange™ device on a lanyard, in their pocket, or on their belt loop. As they perform their job duties, they receive a vibration alert if they come within 6 feet of another employee wearing the device.

The close contact is tracked on the device with date, duration of contact, and the device that the employee came into contact with.

“With PariRange™, we are able to get the information immediately. If someone tests positive, we can pull up a report of close contacts right away and take immediate action.”



Simple, Intuitive Reporting

Susan Smith had 3 Contacts > 10 minutes in reporting period

Time	Shift ID	Event	Lat	Long	Distance	Duration	Contact Type	Reported	Priority
10:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:05	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:10	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:15	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:20	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:25	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:30	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:35	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:40	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:45	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:50	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:55	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:05	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:10	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:15	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:20	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:25	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:30	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:35	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:40	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:45	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:50	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:55	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
12:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1

Juan Traves, a Contact of Susan's, had 3 contacts > 10 minutes

Time	Shift ID	Event	Lat	Long	Distance	Duration	Contact Type	Reported	Priority
10:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:05	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:10	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:15	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:20	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:25	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:30	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:35	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:40	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:45	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:50	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
10:55	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:05	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:10	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:15	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:20	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:25	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:30	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:35	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:40	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:45	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:50	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
11:55	01	Start	38.91	-98.57	0	0	Self	10/15/20	1
12:00	01	Start	38.91	-98.57	0	0	Self	10/15/20	1



PariRange™ uses Ultra-wideband technology to accurately measure distance and it is a peer-to-peer technology, so no infrastructure is needed, not GPS, WiFi, or Bluetooth is being used. Implementation can be as simple as making sure all employees are wearing a device while onsite.

“This data is so important. In the past, when an employee was sick and we did not have accurate information on close contacts, we shut down an entire line and quarantined everyone,” Swearingen said. “Now we only quarantine the close contacts.”

Since the implementation of PariRange™, new CDC guidelines were announced redefining close contact as being within 6 feet of an infected person for a total of 15 minutes over the course of 24 hours.

More guidelines from municipalities continue to emerge as the state battles increasing positivity rates. But wearable technology like PariRange™ is already equipped to have the data companies like Sellars need.

Sellars is now looking beyond contact tracing to leverage data collected on PariRange™ devices proactively.

They are using it to take a deeper dive into how employees work by reviewing how often employees are working in close contact throughout a given shift or week.

“We want to know what we can do as a company to encourage social distancing, and we can make decisions by reviewing the close contact data collected by PariRange™,” Swearingen said. “If we can change the direction a conveyor is going in order to space employees out, we can help protect employees from COVID and any other virus moving through the facility.”

EmbedTek is an IoT company with expertise in integrating the latest imaging and sensor technology into the products of original equipment manufacturers. Our design and development process transitions seamlessly to effective production that is scalable and sustainable throughout the product lifecycle. We enhance products and transform businesses across multiple industries, including medical devices, military training, and heavy equipment.