**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



#### **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 OpenIt wanted an easy, accurate solution to track expiration dates and to keep the consumer from purchasing out-of-date products.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.



#### **OpenIt Solutions**

"The RFID market is evolving and the needs of OpenIT customers are changing," said OpenIT CEO Bruno Chevillotte. "Many questions are currently being asked about reusable packaging. We are working daily to improve our solutions and it is important for us to continue to work in partnership with Avery Dennison, who is committed to being a solutions provider."

#### The Avery Dennison Solution

The key to the Avery Dennison solution for OpenIt is WaveSafe™, the first UHF RFID tag to be able to withstand up to five minutes of 950-watt microwave cooking. That means that for the first time, RFID can be used on products intended for microwave cooking. It was the perfect application for OpenIt because it allowed them to reap all of the benefits of RFID tracking, without sacrificing readability or data accuracy.

### Benefits of the Avery Dennison Solution

Keeping food fresh – With this solution, OpenIt assigned each product a unique digital ID and best-before dates. This information is encoded on an RFID label and applied to the product. When the product's use-by date has expired, the RFID technology triggers the refrigerator so it can automatically lock consumers out of selecting that product.

Inventory accuracy – When a product is purchased, it is automatically recognized as sold, making it easier to keep the product in stock and the consumer satisfied. OpenIt can monitor the smart refrigerator inventory and printer/encoder via the cloud, ensuring traceability and transparency at all times.

#### Successful implementation

In the past year, OpenIt has successfully deployed more than 100 Avery Dennison RFID enabled refrigerators to their customers and used more than one million RFID tags.

"Implementing integrated Freshmarx RFID solutions can enable transparency of food inventory from source to consumer," said Laura Croci, Sales Director, Avery Dennison Printer Solutions, Southern Europe. "It also improves inventory accuracy and increases food safety related to expiration and traceability in the event of unforeseen recalls, so OpenIT is certainly set to deliver for its customers."

#### Freshmarx solutions

By using modern RFID technology, OpenIt is able to digitize manual processes such as goods receipt, inventory and order processes within the supply chain. By employing RFID, supply chain visibility also increases, and the consumer experience can be further enhanced through frictionless checkout.

The Freshmarx suite of solutions provides end-to-end supply chain capability to meet industry challenges such as food safety related to expiration, nutrition and ingredient labeling, inventory accuracy, food traceability, and brand confidence.

To request a Freshtrax analysis and explore how Freshmarx Solutions can improve your food service environment:

email: printersolutions@averydennison.com

call: 800.543.6650

## **Avery Dennison**Printer Solutions

# Freshmarx Intelligent Food Industry Solutions

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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