

Avery Dennison
Printer Solutions

Freshmarx
Intelligent Food Industry Solutions

Preventing Temperature Abuse

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Preventing temperature abuse is a vital way to protect brand reputation and avoid disaster for any food organization. Failure to comply with federally mandated protocols often results in inventory loss or even worse, a danger to public health. In a time where food safety is in the spotlight due to high profile incidents at major restaurant chains, operators are actively seeking intelligent solutions to ensure customer safety and protect brand equity.

Foodborne Illness or Death

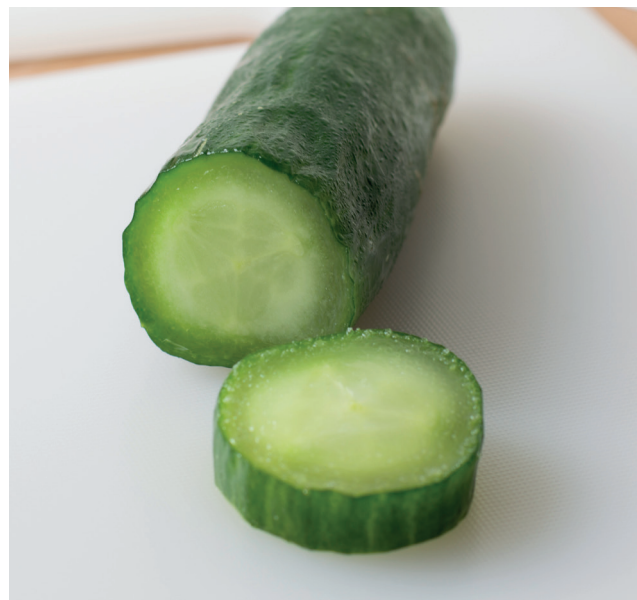
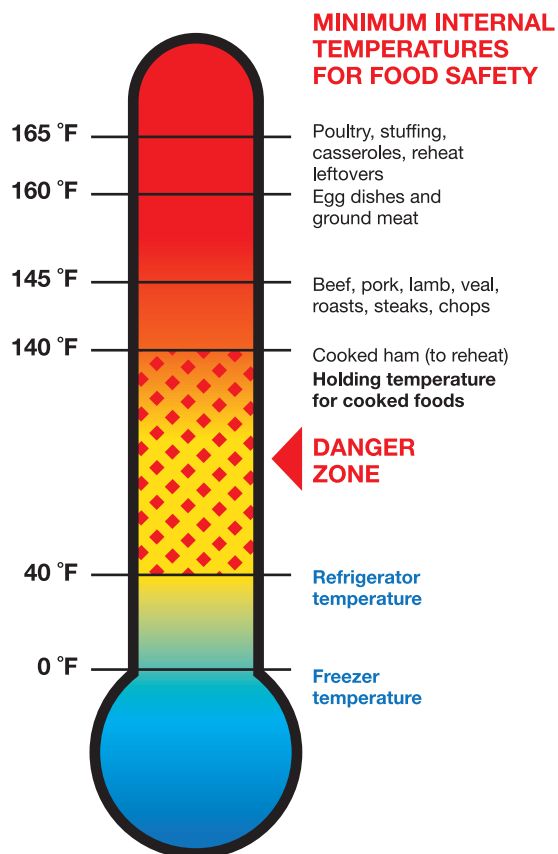
When food temperatures enter the danger zone of 40°F to 140°F for enough time, pathogens can grow to numbers sufficient to cause harm to consumers. The CDC estimated that approximately 76 million new cases of food-related illness (resulting in 5,000 deaths and 325,000 hospitalizations) occur in the United States each year. An outbreak or deaths associated with a food company can cause irrefutable harm to the organization's brand reputation and leave a permanent, negative impression.

Health Inspection Violations

Improper cooking, holding, and storage temperatures is the #1 violation for restaurant public health inspections. Investment into prevention technology goes a long way to reassure inspectors that company leaders are committed to protecting public health. The public has become very interested in these inspections, making buying decisions based on the scores. Local news, social media, and restaurant rating sites are all broadcasting these scores to an increasing wider audience.

Food Waste

It's vital to ensure food is stored at proper temperatures. Milk can start to spoil at room temperature (71°F) in as little as two hours. On the other hand, too low temperatures can cause produce freeze or chill injury in which ice crystals damage tissues resulting in advanced spoilage attributes, such as: wilting, pitting, discoloration, improper ripening, development of off odors or flavors.



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The USDA estimates that between 30-40% of America's food supply makes its way into a landfill, which accounts for an annual, estimated cost of \$160 billion. A Pew Trust survey found that Millennial consumers place great importance on a company's social responsibility platform. Many food companies have taken-up the challenge of reducing their carbon footprint, moving towards zero landfill, and reducing food waste.

Preventing Temperature Abuse

The effect of temperature abuse can devastate even the strongest food company and leave their reputation in pieces. One of the best prevention strategies is taking control through a continuous temperature monitoring network. Freshmarx Temp Tracker consists of an easy-to-install mesh network of sensors for monitoring food safety protocols. This technology platform includes an integrated software platform that interacts with those sensors to persistently monitor temperature and humidity of any food storage device. Freshmarx Temp Tracker uses a cellular module instead of Wi-Fi enabling this data is securely sent to Freshmarx cloud storage. Users have on demand access to their data through web and mobile interfaces. The Freshmarx Temp Tracker can be programmed to provide email and SMS notifications, configurable reports, and digital temperature logs within minutes. Understanding temperature shifts and gaining alerts when storage temperatures fall into the danger zone can avoid unnecessary food waste and prevent disaster.



Avery Dennison has a full suite of solutions encompassing the food supply chain from farm to consumer.

To request a Freshtrax analysis and explore how Freshmarx Solutions can improve your food service environment:

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call: 800.543.6650

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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.

Made Possible
by Avery Dennison

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