# Avery Dennison®
# Freshmarx®
# Connect

Connecting
the physical
and digital
worlds to solve
transparency
and traceability
challenges at
the source



AVERY
DENNISON

**www.freshmarx.com**

# Avery Dennison®
# Freshmarx® Connect

## Why is Traceability and Transparency Important to Growers and Producers?

The ability to trace food from source to the consumer is more important than ever. Farmers and producers are being asked and, in some cases required, to provide traceability information that wasn't previously required. Various agencies are demanding compliance with new standards, brands need transparency in the event of a recall, and consumers are demanding data – they want to know the full story behind where their food originated and its journey through the supply chain. All of this can be achieved by creating a connected supply chain.

Farmers and producers can quickly and easily generate serialized global trade numbers (GTINS) that are used to create GS1 compliance labels while at the same time leveraging RFID technology to create a "digital twin" or "digital identity" of the product. This digital identity allows the product to be traced all the way through to the consumer and is the first step in creating a connected supply chain.

In addition, Avery Dennison is a GS1 "Identity Provider". That means we fully understand GS1 standards and have been granted permission from GS1, through our Freshmarx Connect solution, to help farmers and producers create digital identities for their products and help them determine the how and what is needed to create and apply GS1 compliant labels to their products.

### What are GS1 Standards?

GS1 standards are designed to improve the efficiency, safety, and visibility of supply chains across physical and digital channels. They form a business language that identifies, captures, and shares key information about products, locations, assets, and more.

### Freshmarx Connect

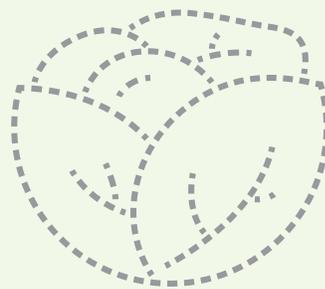**GS1 Labeling Solutions for Farms and Producers**

Freshmarx Connect is a cloud-hosted, first-mile solution that helps farmers and producers quickly and easily achieve their transparency and traceability goals through compliance with GS1 labeling standards.



0028028009003

Creating a digital twin of a product allows it to be traced from source to consumer.

**Avery Dennison**
Identification Solutions

**Freshmarx**
Intelligent Food Industry Solutions

## Addresses Key GS1 Compliance Challenges

Typically, farmers and producers face three major challenges in implementing a successful GS1 compliant labeling program: complexity, accuracy, and productivity.

## Challenge: Complexity

Like many compliance initiatives, the process for complying with GS1 standards for source labeling has a lot of "moving parts" and it can sometimes be difficult to understand what is being asked of the farmer. Some frequently asked questions include, "How do I use the GS1 data I have and translate that to compliance labeling?" "What's the process for entering shipping and other commissioning events into a transparency provider such as the IBM Food Trust?"

Because Avery Dennison is a GS1 "Identity Provider", we can walk farmers and producers through the GS1 process, from creating digital identities for their products to uploading information into a transparency provider, to creating and applying GS1 compliant labels to their products.

## Challenge: Accuracy

Farmers and producers need a way to consistently provide accurate batch, lot, or other product details in a way that can be easily accessed throughout the supply chain. A standardized, secure method for archiving this data is key for optimized traceability and transparency that enables quick, easy, and accurate product recalls and a smooth path to provenance information for consumers.

Creating a digital identity with Freshmarx Connect enables product data to be accurately generated, collected, and tracked throughout the supply chain. The collected data is stored in a centralized repository called the Freshmarx Portal where data can be accessed by other supply chain partners or shared with transparency solutions such as IBM Food Trust.
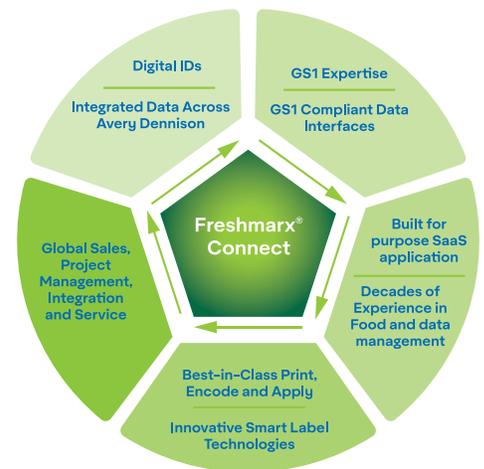
## Challenge: Productivity

Farmers and producers spend a great deal of time interacting with their supply chain partners providing information about harvest dates, temperature readings, ship dates, and other critical information. Today, this is often an arduous, manual process.

