

Avery Dennison® Freshmarx® Delivery

Fresh on arrival - Right Food, Right Customer

In the food delivery business, customers expect fresh food delivered quickly and accurately according to their order. Freshmarx Delivery enables brand-specific labeling that can include information such as date, time, order and order-personalization along with nutritional, pricing, and promotional content like coupons.

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 to meet unique applications. If we don't have what you need, we'll create a customized labeling solution to solve your challenge.



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

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