

# Fruits & Vegetables

## Labeling & Coding Solutions

GROWERS | PACKERS | SHIPPERS | RECEIVERS | BUYERS





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## Labeling & Coding Solutions

### Time to Market and Freshness

The demand for quality and freshness, as well as innovative packaging design and materials, creates a range of challenges for the produce industry.

Keeping produce moving efficiently, safely, and quickly is essential in the fresh, frozen, and packaged fruits and vegetable markets.

Varieties of products, packaging types, and production environments create unique labeling and coding challenges and play a role in the choices you make in your operations.

Achieve high quality barcodes, best before dates, batch and lot codes on all levels of packaging with ID Technology's complete line of labeling and coding solutions.

ID Technology simplifies your labeling and coding with integrated solutions to keep your product moving safely from farm fields to packaging lines to retail shelves.





# Produce Traceability Initiative (PTI)

## Case-Level Electronic Traceability in the Produce Industry

The Produce Traceability Initiative (PTI) is an industry-wide standards program aimed at developing chain-wide electronic traceability. Using a standardized system of case barcoding for all produce sold in the U.S. enables standardized marking and identification of each case of produce, efficient data collection by buyers and handlers, and electronic storage of that data so that produce can be tracked from the field to the table.



ID Technology has provided more Label Printer Applicators for PTI Solutions than any other Label Printer Applicator manufacturer

### How Case-Level Traceability Works

The PTI uses the GS1 Global Trade Item Number (GTIN) for case-level identification. The GTINs on the cases identify the produce manufacturer and the type of produce inside the case. When this information appears in a barcode, each handler along the supply chain that scans that barcode will have a record of when that case of produce entered and left its facility.

GS1-128 Barcode

Human Readable GTIN  
Human Readable Lot/Batch



Voice Pick Code

Containers should have standardized product identification, including a GS1-128 bar code containing a GS1 Global Trade Item Number (GTIN) and a Lot/Batch number. It should also include a voice-pick code. This is a 4-digit number calculated using GTIN, lot and optional date. This code is used by warehouse associates for picking cartons.

### Achieve PTI Compliance with ID Technology

- High quality labels for primary packaging that combine your barcode needs with brand imaging.
- Label template that includes a VoiceCode to help you get started.
- Label printers for printing at the point of use to ensure accuracy and productivity. If you print as you pack, you will need a printer that is fast enough to keep up with your production and can work in your environment (cold, moisture, wash downs, etc.)
- ID Technology label printer applicators for printing labels and labeling your cases automatically.
- High resolution inkjet printing for your case marking.
- Laser coding for permanent coding on high speed production lines.
- ID Technology provides the equipment and system support to simplify your labeling and marking of cases and pallets to meet the requirements of the Produce Traceability Initiative.

# Labeling & coding Primary Packaging

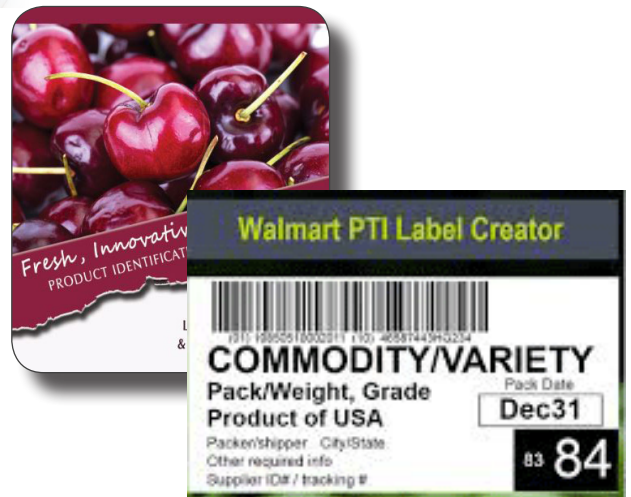
Label and code your packaging with high quality codes, text, and graphics that meet regulatory requirements, attract customer attention and establish brand identity.

## Labels For Primary Packaging

Your labels have a major influence on the perceived quality of your product. ID Technology's distinctive, durable, and cost-effective labels make your product stand out on crowded store shelves while adhering to labeling requirements.

