

THE CASE FOR TECH-DRIVEN TRANSPARENCY



Food Safety Challenges

FOODBORNE ILLNESSES
REMAIN PROBLEMATIC

More than

48 million

Americans are
sickened each year
from food poisoning.

(U.S. Centers for Disease Control
and Prevention)



Labor Challenges

TECHNOLOGY BOOSTS
TIME FOR OTHER TASKS

The U.S. unemployment
rate dipped to a more
than ten-year low of

3.7 percent
in September 2018.

(U.S. Department of Labor)



The Trust Factor

CONSUMERS LOOK
TO GROCERY STORES

98%

of consumers trust
their grocery store to
make sure the food
they buy is safe.

(U.S. Grocery Shopper Trends
Report, Food Marketing Institute)



Profit Margins

PROTECTING
INVENTORY IS PIVOTAL

Food recalls cost
an estimated

\$55.5 billion

a year, According
to a study conducted
by Ohio State
University's Robert
Scharff.

RFID BENEFITS FOR THE FOOD SUPPLY CHAIN

FOOD SAFETY

Avery Dennison's
RFID intelligent
supply chain solutions
allow for enhanced
visibility of "use by"
dates.

LABOR

RFID inventory
management reduces
or eliminates the need
for store personnel to
visually check labels
for date codes and
pull expired products.

TRUST

Avery Dennison's
RFID solutions
boost food safety
and provide greater
transparency, even at
the point of sale.

PROFIT

Inventory accuracy
is increased to
99%+, and waste
is reduced by **20%**
across the food
industry with RFID
management.

Freshmarx® and Food Safety and Quality

Freshmarx® intelligent food industry solutions
combine hardware, software, applications,
labels and service to increase efficiency,
ensure food safety, save money, reduce
waste and enhance the consumer experience
throughout the food supply chain.

- Nutrition, Ingredient, Date Code, and Grab-and-Go Labeling
- Food Safety and Compliance
- RFID Inventory Management



LEARN MORE: Download an info
sheet on the full range of Freshmarx
Suite solutions.