Produce Traceability Labeling

Industry
Fresh produce harvesting, packaging, and processing

Products
Duratherm S Label
Duratherm III Label
Duratherm II Label
PB22, PB32, PB50
PX4/6i
PM43

Region
North America

Typical Applications
Produce Labeling for Traceability

Customer Benefits
- Improved item traceability
- Increased accuracy by printing at the point of activity
- Assured compliance with developing government and industry standards
- Durable, high contrast print for optimum scanning performance
- Maximum printer battery life with sensitivity-optimized media
- Media portfolio with comprehensive durability enables selection tailored to application requirements
- On-demand generation of high quality labels for item traceability
- Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together

Intermec
Printers & Media

Industry Need

When food borne illness outbreaks are identified, a robust food traceability system can ensure a fast, effective and targeted response. Food traceability systems enable end-to-end supply chain visibility, so that public exposure to unsafe food can be quickly identified and limited through all affected routes to market. An effective system also minimizes the negative impacts of food recalls. Destroying unaffected lots causes shortages and multiplies lost profits while doing nothing to improve food safety.

For all these reasons, an increasing number of food industry vendors and suppliers are implementing traceability systems and procedures, such as "chain-of-custody" labeling and record-keeping, that improve their ability to track and orchestrate the movement of their food products from farm to fork.

In fact, in a recent Produce Marketing Association and United Fresh Produce Association survey, 70 percent of the fresh fruit and vegetable industry contacts surveyed were actively pursuing implementation of the seven-step Produce Traceability Initiative (PTI). **Step five of this initiative requires the application of bar coded case labels carrying essential traceability information (GTIN and Lot/Batch #).**

Watermelon, Red Seedless
24" Bin 36 Count

(01) 10764141234621
(13) 111231 (10) B022B1CF
0194

Reference Links

Produce Traceability Initiative Action Plan Implementation Toolkit
http://www.producetraceability.org/

Intermec Solution

Intermec printer and media products support traceability initiatives at multiple points in the food supply/ manufacture process. In the field, using a rugged mobile label printer or fixed printer mounted on support equipment, Intermec barcode labels or tags can be applied to totes or cartons to track both the field location and container contents during the picking or harvesting process.

In-field harvesting conditions can be demanding for labeling media. Duratherm S labels, with their durable topcoat and film label stock, readily endure rainy, wet conditions. Their aggressive acrylic adhesive bonds securely with common surfaces such as corrugated cartons and reusable produce containers (RPCs). Rated to a minimum application temperature of 25F, these labels are effective throughout the extended growing season. Their optimized direct thermal sensitivity reduces the level of printhead energy needed, maximizing labels printed per battery charge in mobile printers. For in-field harvesting under more controlled environmental conditions, Duratherm III paper labels provide reliable labeling with moderate, limited duration moisture exposure.

In the sorting, processing, manufacturing, and distribution environment, an Intermec fixed industrial printer can be used to generate Intermec labels and tags, providing seamless integration into WMS solutions for managing and tracking attributes such as lot numbers, manufacturing codes, supplier date codes and other pertinent information through data collection. For economical labeling inside sortation facilities with benign environments, Duratherm II paper labels provide excellent print quality at an attractive price point.

Direct thermal label printing satisfies the needs of produce tracking implementations with maximum ease of use. Intermec's portfolio of Duratherm labels offers application-optimized traceability labeling for the full range of durability requirements: their bright white background and crisp black print ensure quick, accurate scanning from shipment to receipt, across a range of challenging conditions.

With Intermec Smart Printing, stand-alone printer applications eliminate PC expense and complexity while reducing errors and streamlining operational processes to improve productivity. Whether implemented in-field or in a stationary sortation or processing facility, this enhanced functionality shortens time to ROI by reducing hardware expenditure and lowers TCO by simplifying maintenance.

Media Solutions for Produce Traceability

Application	Material	Durability	Temp. Range	Leading Stock Label Configurations	
				Industrial Printers	Mobile Printers
Field Harvest and Pack House	Duratherm III Label	Good; moderate moisture and abrasion resistance	32F minimum application, -4 to 120F service	2x4" roll (E22749); 4x6" roll (E06144)	2x4" roll (E24615)
	Duratherm III Cold Temp Label	Good; moderate moisture and abrasion resistance	-20F minimum application, -65 to 120F service	4x2.4" roll (E06143); 4x4" (SF17266-blank)	custom
	Duratherm II Label	Fair; suited for benign environments where moisture is not anticipated	32F minimum application, -4 to 120F service	4x2" roll (E14225); 4x3" roll (E25736); 4x4" roll (E25737); 4x6" roll (047164)	2x4" roll (E24612); 4x2" roll (E21079); 4x6" roll (E21016)
	Duratherm S Label	Excellent moisture and abrasion resistance	25F minimum application, -75 to 120F service	custom	2x1" roll (E25764)

Printer Recommendation
PB22, PB32, PB50 Rugged Mobile Label Printers Profile
PX4/6i High Performance Printer Profile
PM43 Mid Range Printer Profile

The Intermec Advantage
Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous testing and co-engineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime. Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems, and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

Printhead Replacement Program
Intermec will provide no cost replacement printheads, as failures occur due to normal wear and tear, to those customers who use Intermec Media Products exclusively with their Intermec direct thermal and thermal transfer fixed printers. For full details, click here.

For more information
Contact Intermec for more information on improved traceability via in-field produce labeling in your retail enterprise.

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by Honeywell

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