

Avery Dennison® Freshmarx® Central System



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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



- Override default data at time of print for on-the-fly changes
 - 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.
 - 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

Avery Dennison Identification Solutions

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 Intelligent Food Industry Solutions

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.

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)

Printhead 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

32° to 122° F (0° to 50° C)

Storage Temperature

-4° to 149° F (-20° to 65° 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

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

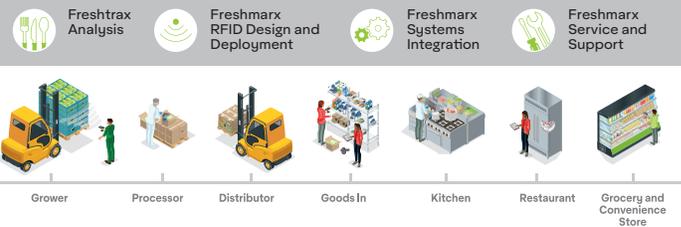
Freshmarx Inventory Solutions Inventory Verification and Visibility

- 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



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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