Avery Dennison®
Freshmarx®
Central System
Avery Dennison® Freshmarx® Central System

The Freshmarx® Central System enables a truly connected kitchen as a comprehensive back-of-house, Android OS data management and printing solution.

Prepare and label food items, watch training videos, view recipes, monitor cooler temperatures and verify checklists - all from the same brilliant 10.1” high-resolution display. With its durable metal casework and variety of communication ports not available on most tablets, Freshmarx Central can be used in the most demanding kitchen environment.

Customer inspired, flexible food prep software

Freshmarx Prep software enables unique, one-of-a-kind applications, features, and a user interface to support processes for intuitive food prep in quick-service restaurants, convenience, and grocery stores. Each Freshmarx Prep feature was thoughtfully and specifically designed from customer feedback and requests, rooted in over 20 years of food industry leadership.

Versatile label printing – freshness, nutrition, ingredient, grab and go
- Automatic calculation of expiration dates
- White space reduction to minimize label cost
- Print uniquely-shaped labels and edge-to-edge on circular labels.

Change Data fields on demand
- Operator-prompted data entry at time of print for fields such as weight or temperature
- Organize by categories and tabs to find items quickly
- Assign pictures to buttons to provide ease of use
- Print up to four different label formats for the same product with one button push
- Attach labels, videos, documents and timers to buttons – or attach up to three of these functions to a single button.

Flexible, intuitive button-based operator interface increases efficiency
- Up to 8000 product buttons – Each and every button can have a unique label format template for complete flexibility
- Recreate Label remembers data from the last time a label was printed for food relabeling
- Back Date and Date Ahead sets dating rules for a predefined number of days to assure safety when overriding use-by dates.
Improve compliance with food safety and quality standards
- Archive and play training videos right at the point of food prep
- Recipes and instructional documents can be accessed quickly and easily, at the touch of a button
- Pop-up message can be configured to display before printing order to assure critical food prep safety and quality
- Batch print all labels from your list with one key-stroke
- Timers and daily task reminders keep employees on track and in compliance with corporate standards

Freshmarx Prep is enabled by a suite of support utilities that provide flexibility and ease of use not found in other solutions.

Freshmarx Edit – Robust and flexible application for creating and maintaining data files. Enter data directly into Freshmarx Edit or import from a spreadsheet.

Freshmarx Configure – Easily configure printer settings and manage your fleet of printers.

Avery Dennison Label Design Tool - Create formats from scratch, or simply modify one of over 50 standard formats available in the library.

Many challenges – one solution
Freshmarx® Temp Tracker and Freshmarx® Task Tracker applications can now be accessed via a user-friendly icon on the Freshmarx Central System - keeping your food safety applications in one place (subscription required).

Future-proof your kitchen
The Freshmarx Central System will help future-proof kitchens through the ongoing release of applications and cloud-hosted connectivity.

Specifications

**Dimensions**

- **Weight**
  - 13.6 lbs. (6.17 kg) Single printer version
  - 14.2 lbs (6.44 kg) Dual printer version

- **Shipping Weight**
  - 15.9 lbs (7.21 kg) Single printer version
  - 16.4 lbs (7.44 kg) Dual printer version

- **Height**: 11.0” (279.4 mm)
- **Width**: 11.9” (301 mm)
- **Depth**: 8.4” (213 mm)

**Printing**

- **Printing Method**: Thermal direct
- **Printheads**: 2 printheads
- **Print Width**: 1.9” (48 mm)
- **Print Resolution**: 203 dpi (8 dots per mm)
- **Print Speed**: 4 IPS (102 mm/s)

**Memory**

- **SDRAM**: 2GB
- **FLASH**: 16 GB
- **MicroSD Card**: 32 GB

**Communications**

- **Standard**: USB 2.0 Device (Type B Connector)
- **USB 2.0 Host (Type A Connector)**
- **Gigabit Ethernet**

**Optional (in select regions):**

- WIFI 802.11 a/b/g/n/ac
- Bluetooth 5.1
- HDMI 1.4 display port
- 2nd USB 2.0 Host Port

**Supplies**

- **Media Sensing**: Die cut or black mark, continuous
- **Media Types**: Thermal direct labels
- **Media Width**: 0.75” - 2.3” (19 mm - 58 mm)
- **Media Length**: 0.8” - 12” (20 mm - 305 mm)
- **Max Roll Diameter**: 5” (25.4 mm)
- **Roll Core**: 1” (25.4 mm)
- **Supply Thickness**: 0.0024” - 0.0070” (0.06 mm - 0.18 mm)

**Performance**

- **Operating System**: Android 7.1.2
- **Power Supply**: 100-240V, 47 to 63Hz input supplies 24V DC, 90W to system
- **Processor**: 1 GHz Dual–Core
- **Audio Speaker**: 83 dB, 1 Watt
- **Display**: 10.1” Color multi-touch capacitive
- **Resolution**: 1280x800

**Barcodes**

- UPCA, UPCA +2/+5, UPCE, EAN8, EAN8 +2/+5, EAN13, EAN13 +2/+5, Code 39, Code 128, QR Code

**Environmental Ranges**

- **Operating Temperature**: 32º to 122º F (0º to 50º C)
- **Storage Temperature**: -4º to 149º F (-20º to 65º C)
- **Humidity (Operating or Storage)**: 0% - 90% non-condensing

**Energy Star compliant**

- Version 3.0

**Avery Dennison® Service and Support**

Our technical specialists and service representatives can provide installation support, training, and operating recommendation. For more information call 800.543.6650
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.