Our flexographic, digital, direct thermal and thermal transfer label materials are durable and comply with the FDA mandates for product labeling.

- High quality prime labels.
- Digital printing for customized labels, variable data, short and long runs.
- Flexographic printing for high quality color on various substrates.
- Blank-thermal labels for nutrition labels.
- Any shape and for all product surface types.
- Standard, durable & removable adhesives.



Our six label converting facilities across the US and Canada offer nationwide coverage for complete label production, consistent quality, and continuous service during peak demands.

## EPI Labeling Systems

Achieve, accurate label placement on any package type even at high speeds. Designed for easy set up, use and low maintenance, this product line is built in the USA at our plant in New Freedom, PA.

EPI Labeler's Flex-Pac™ Labeling System works with vertical form-fill-seal bagging machines to apply labels to the film before the bag is formed. Flex-Pac™ is perfect for applying Instantly Redeemable Coupons (IRCs) to power your marketing campaigns.

EPI keeps a fleet of rental units available for your short term jobs and ID Technology provides labels and coupons to market your brand.



# Labeling & coding

## Primary Packaging

Primary packaging protects, preserves, transports, informs, and sells. Labeling and coding is most often done directly on clamshell, shrink-wrap, bags, tags, paperboard, flexible packaging/pouches and other modern packaging styles.

### Continuous Inkjet

Designed and built here in the USA, our Citronix ciSeries CIJ printers are easy-to-use, need minimal maintenance and produce great print quality. Add real-time coding to your products and keep up with high speed production lines.

Add identifying marks such as date & lot codes, barcodes, traceability codes and logos on a range of packaging types with reliable, industrial line-up of CIJ printers.



Wide range of Inks, available in multiple colors and properties to suit your application.

### Macsa Laser Coders

Macsa lasers perform in high speed environments and produce high-quality, high-contrast lot codes, sell-by dates and variable data directly onto film, foils, paperboard, paper labels or cardboard.

Lasers can score, slit and cut the plastic films and foils used in flexible packaging to shape and form the packaging for easy opening.

No consumables are needed and the lasers require minimal maintenance.



Packaging Scoring and Perforations with Lasers

### Thermal Transfer Overprinters

Our range of Thermal Transfer Overprinters (TTO) add variable information, such as date codes, lot numbers, and pricing, to flexible packaging.

Each EasyPrint thermal transfer overprinter is capable of both intermittent and continuous printing, allowing for integration into both intermittent and continuous packaging lines. An integrated printhead heater allows for printing at low temperatures.

Thermal transfer overprinting results in a sharp, clear image without compromising production speed.





# Labeling & coding Secondary Packaging



Secondary packaging keeps the primary packaging safe and helps it retain its original shape during transport to a retail or consumer location. Cardboard boxes, cardboard cartons and plastic crates are common types of secondary packaging.

## For Cases, Cartons, Shipping Containers

## Personalize Cases with Barcodes & Text

### Label Printer Applicators

- Label one or multiple sides.
- Print and apply labels in real-time.
- Extensive range of applicator modules.
- Your choice of OEM print engine.

### High Resolution Inkjet

- Replace preprinted cases and cartons with large character printing on demand.
- Various printhead configurations, provide up to 4" high print at 300 dpi print resolution.

### Laser Marking on Cartons

Combining a DataLase solution with our Macsa lasers gives you the option of marking directly onto cartons. The DataLase material is printed directly onto the carton during converting and produces a color change when activated with a low power CO2 laser.



FoxJet ProSeries inkjet printers produce high quality, high resolution text, barcodes and graphic images.



Built on the top selling 252 platform with choice of proven OEM print engine (SATO, Zebra, Datamax.)

### Pallets and Boxes Model 252 - 3-Panel Label Printer Applicator

ID Technology's 3-Panel Smart Tamp label printer applicator provides a rugged and flexible solution for printing and applying labels to multiple sides of pallets or boxes.

- Apply labels to one, two or three sides of box or pallet.
- Designed to work with irregular pallets and tolerances in material handling.
- Laser type sensor locates position of the area to be labeled.
- Optional stainless steel enclosure for tough environments.



