

Avery Dennison
Printer Solutions

Freshmarx
Intelligent Food Industry Solutions

Avery Dennison® Freshmarx® Nutrition



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It's critical to print accurate, up-to-date nutritional, ingredient and allergen information on food labels, not only to comply with regulations, but to help ensure the food you serve is safe for your customers.



Avery Dennison® Freshmarx® Nutrition

Freshmarx® Nutrition® enables you to input recipes, calculate nutrition values and import all nutritional information and ingredients to the Avery Dennison Freshmarx® Central or Freshmarx® Tablet Systems for easy label printing of grab and go and prepared foods.

Automate entry of nutritional values

Freshmarx Nutrition leverages the power of ESHA Genesis R&D Food Formulation Software to help ensure data contained on your nutrition labels is accurate and your labels are compliant. Recipes are keyed into Genesis R&D and nutrition values are imported automatically to the Freshmarx system, eliminating manual data entry and human error.

Additionally, system-wide changes to nutritional values due to menu changes are made in the Freshmarx system with one button push.

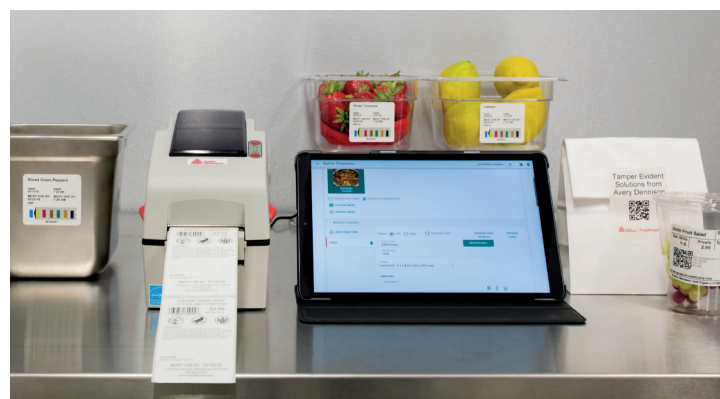
The power of ESHA

For three decades, ESHA's Genesis R&D® Food Formulation software, with its extensive nutrition database, has been the go-to software for simplifying food production development.

Genesis R&D is a powerful tool to help manage all of your recipes and formulations in one place, and make recipe modifications as needed.

Benefits of Freshmarx Nutrition

- Accurate nutrition data
- Compliant nutrition labels
- Elimination of manual data entry
- Time savings
- Automated data imports and updates
- One source for up-to-date nutrition facts, nutrition labels and recipe storage

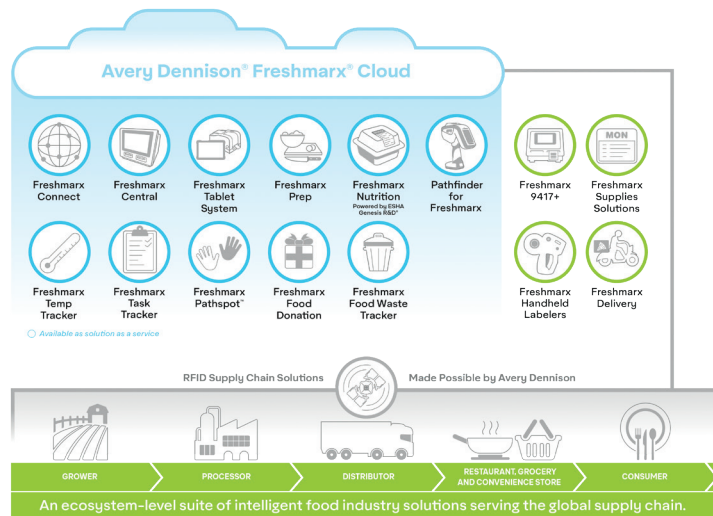


About Avery Dennison® Freshmarx® Solutions

The Freshmarx Central System is the latest in Avery Dennison's ever-expanding suite of Freshmarx Intelligent Food Industry Solutions for restaurant, grocery and convenience stores. By uniquely combining IoT devices, applications, labels and service in ways that digitize and automate data to solve challenges experienced throughout the food supply chain, Freshmarx Solutions enable food safety, labor efficiency, traceability and enhance the consumer experience.

Freshmarx® analysis, deployment and support

- Freshtrax Analysis
- Freshmarx RFID Design and Deployment
- Freshmarx Systems Integration
- Freshmarx Service and Support



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, email: printersolutions@averydennison.com or call: 800.543.6650



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.

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