

# Case Study: University Foodservice Freshness Labeling

## OVERVIEW

Consistency and simplification were the two main draws for one Indiana-based university when the institution purchased its first Avery Dennison® Monarch® FreshMarx® 9417 Printer in 2015. Avery Dennison sales representative Craig Carpenter's contact at the university was the executive chef assistant director, who had researched his options before deciding on the 9417 printer. He recognized the 9417 provides food purveyors with a wide range of product marking applications. "He had already done his homework on this printer," Carpenter said. "He knew what he was asking for when we started talking. That was how it started out. We got them a demo, they liked it and came back and ordered nine printers, then ordered 16 printers the next year," Carpenter continued.



## INCREASED FOOD SAFETY AND PERFORMANCE

The purchase of the printers allowed the university to take control of critical food data and protect customers and employees, while accelerating food service performance. The university liked that the 9417 labels can include:

- Employee identification
- "Prepared" and "used by" date and time listings
- Date and time of receiving
- Ingredient and nutritional labeling
- Brand customizable pricing and promotion

These were important features because the university operates multiple cafeterias and restaurants on campus.

Prior to purchasing the 9417 printers, the university was using HP printers. "The 9417 is a lot better for their usage because they didn't take up so much space," Carpenter said. "And you can put them right there in the back of the house. You don't have to go in and out of an office to retrieve labels. The printer is working well for them- they have two or three in each kitchen.

## WHY AVERY DENNISON

As a leader in state-of-the-art and sustainable printer and labeling solutions, our range of industry-leading products enables you to increase speed, accuracy, and productivity in your supply chain. Avery Dennison Printer Solutions partners with businesses in food, retail, industrial, and a variety of manufacturing industries, helping them reduce waste, amp up productivity, and deliver vital and/or branded information to the consumer's attention.

## ELEVATING BRANDS. ACCELERATING PERFORMANCE.

For more information, call 800.543.6650, prompt 5 or e-mail [printersolutions@averydennison.com](mailto:printersolutions@averydennison.com)

*"This solution provided the outlet flexibility to use either offline formats or to print online with a database."*

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