

CASE STUDY TRACK & TRACE

Product Traceability

THE GOAL:

The capability to add product traceability as part of the supply chain for fresh fruits & vegetables from field to fork.

THE CHALLENGE:

As food safety mandates grow along with the desire by consumers for product transparency; an easy method for providing traceability information was required. The product label needed to provide specific details on safety, quality, and traceability. Also, large volumes and high print quality was paramount.

THE SOLUTION:

Fortis Solutions Group's knowledge of track and trace solutions allowed us to identify quickly the equipment and software required for this application.

Working together with global supply chain solutions provider, iTrade Network; Fortis was able to respond to customer's need

Our hybrid print technology of flexographic printing press and inkjet print bar was perfectly suited to provide a prime pressure sensitive label, individually printed with a unique code containing traceability information.

This application is an attractive solution for many issues facing manufacturers today: traceability, brand protection, recall cost containment, and diversion management. It is available for both large and small scale volumes.

This structure is BPA free, and fully compliant with the FDA direct food contact and OSHA Hazardous materials regulations; California's Toxics in Packaging Laws, and California's Proposition 65 Safe Drinking Water and Toxic Enforcement Act.

We use materials and technology for printing that are inherently sustainable: renewable water-based inks, solvent-free adhesives and a process that avoids expending greenhouse gas emissions.



CONTACT US FOR MORE
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TRY IT!