... what it means for you

HOW WE DO IT

Working with ID Technology and other ProMach brands offers direct access to the leading solutions for your industry. When your team works with ProMach, you can be sure that the experience, in-depth knowledge, commitment to precision and a high degree of expertise goes into every solution, individually or when ProMach brands join forces.

*By delivering best-in-class product brands across the entire packaging spectrum. By leveraging the knowledge of all these best-in-class family members. And by letting innovation flow across every business line, across every experience, to every customer everywhere: ProMach Performance is what happens when people and processes work as one.*

Other companies can talk about innovative solutions but our ProMach family delivers the best in the industry every day!

## Featured ProMach Solution



Ossid is a leading manufacturer of high speed packaging and labeling equipment, including tray overwrappers, weigh price labelers, case scales and horizontal form fill seal machinery.

Based in Rocky Mount, NC, Ossid has earned the reputation as the leader in case ready packaging based on over 30 years of expertise.

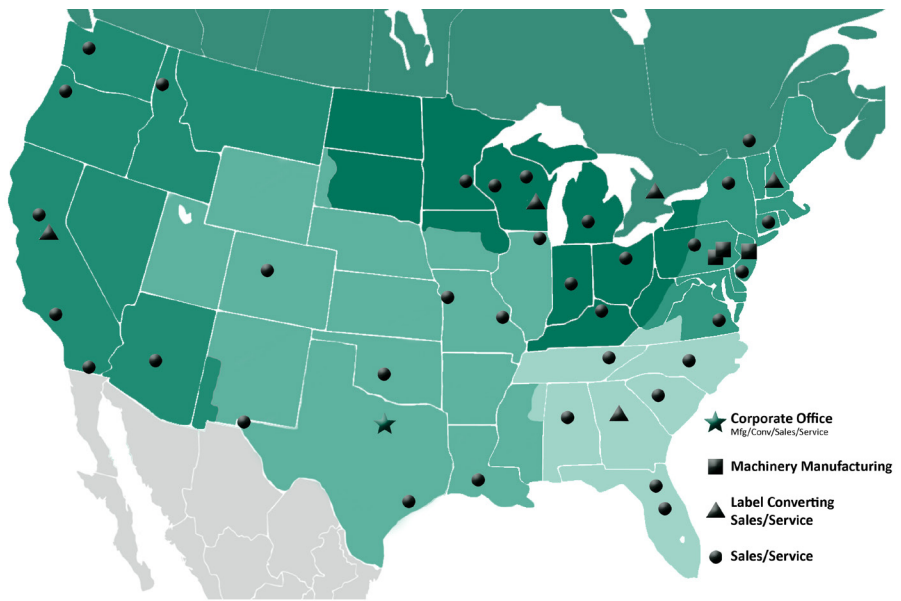
Our tray packaging solutions span from leak-proof tray sealing to stretch and shrink wrapping. Our weigh price labeler is one of the most flexible in the industry. Our form fill seal solutions range from compact machines to large custom solutions to meet any customer needs.



Find out more about Ossid solutions at [www.ossid.com](http://www.ossid.com).

PrH

PRODUCT  
HANDLING



Shaded regions represent areas served by our Label Converting Facilities



### Complimentary Limited Lifetime Equipment Warranty

For customers using ID Technology labels with our labeling systems, we provide a lifetime equipment warranty free of charge. Just ask us for details!

## Nationwide Service and Support

We pride ourselves in providing responsive nationwide customer service and support from any of our 17 regional sales, service and stocking facilities.

ID Technology technicians are PMMI Certified Trainers to ensure the highest standards of quality training are being met and unparalleled value is being given to the customer.



Our field service personnel are factory trained to service and support our full range of labeling, coding and marking equipment.

In addition to the field service team, ID Technology employs factory trained bench service technicians to accommodate timely depot service.

ID Technology boasts six label converting plants across the US and Canada that produce top quality labels and tags with local support.



ID Technology is a single-source provider for equipment, technology and expertise. Our customers depend on us to design, build and install the most effective labeling, coding and marking systems for their companies. Years of specialized experience combined with industry leading products for quality, efficiency and productivity have earned us the trust of customers across a range of industries.

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