

Case Study: THR Subway LLC Food Safety Labeling Solution

OVERVIEW

In the competitive restaurant business, food safety is an overriding concern. To achieve this, THR Subway LLC looked outside of normal corporate channels to find a food labeling solution that was accurate and easy to use. This led the THR Subway to the Avery Dennison® Monarch® FreshMarx® 9417 solution, which have been in each of its eight locations in Grand Rapids, Michigan since 2014.

The FreshMarx® 9417 solution provides users with greater protection of critical food data. Applications include nutrition and ingredient labeling, date-code labeling, brand-customizable pricing and promotional labels for grab-and-go or prepared foods, and employee identification.

“As important as food safety is today, items being dated correctly is now just one less thing for us to worry about,” said a representative of THR Subway. “The comfort of knowing things are being dated correctly is worth the expense of having the 9417 in the stores,” they continued. “Just one expired item dated incorrectly and served to a customer can cause a lot of havoc in our business. Getting somebody sick is going to cost you a lot more than the price of the printers.”



INCREASED PRODUCTIVITY

Prior to 2014, employees in the company's Greater Grand Rapids Subway locations were handwriting dates and times when prepping food. The Subway representative told us their team decided to look at the effectiveness of this method; the time spent determining the date and time and notating the information, and the ability to clearly read the handwriting of the food-prepper.

“Doing it all by hand was an inexpensive way to fulfill the date and time requirement from Subway and the Health Department,” the representative said. “I don't know if it was efficient. There was the problem of trying to decipher someone's handwriting or when it expires, or if they are serving good product. Legibility was a big issue and some people were slow or spending unproductive time being creative with their labels instead of prepping.”

“We were looking at a way to improve productivity and labeling was the easy fix. Instead of people drawing flowers and smiley faces on the masking tape, they can be cleaning and making sandwiches.”

Even more important was finding a simpler way to determine expiration dates, and date-code and initial prepped food items to remove the guesswork from that process. Subway Developments piloted this process using the 9417 in one store before rolling it out to the other seven locations.

“We did a test and, of course, the employees really liked it,” the representative said. “They didn't have to think about when an item expired, what today's date was or what time it was. At Subway, we have to date everything as soon as we prep it and the printers sped up that whole process.”

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USER FRIENDLY

Like many other quick serve and fast casual establishments, The Grand Rapids Subway locations have both full- and part-time employees with frequent employee turnover. Having an easy-to-use machine like the 9417 helped simplify and speed up the training process.

“It’s pretty common to have 50 to 60 percent turnover in our business,” the representative said. “Subway is a stepping stone for a lot of people - an entry level position for younger people, and operationally Subway can be overwhelming for new employees. The 9417 simplifies food prep training for new employees and benefits us because we don’t have to add extra training for someone who is only going to be here for a couple of months.”



The 9417 printer marks the time and date on each label, along with identifying who it was prepared by, used by and received by. For food purveyors such as Subway, this means accelerated service and performance that protects customers and employees, while meeting compliance requirements for global food labeling safety standards.

WHY AVERY DENNISON

Consumers are always on the go and expect a broad selection of fresh, quality food that is safe to eat and easy to shop for. Our FreshMarx food-industry solutions include hardware, software, labels and service that facilitate improved food safety and health code compliance, clearer nutritional and ingredient labeling and standardized date coding. Freshmarx solutions help to improve operational efficiencies, reduce waste and serve as the hub of the kitchen.

ELEVATING BRANDS. ACCELERATING PERFORMANCE.

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Innovative, intelligent and sustainable labeling and printing solutions that accelerate supply chain performance, increase productivity and elevate the consumer experience.

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