

Fast-cooked pizza franchise increases productivity and safety with Avery Dennison® Freshmarx® Handheld Labeler Solutions

Pizza is an American staple and some of the newest disruptors in the \$45-billion industry are offering fast-cooked, fully-customizable pies made to order with high quality, all-natural toppings. Despite the 21st century take on food preparation, one such restaurant chain was taking an antiquated approach to date- and time-coding its ingredients.

When Avery Dennison sales representative Dennis Oakley made a casual visit to one of the restaurant's franchise locations in Los Angeles, he was stunned by what he saw.

"I was surprised how they were marking and date-coding their ingredients," Oakley said. I couldn't believe it so just to confirm, I asked the employee what she was writing on the cambro. She said, "Oh, I'm just writing the date and the time. I'm prepping the ingredients."

That's exactly what I was hoping she'd say."

While using masking tape and a marker to perform food prep is a common practice, it's not the most productive or safe. It takes time and effort to tear the masking tape, apply it to the food prep container and write the times on the tape. The handwriting on the tape can be illegible and prone to smearing.

Another problem presents itself when it comes to washing the food container. Masking tape adhesive can be sticky and if any residue is left on the container, it can be a breeding ground for bacteria if food particulates get caught in the adhesive.

Avery Dennison Solution: Avery Dennison® Freshmarx® 1152® Handheld Labeler



Oakley knew there was a safer, more productive way to perform food prep, so he asked to speak to the store manager and quickly pitched him on the Avery Dennison® Freshmarx® 1152® handheld labeler.

"When I talked to the general manager of the store, he told me my timing was perfect

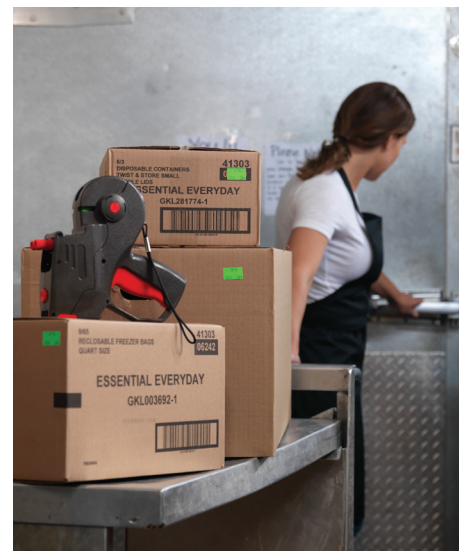
because they were in the market for something like that,” Oakley said. “I described my solution and the general manager said he’d be open for a trial.”

The Avery Dennison® Freshmarx® 1152® labeler allows the user to have 12 customizable messages in bold print with date, time and employee information. The device has the ability to label 12 different ingredients while using the same roll of Avery Dennison® Freshmarx® Dissolvable Labels. It was a game-changer for the fast-pizza store.

“Our solution is faster because they’re using a labeler to print labels vs. handwriting,” Oakley said. “The labels are easier to read and there is minimal smudging. With the dissolvable labels, the adhesive disappears down the drain, so there’s no worry about bacteria build-up from the adhesive. Plus, as they’re washing the food containers, they had to wait for them to dry before reapplying masking tape. With the Freshmarx dissolvable labels, associates can apply new labels soon after the food container comes out of the washer.”

Meeting more customer concerns

A week after launching the one-store trial, Oakley was contacted by the franchise owner. She told him she was not only interested in the handheld labeling solution but other Avery Dennison solutions for back-of-the-house.



“The franchise owner loved the Freshmarx 1152,” Oakley said. “That led to a discussion about her concern they were using the same marker process to receive product. She was concerned about handwriting legibility on received goods so I suggested an Avery Dennison® labeler for labeling boxes.”

Oakley also presented Avery Dennison's full suite of Freshmarx solutions to the franchise owner, leading to a pilot for Freshmarx Temp Tracker and Freshmarx Task Tracker.

No matter how you slice it, using Avery Dennison Freshmarx solutions to streamline in-store workflow while ensuring customer safety through the quick and accurate date and time coding was the right choice for this customer.

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

For more information on our full suite of Freshmarx solutions, visit our website at www.freshmarx.com.



For more information on Freshmarx Handheld Labelers or our Freshmarx suite of intelligent food solutions, please contact us at 800.543.6650 or printersolutions@averydennison.com.