

**Avery Dennison**  
Identification Solutions

**Freshmarx**  
Intelligent Food Industry Solutions

# Avery Dennison® Freshmarx® Dissolvable Label Solution



Avery Dennison® Freshmarx® Dissolvable labels completely disintegrate in seconds when immersed in water.



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## Keep your food containers free from adhesive-related bacteria

Using these dissolvable labels helps reduce the risk of a foodborne illness outbreak resulting from cross-contamination from bacteria clinging to label adhesive. And because these labels completely dissolve, there's no residue left to clog your drains.

## Reduce labor time

- Employees no longer waste time scraping labels from food containers.

\* Freshmarx Dissolvable labels feature a biodegradable adhesive and will dissolve completely within seconds when immersed in tap water of any temperature. This material provides moderate tack and adhesion that will adhere to hard plastic and stainless steel containers. Dissolvability reduces clean-up time and eliminates bacteria-harboring adhesive residue and build up. Labels options include a version suitable for both marking with pen and printing with Monarch® handheld labelers and a version for use in 9417+ printer. These labels meet the requirements of FDA 21. CFR 175.105 for indirect food contact.

Important Storage Note: Freshmarx Dissolvable labels are extremely sensitive to humidity and temperature. Storage conditions should be maintained at 73° F and 50% RH (relative humidity). Labels should remain wrapped when stored and used within six months from purchase.



## About Avery Dennison® Freshmarx® Solutions

Freshmarx Intelligent Food Industry Solutions enable labor efficiency, food safety, sustainability and enhance the consumer experience by harnessing the power of accurate, shared data throughout the food industry supply chain.

We can help define your requirements and develop solutions that will ensure your product is safe for consumption, in compliance with regulations and trusted by the consumer. Avery Dennison can show you how to “future-proof” your operations to quickly and easily adapt to the ever-changing world of the food supply chain.

### Freshmarx® Intelligent Food Industry Solutions

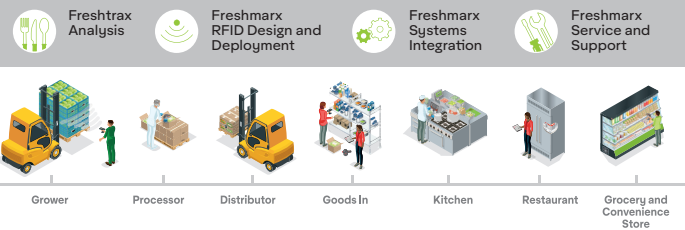
#### Freshmarx Inventory Solutions Inventory Verification and Visibility

- Produce Traceability Compliance
- Lot/Date Traceability
- Outbound/Inbound Inventory Tracking
- Transformation Tracking
- Serialized Inner Pack Labeling
- On-Demand RFID Labeling
- Item Level Verification
- Case Level Verification
- Meal-Kit Assembly
- Expiration Management/FEFO
- Automated Ordering
- Recall Tracking
- Provenance Tracking
- Omnichannel Optimization
- Frictionless Checkout

#### Freshmarx Operations Solutions Operational Accuracy and Efficiency

- Food Prep and Forecasting
- Temperature Monitoring & HACCP Checks
- Nutritional Labeling
- Food Waste and Donation Tracking
- Automated Checklist
- Automated Package Labeling
- Quality Assurance
- Distributor communications
- Special environment labeling (cold/hot metal)

#### Freshmarx® analysis, deployment and support



## 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

To request a Freshtrax analysis and explore how Freshmarx Solutions can improve your food service environment, call: 800.543.6650 or email: [identification.solutions@averydennison.com](mailto:identification.solutions@averydennison.com)



**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.**

### Contact us

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