Freshmarx Connect helps ensure accurate information is uploaded to the cloud to enable all supply chain partners the ability to access all this information, and more, at the click of a mouse.

## Benefits of Working with Avery Dennison



Digital IDs
Integrated Data Across Avery Dennison

GS1 Expertise
GS1 Compliant Data Interfaces

Freshmarx® Connect

Built for purpose SaaS application
Decades of Experience in Food and data management

Global Sales, Project Management, Integration and Service

Best-in-Class Print, Encode and Apply
Innovative Smart Label Technologies

## Getting Started

Contact us to find out how Freshmarx Connect can help you navigate through the requirements for GS1 standards and get you started on your way to full compliance and a connected supply chain.

**Avery Dennison**
Identification Solutions

**Freshmarx**
Intelligent Food Industry Solutions

## About Avery Dennison®
## Freshmarx® Solutions

Freshmarx Intelligent Food Industry Solutions enable labor efficiency, food safety, sustainability and enhance the consumer experience by harnessing the power of accurate, shared data throughout the food industry supply chain.

We can help define your requirements and develop solutions that will ensure your product is safe for consumption, in compliance with regulations and trusted by the consumer. Avery Dennison can show you how to "future-proof" your operations to quickly and easily adapt to the ever-changing world of the food supply chain.

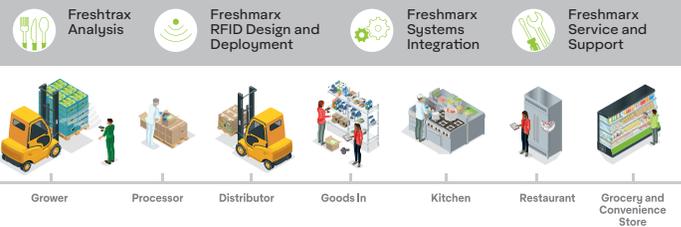**Freshmarx® Intelligent Food Industry Solutions**

**Freshmarx Inventory Solutions**
Inventory Verification and Visibility

- Produce Traceability Compliance
- Lot/Date Traceability
- Outbound/Inbound Inventory Tracking
- Transformation Tracking
- Serialized Inner Pack Labeling
- On-Demand RFID Labeling
- Item Level Verification
- Case Level Verification
- Meal-Kit Assembly
- Expiration Management/FEFO
- Automated Ordering
- Recall Tracking
- Provenance Tracking
- Omnichannel Optimization
- Frictionless Checkout

**Freshmarx Operations Solutions**
Operational Accuracy and Efficiency

- Food Prep and Forecasting
- Temperature Monitoring & HACCP Checks
- Nutritional Labeling
- Food Waste and Donation Tracking
- Automated Checklist
- Automated Package Labeling
- Quality Assurance
- Distributor communications
- Special environment labeling (cold,hot metal)

**Freshmarx® analysis, deployment and support**

Freshtrax Analysis

Freshmarx RFID Design and Deployment

Freshmarx Systems Integration

Freshmarx Service and Support



Grower    Processor    Distributor    Goods In    Kitchen    Restaurant    Grocery and Convenience Store

## Not sure where to start?

Determining the right Freshmarx Solution for your foodservice environment begins with a Freshmarx Freshtrax Analysis.

Freshtrax is a complimentary analysis program where our consultants review your operations and identify process improvements. Our experts partner with you to examine each step of your everyday processes and operations and work with you to create a plan to:

- Increase labor efficiency
- Enable traceability and transparency
- Ensure food safety
- Create processes that promote sustainability
- Enhance consumer experience

To request a Freshtrax analysis and explore how Freshmarx Solutions can improve your food service environment, call: 800.543.6650 or email: identification.solutions@averydennison.com

Harnessing the power of accurate, shared data throughout the food industry supply chain to enable labor efficiency, food safety, sustainability and enhance the consumer experience.

### Contact us
170 Monarch Lane, Miamisburg, OH 45342
937 865 2123 (direct) Tel +800 543 6650 (8:00 a.m.–6:30 p.m., EDT)
identification.solutions@averydennison.com

**www.freshmarx.com**