

FreshTrax™ is a free analysis program wherein our consultants examine your kitchen's operation to identify improvement processes to ensure food safety while reducing costs. A return on investment (ROI) breakdown is included with every FreshTrax analysis.

Reducing the risk of a foodborne-illness outbreak is our primary business. Often the process improvements we recommend include implementing date coding automated solutions to reduce errors, thereby enhancing food safety. We are proud to be the only date coding manufacturer to provide the most comprehensive preventative solution that includes process analysis, automated operation, and training.

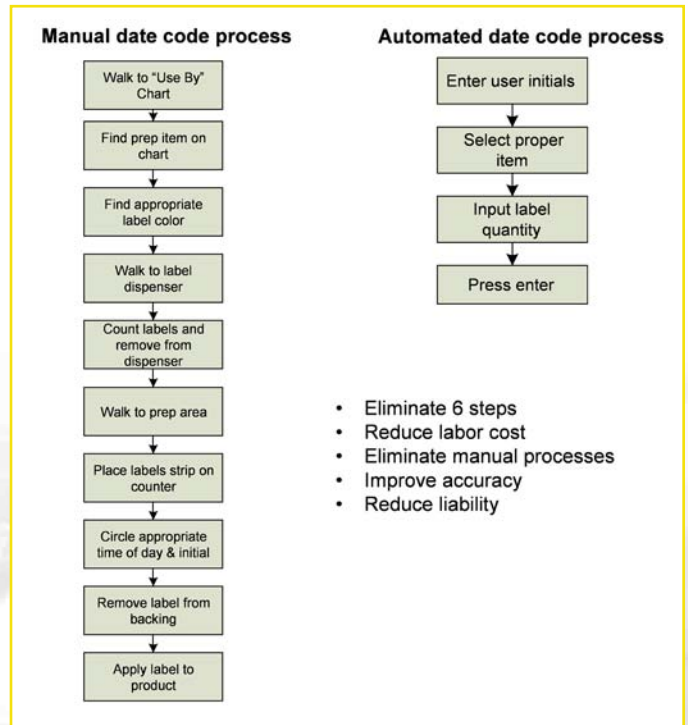


How FreshTrax works:

1. Understand your goals and objectives
2. Understand your current challenges
3. Conduct a thorough analysis of your kitchen's date coding process
4. Map your key processes
5. Develop recommendations and custom solutions that exceed your goals
6. Calculate your return on investment (ROI)

The outcome of the analysis will determine if a manual or automated solution is best for your operation. Optimum date coding performance for food safety means also identifying the following, specific to your kitchen's operation:

- Impact on Food Safety
- Impact on Productivity
- Impact on Food Waste
- Financial Impact and Payback



FreshMarx®

First in Date Code Automation

The following case study outlines how this process was used successfully to enhance date coding accuracy and efficiency with an automated solution from FreshMarx®.



According to Scott Acker, Proprietor, Quaker Steak & Lube, "My freshness labeling and food rotation are virtually mistake-proof. Our health inspectors love the precision of this system. They take one look at our labeled food and know we're serious about food safety."

Quaker Steak & Lube, serving an average 5,500 guests per week with 12 employees, was concerned about employee errors with their manual date coding system.

Existing Date Coding System:

Manual system relied on colored stickers and employees knowing exact shelf life from the "prep" date as well as the "discard" date.

Challenge:

Confusion and mistakes were common, therefore putting food safety at high risk.

Solution:

A FreshTrax analysis recommended a FreshMarx automated date coding solution to take the guess work out of labeling food items. This system automatically performs all of the shelf life date coding calculations for each menu item and produces accurate, legible labels with no employee interpretation or guessing.

Conclusion:

Food Safety - Accuracy of food labeling improved food safety.

Productivity - More efficient labeling reduced labor costs.

Food Waste - Ensuring everything labeled reduced food waste.

Financial - Quickly (within one year) they realized a return on their investment.



To schedule a no obligation free analysis, call a FreshTrax consultant today, toll free:

877-774-6829

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