

How to Make Confident Decisions About the Status of Fresh Food

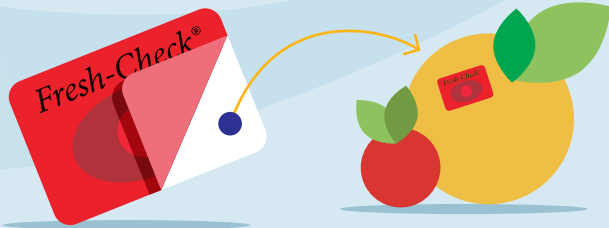


Food waste is a problem. In the supply chain transport delays, human error, breaks in refrigeration, and more, can lead to spoilage. In stores it's not easy for staff to see and work with sell-by dates, demand variation can impact sales, and concerns about whether food has stayed within correct temperature ranges may lead to it being discarded. In households, conservative expiration dates might lead to the disposal of food that is still consumable.

Simple, new solutions can help you reduce waste as follows:

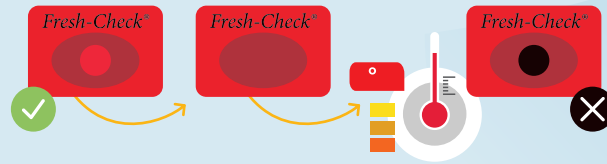
Adhere Fresh-Check® Indicator to Food Product

The label adhesive is designed to stay stuck through the expected life of products, and to avoid contamination of pack contents.



Active Monitoring of Food

Fresh-Check Indicator contains a reactive material that changes color irreversibly, faster at higher temperatures and slower at lower temperatures. So it's easy to see when the specified time and temperature limit for a product has been reached or exceeded. Indicators can be customized to your product's life requirements from several days of refrigeration to several weeks, (e.g., 5 days at 46°F / 8°C or 21 days at 46°F / 8°C)



Enable Effective Supply Chain Decision Making

Supply chain teams can quickly glance at products to see if they have remained within the correct temperature ranges, assisting them in making informed decisions about whether to recycle, or allow products to continue on their journey.



Support Processes in Stores

Complementary to sell-by dates, associates in-stores can use Fresh-Check Indicator to support shelf rotation, and markdowns or promotions which, by influencing consumer behavior, reduce food losses within the store.



Support Consumer Choice at Home

Fresh-Check Indicator equips people at home to make more informed decisions about when to discard food.



Benefits

- Reduce food waste
- Enable graduated price reductions
- Enable informed stock rotation decisions
- Influence purchasing in stores
- Give a visual indicator of the freshness of food
- Add value to consumers
- Strengthen brand loyalty

For more information, visit:
<https://www.zebra.com/us/en/products/environmental-sensors.html>



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1. (source: UNFAO)
 2. (source: The World Counts)
 3. (source: FAO)