



FreshAware™

The Way To Measure Freshness!

Temperature is important! Whether fruit, vegetable, seafood, flowers or frozen product, if you know and understand the cool chain of those items, you can accurately predict their freshness and leverage shelf life.

FreshAware™ captures, monitors, and reports unit level temperature throughout the supply channel. The captured data may also be fed into an optional shelf-life calculator and exposed for operations, QC and sales level analytics.

FreshAware™ starts with an RFID enabled tag being placed on each unit (case, pallet, etc.) at the field level. This tag records temperature at user defined, pre-determined intervals. As the units(s) pass through pre-determined waypoints, incoming yard, receiving dock, pre-entry to cooler, post entry to cooler, warehouse, shipping, the RFID chipset is energized and downloads the waypoint location, timestamp and related temperature to the repository.

Once this data is "harvested", through a series of proprietary algorithms, shelf life is calculated at the unit level. The key here is that while you may have many traceable units in one lot or shipment, because of temperature variations and elapsed time of those variations, each unit takes on a shelf life of its own.

When properly utilized, FreshAware™ will allow your operations, QC, and sales to match sales orders to customers destinations determined by actual shelf life remaining not just a generic "harvest", "lot date", or "receive date".

FreshAware™ is a collaborative effort between several key industry leading development corporations including Intellex and ProWare Services.

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