Trackunit launches next-gen Bluetooth® asset tag. More rugged. More insights.

* **Ruggedized:** Certified durability for the extreme demands of today’s construction environments, unlocking new equipment applications.
* **Plug-and-play:** From unboxed to connected in less than a minute. Now more compact, sophisticated, and easy to install.
* **Global connectivity:** Connects instantly to Trackunit’s global Bluetooth® network delivering reliable coverage across sites, depots, and fleets.
* **Increased visibility:** Brings tools, attachments, and critical non-powered equipment into one fleet-wide view.
* **Future-ready:** Advanced built-in sensors lay the foundation for impact detection and OEM-specific equipment usage insights.

**Aalborg, Denmark. October 8, 2025:** Trackunit today announced the launch of the Kin T200, the next-generation Bluetooth® tag engineered to extend visibility to critical tools, attachments, and non-powered equipment on construction sites. The outcome is greater control over assets; minimizing downtime, recovering misplaced tools faster, and reducing the costs of lost or underutilized equipment.

Ruggedized, wireless, and globally deployable, Kin T200 is built to withstand the extreme demands of the jobsite while delivering plug-and-play connectivity into Trackunit’s global Bluetooth network. By strengthening visibility across tools, attachments, and non-powered equipment, Kin T200 makes the vision of a fully connected jobsite more attainable than ever.

Building on the pioneering innovation of the original Kin tag, the T200 features a more durable, weather-resistant design. It carries international certifications to support a wider range of equipment applications. Its rugged build withstands dust, water, high-vibration, and high-shock to perform in the harshest construction environments.

“With Kin T200, we’re pushing boundaries in durability and laying the foundation for smarter equipment insights in construction,” said Heini Brøndum, Vice President of IoT Devices at Trackunit. “Engineered for real jobsites, it brings overlooked tools, attachments, and non-powered equipment into view so every asset contributes to productivity.”

Kin T200 was built to extend connectivity across the jobsite, bringing critical tools, attachments, and non-powered equipment into view. By making these assets visible, customers gain a faster, simpler way to capture and act on location insights. From contractors to rental companies to OEMs, Kin T200 extends visibility where it matters most.

With Kin T200, contractors reduce wasted time by tagging and locating tools and smaller equipment. Rental companies streamline operations with automated cycle counts, accurate returns, and recovery of misplaced assets. OEMs unlock advanced intelligence, including impact sensing, utilization, and temperature monitoring, with data that guides maintenance, protects warranties, and strengthens accountability.

“Consistently we hear from customers how untracked equipment drains productivity and drives up costs,” said Lærke Ullerup, Chief Marketing Officer at Trackunit. “Evidence shows crews can lose up to 90 minutes a day searching for tools. Tool loss alone can reach a third of equipment cost, and rental yards face the burden of manual inventory checks. These are exactly the inefficiencies Kin T200 is built to address.”

“When assets are invisible, they become costly,” says Lærke Ullerup, Chief Marketing Officer. “With Kin T200, we’ve focused on rugged performance and clear visibility for often-overlooked equipment, helping customers reduce costs, streamline operations, and achieve productivity gains.”

Leveraging Trackunit’s extensive ecosystem of connected devices, Kin T200 connects instantly to the industry’s broadest Bluetooth® network, providing coverage and visibility across jobsites, depots, and fleets. Tags are quick to deploy and activated directly in the field, with installation taking less than a minute. Kin T200 is fully integrated with Trackunit’s product ecosystem, bringing asset data seamlessly into Trackunit Manager, On, and IrisX. From fleet-wide visibility to mobile tracking and advanced analytics, everything works together out of the box.

With the launch of Kin T200, Trackunit strengthens connectivity across the jobsite. Combining durability, visibility, and intelligence, Kin T200 moves the industry closer to removing blind spots, achieving truly connected operations, and ultimately eliminating downtime.

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**About Trackunit**

Trackunit is a global leader in connecting the construction ecosystem through a SaaS platform that delivers real-time equipment insights. By capturing and analyzing machine data, Trackunit provides actionable insights that drive uptime, eliminate downtime, and create value across the construction ecosystem. With a commitment to removing downtime entirely from the industry, Trackunit collaborates with OEMs, rental companies, and contractors to build a more connected and efficient future. Learn more at trackunit.com.