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Sea Thru ehf

"Turning Traceability into Trusted Data"

Sea Thru ehf was founded in late 2024 by an Icelandic-Polish team and operates from Iceland. The company is developing a digital traceability platform specifically for the seafood industry, designed to connect traceability data across companies, systems and stages of the seafood value chain. Since its founding, Sea Thru has focused on building and testing its approach through pilot projects spanning harvesting, aquaculture, processing, logistics and certification-related traceability, in close collaboration with leading industry partners.

A central part of Sea Thru's approach is interoperability. The platform is being developed around international data standards, including GDST and GS1 EPCIS, with the aim of enabling the same underlying traceability data to support regulatory, certification, customer and supply-chain requirements.

Sea Thru combines first-hand seafood industry experience with technology and data expertise, with a particular focus on making full-chain digital traceability practical and accessible in an industry where traceability information is often distributed across multiple companies and systems.

Why GDST?

Sea Thru became a GDST Solution Provider Supporter Partner in October 2025, early in the development of our platform. Interoperability has been central to our approach from the beginning. Seafood supply chains involve many independent companies and systems, and meaningful full-chain traceability requires data to move between them. The GDST provides a common international framework and language for doing this. Joining the GDST was therefore a natural step for Sea Thru, allowing us to build around an established industry standard rather than creating another proprietary traceability structure.

Why Traceability Matters

Digital seafood traceability is at the core of what Sea Thru is building. Seafood businesses increasingly need to demonstrate origin, product journey and compliance with regulatory, certification and customer requirements.

 theGDST.org

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 [Global Dialogue on Seafood Traceability \(GDST\)](https://www.linkedin.com/company/global-dialogue-on-seafood-traceability/)

Much of the necessary information already exists, but it is often fragmented across companies and operational systems and thus difficult to connect and exchange. Digital traceability makes that information easier to connect, verify and use across the seafood value chain.

How GDST Helps to Address Challenges

Sea Thru is developing a platform designed to connect with existing systems across the seafood value chain, retrieve and standardise relevant traceability data, and link it into a continuous product journey. The same data can then be used for different traceability and compliance needs. Our approach is therefore not to replace the production, ERP or operational systems seafood companies already use, which would be risky, costly and time-consuming, but to enable traceability data to move between systems and organisations. The GDST gives us a shared framework for doing this. Its standardisation of traceability events and data elements, together with its use of GS1 standards, provides a common language for interoperability across different systems.

Contributing to the GDST Standard

Our contribution is currently focused on practical implementation, supporting adoption and increasing awareness in the industry. We are building the GDST Standard into the architecture of Sea Thru and testing its application through pilot projects with industry leaders, covering different parts of the seafood value chain. Through these pilots, we are learning how the Standard works in practice when data comes from different companies, systems and stages of production. We hope to use that experience to support wider adoption and share practical feedback as the work progresses.

Impact of GDST on the Business

The GDST has provided Sea Thru with a clear technical framework for our development. For an early-stage solution provider, this is particularly valuable as it allows us to build interoperability into the platform from the beginning rather than developing a costlier proprietary data structure first and addressing interoperability later. It has also given us a common reference point when working with seafood companies and other industry stakeholders on digital traceability.

Long-Term Goals

Our long-term aim is to help make full-chain, interoperable digital traceability practical and accessible across the seafood industry. An important near-term milestone is demonstrating Sea Thru's implementation of the Standard through the GDST Capability Test.



Longer term, success would mean that seafood businesses can exchange trusted traceability data across company and system boundaries without having to build customised solutions for every supplier, customer or requirement. Ultimately, we would like interoperability to become a normal part of how the seafood industry operates, with the same underlying data supporting regulatory, certification, customer and supply-chain requirements.

Advice for Potential GDST Partners

Yes, build for interoperability from the beginning. The seafood industry is international and fragmented, so it needs a common language. GDST provides that language. For us, the partnership has also been useful in connecting with others working through the same practical questions around implementation.

You can learn more about Sea Thru at: [Sea Thru Website](#)

Explore the benefits of GDST partnership at: [GDST Get Involved](#)