

**[FRESHTIME TAGS/INFRATAB]**

<b>TITLE</b>	Infratab’s Freshtime tags track freshness from farm to dinner table
<b>COMPANY / ORGANIZATION</b>	
<b>KEYWORDS</b>	Monitoring, food, temperature, RFID, sensor
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Perishables, including food and beverage</b> <b>Point of Purchase – Retail</b>
<b>ISSUE ADDRESSED</b>	Best before dates, temperature loggers, and other conventional methods of monitoring perishables are often inaccurate when monitoring a product’s true condition. Up to 31 percent of the U.S. food supply is wasted due to these inaccuracies. Food is thrown out because its expiration date has passed or temperature thresholds have been breached, yet the product is still edible. On the other hand, improperly handled perishable products are sometimes sold as fresh, only to be discovered later that they are not.
<b>SOLUTION</b>	<p>Infratab’s Freshtime tags contain smart sensors that, when used with their software, monitors, tracks, and communicates a perishable product’s condition throughout the entirety of the supply chain.</p> <p>The Freshtime tags are RFID EPC Gen2 tags that come in various sizes and are intended for repeated use. Infratab has also developed different tags designed for specific use in reusable plastic containers, metal-lined containers, low-temperature storage, etc. They are read (and set up) with RFID EPC readers, although the tags feature a physical button that can be used to start it or check its status.</p> <p>The Freshtime system revolves around “Freshtime Points”. These are metrics used to quantify and measure the freshness of a product, and they can be authenticated, validated, and audited. Through the Freshtime Points, a product’s condition can be assessed by anyone who handles it, including the brand, its transporter, retailer, or consumer.</p>
<b>EXPECTED BENEFITS</b>	<p><b>Reduction of food waste &amp; improved food safety:</b></p> <p>Using the Freshtime Points metric, Freshtime tags provide a more accurate way to monitor a perishable product’s condition. The tags measure the actual freshness of the product instead of just temperature or relying on a best-before date. While complete retrieval of all data stored is not as accessible to consumers (requires a specialized reader), the tag is fitted with a button that when pressed, indicates the condition of the product.</p>
<b>CASE LINK</b>	<p>PR Newswire, <i>Infratab unwraps smartphone sensor tags at Pack Expo</i>  <a href="http://www.prnewswire.com/news-releases/infratab-unwraps-smartphone-sensor-tags-at-pack-expo-281294011.html">http://www.prnewswire.com/news-releases/infratab-unwraps-smartphone-sensor-tags-at-pack-expo-281294011.html</a></p> <p>AIPIA, <i>Infratab Inc</i>  <a href="http://www.aipia.info/member_Infratab-Inc-636.php">http://www.aipia.info/member_Infratab-Inc-636.php</a></p>
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