

Trust Your Food Safety

Thermal Direct Dissolvable Labels

FreshMarx®

First in Date Code Automation

The only Thermal Direct Dissolvable Labels in the industry – ensuring the highest level of food labeling safety protection!

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 the highest level of labeling safety protection with the industry's first Thermal Direct Dissolvable Labels.

How it works:

When adhesive residue is left on a food container after it's been washed, there's a potential for cross contamination from any bacteria still clinging to the adhesive. Dissolvable labels are virtually residue-free as they disintegrate in seconds when immersed in water. This means that washable containers are free from adhesive-related bacteria, therefore reducing the risk of a foodborne-illness outbreak.

Health inspectors recognize the importance of controlling cross contamination and understand the substantial safety benefits from using Thermal Direct Dissolvable Labels by Avery Dennison.

In addition to food safety protection, you can save labor costs as employees no longer waste time scraping labels from food containers. And, unlike "wash-away" labels, dissolvable labels won't clog your drains.

Thermal direct dissolvable labels are also the ideal choice for automated labeling systems as no ribbon is needed. These labels offer a higher smoothness and a denser face improving print quality for a sharp, crisp, and clear label.

Only FreshMarx offers this exceptional label:

- True dissolvability – for the highest level of label-related food safety protection
- Reduced labor costs – no need to scrape labels or unclog drains
- Thermal printing – means precise print quality without a ribbon
- Crisp, clear label image – that is easily read and concise

