

# Avery Dennison® Freshmarx® Food Labeling Solutions



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## Food Labeling Solutions

- Date coding
- Nutritional
- Prep
- Ingredient
- Grab and Go
- Branding
- Decorative
- Promotional
- Compliance
- Lot tracking
- Pricing
- Inventory management

## Application-specific labeling solutions

- Dissolvable, durable, high-heat food labeling
- Product branding
- Tamper evident
- Pricing and promotion

## Which label and adhesive combination is right for you?

Considerations for choosing labels:

- Surface to be labeled
- Environment
- Label longevity – permanent, removable or dissolvable



Freshmarx Dissolvable Labels dissolve within 30 seconds.

| Label                              | Minimum Application Temperature | Service Temperature Range               | Adhesive Description  |
|------------------------------------|---------------------------------|---|---|
| <b>Freshmarx Freeze</b>            | -10° F (-23° C)                 | -65° F to +200° F<br>(-54° C to +93° C) | Also known as Freezx®, <b>Freshmarx Freeze</b> has a general purpose adhesive that is semi-permanent with excellent cold temperature performance. The labels can be applied to a variety of surfaces, including plastics, corrugated and paper wraps. For best performance in cold temperatures, labels should be applied to dry surfaces. While adhesive offers some removability at room temperature, These labels are not recommended for reusable containers. This material is recommended for use on wraps and/or containers that will be discarded. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.   |
| <b>Freshmarx Removable</b>         | +40° F (+4° C)                  | -65° F to +180° F<br>(-54° C to +82° C) | Also known as Removx®, <b>Freshmarx Removable</b> labels have a removable adhesive that provides excellent cold temperature performance and clean removability at room temperature. This material provides an "all-purpose" label that can be used on a variety of surfaces over a wide range of temperatures. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.  |
| <b>Freshmarx Dissolvable</b>       | +21° F (-6° C)                  | -10° F to +175° F<br>(-23° C to +80° C) | Also known as Dissolvx®, <b>Freshmarx Dissolvable</b> labels feature a biodegradable adhesive and will dissolve completely within seconds when immersed in tap water of any temperature. This material provides moderate tack and adhesion that will adhere to hard plastic and stainless steel containers. Dissolvability reduces clean-up time and eliminates bacteria-harboring adhesive residue and build up. Label options available for hand writing, printing with Monarch® handheld labelers and use in the Freshmarx Central 9418 printer. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact. Important Storage Note: These labels are extremely sensitive to humidity and temperature. Storage conditions should be maintained at 73° F and 50% RH (relative humidity). Labels should remain wrapped when stored and used within six months from purchase. |
| <b>Freshmarx Durable</b>           | -10° F (-23° C)                 | -60° F to +200° F<br>(-51° C to +93° C) | Also known as Durax®, <b>Freshmarx Durable</b> labels incorporate a synthetic label material with a removable adhesive to provide a durable, water-resistant label that can be removed cleanly with little to no residue. The tear-resistant material is ideal for environments where labels will be exposed to harsh, wet or dry conditions. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.   |
| <b>Freshmarx Durable Easy Lift</b> | +40° F (+4° C)                  | 0° F to +200° F<br>(-17° C to +93° C)   | Also known as Durax® EZ Lift, <b>Freshmarx Durable Easy Lift</b> labels incorporate synthetic material with a removable adhesive that offers all of the benefits of Freshmarx Durable with the addition of a lift tab for easy removal. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.   |
| <b>Freshmarx Heat</b>              | +14° F (-10° C)                 | -40° F to +131° F<br>(-40° C to +55° C) | Also known as Heatx™, <b>Freshmarx Heat</b> labels combine a high heat coated, direct thermal paper label with a permanent adhesive. Ideal for use in food warmers, these labels are able to withstand temperatures up to 212° F (100° C) for 24 hours in dry conditions.   |

Direct thermal labels service temperatures are limited by the face sheet.

## 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](mailto: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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