

Avery Dennison
Printer Solutions

Freshmarx
Intelligent Food Industry Solutions

Avery Dennison® Freshmarx® Food Industry Solution Suite



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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. Delivering global-reaching, market-specific expertise, Avery Dennison's Freshmarx suite includes hardware, applications, supplies and RFID technology; customizable now and scalable for the future of your business, all from one provider.

As a consultative partner throughout the process, Avery Dennison provides a complimentary Freshtrax Analysis of your current processes with recommended solutions tied to ROI. Systems Integration services are provided throughout implementation, and ongoing service and support is offered for the lifetime of your business.

Avery Dennison® Freshmarx® Supplies Solutions.

Accurate food labeling is central to food safety compliance, but it's also critical for food retailers committed to quality, traceability, and consumer confidence. Our range of stock and custom innovative freshness, nutritional, promotional, dissolvable, durable and high-heat food labeling solutions improve speed, accuracy, and productivity throughout the global food supply chain while informing customers.



Avery Dennison® Freshmarx® Analysis

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

Avery Dennison® Freshmarx® Food Waste Tracker.

Freshmarx Food Waste Tracker enables users to automate food waste tracking along with labeling – and logging – food for donation. Using a weigh scale, restaurants can measure and then analyze food waste in order to reduce inventory costs and minimize waste by discarding less food, or by donating excess using Freshmarx Food Donation.



Avery Dennison® Freshmarx® Delivery.

In the food delivery business, customers expect fresh food delivered quickly and accurately according to their order. Freshmarx Delivery enables brand-specific labeling complete with details such as date, time, order and order-personalization along with nutritional, pricing, and promotional content like coupons. Freshmarx Delivery labeling not only ensures order accuracy, it's tamper-evident to ensure food safety.



Avery Dennison® Freshmarx® Handheld Labelers.

Freshmarx Handheld Labelers provide a fast, semi-automated solution for clear and efficient date coding, nutrition and price labeling, enabling greater food safety compliance and more efficient price marking tasks.



Avery Dennison® Freshmarx® Intelligent Food Industry Solutions

Avery Dennison® Freshmarx® Central.

Freshmarx Central System is an all-in-one back-of-house data management and printing solution that leverages the power of the Android OS to support a wide range of applications to help ensure food safety, increase labor efficiency, promote sustainability and enhance the consumer experience. User-friendly and flexible, Freshmarx Central helps future-proof kitchens through the ongoing release of applications and cloud-hosted connectivity to address the unique challenges of restaurants, grocery and convenience stores.



Avery Dennison® Freshmarx® 9417+® System.

The Freshmarx 9417+ combines dual printers with a touchscreen interface and intuitive Freshmarx Prep software to provide an all-in-one compact, robust solution for food service environments. The 9417+ System is an automated solution facilitating a wide range of kitchen tasks including food labeling, date coding, employee training, food donate and waste tracking and nutritional calculations to improve food safety and kitchen efficiencies.



Avery Dennison® Freshmarx® Tablet System.

The Freshmarx Tablet System combines the Avery Dennison 9485 portable printer with an intuitive Freshmarx Prep software application running on an iPad®. As a flexible and portable solution throughout the kitchen environment, Freshmarx Tablet facilitates a wide range of tasks including food labeling, date coding, employee training and nutritional calculations to improve food safety and kitchen efficiencies.



Avery Dennison Printer Solutions

Freshmarx Intelligent Food Industry Solutions

Avery Dennison® Freshmarx® Prep.

Freshmarx Prep is a powerful, intuitive food service software application designed for food labeling, date coding, employee training, food donate and waste and nutritional calculations. Informed by Freshmarx Edit, ingredients, menus and recipes are all brand-customized and configurable so updates are centralized and easily and securely pushed across restaurant locations.



RFID by Avery Dennison®.

Avery Dennison RFID intelligent supply chain solutions enable enhanced outbound and inbound inventory visibility ensuring the most efficient distribution and omni-channel fulfillment process, reducing labor costs and driving velocity to better meet consumer demand. Our RFID solutions have been proven to increase inventory accuracy to 99%+ and reduce waste by around 20% across the food industry, improving safety due to increased visibility of use-by dates. As a global leader in Radio Frequency Identification, Avery Dennison has more than 800 patents and applications to help with supply chain management, loss prevention and tracking.



Avery Dennison® Freshmarx® Temp Tracker.

Freshmarx Temp Tracker is a cloud-based application to automate temperature monitoring in coolers, freezers and other refrigeration units. Temperature data is transmitted via cellular network to the cloud and can be accessed from Apple, Android and Windows smart devices and Windows PC. The application provides text and e-mail alerts when temperatures are out of range, and includes automatic and on-demand report generation features to enable quick response.



Avery Dennison® Freshmarx® Task Tracker.

Freshmarx Task Tracker is a cloud based, customizable digital checklist application for non-food task execution and food temperature monitoring. This application eliminates paper logs, simplifies kitchen processes and ensures that food is safe for consumption. All checklist data is stored digitally and available for data analysis.



Avery Dennison® Freshmarx® Nutrition.

Powered by ESHA Genesis R&D® Food Formulation Software,* the Freshmarx Nutrition application calculates and imports nutritional information for ingredients and recipes for the Freshmarx 9417+ or Freshmarx Tablet Systems, enabling easy labeling for grab-and-go and prepared foods. With Freshmarx Nutrition, manual entry of nutritional data is automated for quick and easy recipe updates, accurate nutrition calculations and improved food safety and compliance.

*Genesis R&D® Food Formulation Software enables users to easily create government-compliant nutrition facts, virtually formulate foods, analyze the nutritional content of your recipes, and adjust ingredients over and over. With ESHA's robust nutrition database at its core, Genesis R&D is a powerful tool to create regulatory compliant nutrition facts, manage all of your recipes and formulations in one place, make recipe modifications as needed, and easily analyze the nutritional content of your recipes.



Avery Dennison® Freshmarx® Food Donation.

Freshmarx Donation enables users to automate food waste tracking along with labeling – and logging – food for donation. Using a weigh scale, restaurants can measure and then track food for donation, offering surplus food to those in need while enabling tax savings for their business.



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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Contact us
170 Monarch Lane, Miamisburg, OH 45342
937 865 2123 (direct) Tel +800 543 6650 (8:00 a.m.–6:30 p.m., EDT)

www.freshmarx.com