

Avery Dennison
Printer Solutions

Freshmarx
Intelligent Food Industry Solutions

Avery Dennison helps OpenIt
Solutions create RFID enabled
smart fridges to meet increasing
demands for convenience



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OpenIt Solutions

Since 2017, OpenIt Solutions has distributed its smart refrigerators to catering professionals serving fresh food to hotels, offices, and other businesses. However, there were problems with the delivery system, which the customer eliminated by implementing Avery Dennison's integrated Freshmarx® RFID solutions.

OpenIt user experience

OpenIt's smart refrigerators are used by businesses as either their main or complementary catering solution. The user experience is simple: The consumer presents their selected means of payment and taps the reader. This automatically debits the user's account and unlocks the door for the selection of the preferred item.

The smart refrigerators are a user-friendly way for businesses to offer fresh food products for sale 24 hours a day. For OpenIt's customers, this means auto-inventory

checks based on item replenishment and complete remote monitoring of the purchasing activity for the operator.

Ensuring fresh food

Keeping their users safe is paramount for OpenIt so the ability to trace the food product throughout the supply chain is a constant priority. OpenIt wanted an easy, accurate solution to track expiration dates and to keep the consumer from purchasing out-of-date products. They also required a microwave-safe label that would adhere to the product in cold temperatures.

After trying unsuccessfully with a variety of tags of different sizes and various materials, the customer began exploring technological options. Because smart refrigerators are used autonomously by consumers, a simple process was essential, which led OpenIt to Avery Dennison's RFID solution.



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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.

Made Possible
by Avery Dennison

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