

Avery Dennison
Identification Solutions

Freshmarx
Intelligent Food Industry Solutions

Avery Dennison® Freshmarx® Food Donation Solution



What restaurants do with their excess food is of increasing importance to their customers. A study by Unilever revealed that 72% of U.S. diners care about how restaurants handle food waste, and 47% would be willing to spend more to eat at a restaurant with an active food recovery program. In addition, most food donations are tax deductible.



Avery Dennison® Freshmarx® Food Donation Solution

Freshmarx Food Donation helps foodservice providers give back to the community and realize potential tax benefits by providing surplus food donations in a safe, traceable way. Now it's easy to track the donation recipient or log the type of food (protein, dairy, etc) that make up the donation, which is a requirement in many communities and makes it easy to digitize records for tax reporting.

Donating food using the Freshmarx Food Donation is good for your community and your bottom line:

- Reduce landfill waste and methane emissions
- Help feed food-challenged families
- Reduce business cost and increase consumer savings
- Improve sales by gaining consumer respect.

Track excess food by:

- Reason for Donation
- Department
- Food Type
- Recipient

Key features of Food Donation

- Logs and tracks food waste root causes
- Enhances food waste reduction efforts
- Reduces landfill waste and methane emissions
- Helps feed food-challenged families
- Reduces business cost and increase consumer saving
- Improves sales by gaining consumer respect
- Enables tax benefits

Avery Dennison® Freshmarx® Central System

Integrates a full suite of back-of-house data management and printing applications into one cohesive system.

This Android OS data management and printing solution leverage the Freshmarx Prep software application to provide versatile label printing for freshness, nutrition, ingredient, grab and go, and more; flexible intuitive button-based interface, ability to change data field information on the fly, compliance with food safety and quality standards.



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

The information contained herein is believed to be reliable but Avery Dennison makes no representations concerning the accuracy or correctness of the data. This product, like any other should be tested by the customer/user thoroughly under end user conditions to ensure the product meets the particular requirements. Independent results may vary. Avery Dennison and the logo are registered trademarks of Avery Dennison Corp. Third party trademarks and/or trade names used herein are the property of their respective owner(s).
©2021 Avery Dennison Corporation. All Rights Reserved.