

# Avery Dennison® Freshmarx® Food Container Labeling Solutions



# Keep a lid on it!

Unsecure food container lids can create serious problems. Avery Dennison® Freshmarx® Food Container Labeling Solutions give your customers peace of mind their food will stay inside the container and no one has tampered with the contents.



# Avery Dennison® Freshmarx® Food Container Labeling Solutions

We have solutions for a wide variety of containers, bags, clamshells and boxes that show evidence packages have been opened or the label attempted to be removed and resealed.

## More than just security

Use the Freshmarx Food Container Labeling Solutions to convey information to your customers, including:

- Item list and contents
- Mandated nutritional information
- Date and Time
- UPC and QR Codes
- Promotional content like coupons
- Pricing
- Branding
- Sustainably sourced ingredients
- Freshness
- Personalization

## The label experts

We develop cost-effective and innovative labels built for purpose. Our team of expert supplies engineers and technicians work closely with customers to provide comprehensive solution sets that meet their unique applications. And if we don't have what you need, we'll create it:

**Avery Dennison customizes label solutions for individual customer needs.**



## 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](mailto: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

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