

**The first fully automated date coding solution ensuring the highest level of food safety protection, peace of mind, and bottom line savings.**

FreshMarx® is your home to the food safety labeling solutions offered by Avery Dennison, a global leader in labeling technologies. Our mission is food safety protection using automated date coding solutions for your kitchen's operation. Reducing the risk of a foodborne-illness outbreak is our primary business.

**How it works:**

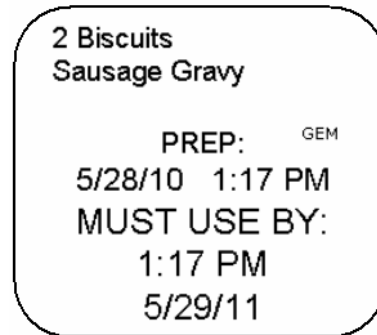
Illegible handwriting, high staff turnover, and language barriers led to the development of the FreshMarx 9415. Our easy-to-use touch screen technology with virtually unlimited food options makes training a breeze. Employees never need to guess about the expiration date ever again. The Freshmarx 9415 is a stand-alone, ready-to-use, date coding system that reduces errors (as no handwriting or chart is required) and prints the following information for all of your menu items:

- Product item or ingredient in English or optional second language
- "Prep" and "Use by" date and time
- Detailed ingredients
- Employee number
- Easily programmed for menu changes, ingredient or nutritional data

**Features:**

- Touch screen technology
- Multi-language built-in printer
- Thermal direct label with either dissolvable, removable or permanent adhesive
- Unlimited product programming capability
- USB port for application updates
- Ethernet capability
- Internal battery back-up
- Wall mount bracket
- Software package
- 30 Day Risk-FREE Trial!

Finally, an easy solution for getting everything in your cooler labeled correctly and quickly!



*Labels not actual size*



## Read what others say about the automated date coding solutions from FreshMarx:

*"The FreshMarx® solution requires no employee calculation and is the fastest, easiest and most accurate way of date coding prepared food. I no longer find unlabeled food and I can read every single label so I know for certain our food is fresh. This solution works."*

**Mike Camire, Director of Food and Beverage,  
Hollywood Slots, Bangor, ME**

*"This machine has saved on labor, dollars, and time. It has made life so much easier on my staff and me. It's a no brainer"*

**Robert Carney, Executive Chef,  
Grosse Pointe Yacht Club, Grosse Pointe Shores, MI**

*"It's amazing what we've saved in labor and food waste with FreshMarx date coding system using dissolvable labels. At Subway® —where freshness is our slogan— we're serious about our food rotation program. Of course, as a manager, I'm also serious about our bottom line. That's why I use FreshMarx in all my stores."*

*Whether it's date marking our storage containers for speed and clarity or washing them to remove the labels, FreshMarx has the solutions that save us time and promote safe practices."*

**Rob Knowles, General Manager 12 Subway locations,  
Lafayette, Indiana**

## Specs at-a-glance:

### Dimensions:

Height: 7.75" (197 mm) Length: 17.5" (444 mm)  
Depth: 7.0" (178 mm)

### Communications:

10/100BaseT RJ45 Ethernet port  
TCP/UDP/IP supported

**Mass Storage:** One USB host controller (Type A)  
External Power Supply: Mini transducer 90 dB

**Audio:** Input 16MB SDRAM NVRAM – 8MB  
Pitch and volume non adjustable

**Display:** Real Time Clock (battery supported) Touch screen,  
256 color Quarter VGA (QVGA) 320x240 Cold Cathode  
Fluorescent (CCFL) 320x240 Contrast/Brightness software  
adjustable

**Printer Warranty:** One (1) year parts and labor. Full written  
warranty statement is available upon request.

**Avery Dennison Retail Branding and  
Information Solutions, toll free:**

**877-774-6829**

## Store Name

### 2 BISCUITS SAUSAGE GRAVY

#### INGREDIENTS:

Sausage gravy:soybean oil,bleached wheat flour (with niacin, reduced iron, thiamin mononitrate,riboflavin,folic acid),modified food starch,salt,sodium caseinate,sugar, dipotassium phosphate,sodium stearyl lactylate, malt dextrin,caramel color,black pepper,flavoring,monosodium glutamate,cellulose gum,artificial milk flavor contains wheat and milk ingredients  
Biscuit:enriched bl flour (wheat flour,malted barley flour, niacin, iron,thiamine mononitrate,riboflavin,folic acid) buttermilk solids baking power(sodium acid pyrophosphate,sodium bicarbonate,com starch,ans monocalcium phosphate) ,sugar, salt, soybean oil,bleached wheat flour (with niacin, reduced iron, thiamin mononitrate,riboflavin,folic acid),modified food starch,salt,sodium arsenate,sugar, dipotassium phosphate,stearyl lactylate, malt dextrin,caramel color,black pepper, flavoring,monosodium glutamate

Use By: 5/29/11

Net Weight 12 oz. Price \$3.00

*Labels not  
actual size*

### 2 BISCUITS SAUSAGE GRAVY

PREP DATE	5/24/11	PREP TIME	8:10 AM
USE BY	5/24/11	EMP:	GEM



WEDNESDAY (MIERCOLES)