



Freshloc Deemed Acceptable Method for HACCP Program Audited by AIB International

Sensors and database capabilities streamline four of seven HACCP principles

DALLAS, TX – May 1, 2002 – FreshLoc, specialists in technology solutions for protecting assets within the food supply chain, has been approved as part of a HACCP program of a major produce distributor.

“As AIB International, a third-party food safety inspection firm, was certifying a customer,” said Douglas K. Foster, President and Chief Operating Officer of FreshLoc, “they reviewed the use of FreshLoc technology and considered it to be an acceptable method of monitoring and measuring control points.”

Utilizing state-of-the-art wireless sensors and sophisticated web-based tracking capabilities, FreshLoc monitors mission-critical equipment in the food supply chain. These readings are compiled into a secure database for customers, opening the door to seamless monitoring and alerting should a problem occur.

“When you look at the seven principles of HACCP,” Foster said, “our technology can satisfy the requirement of the final four.”

“Beyond the first three principles that basically identify and establish policy,” said Foster, “the final four are all about measurement, monitoring and alerting. When these four steps are automated, food supply companies can raise the bar on quality easily, effectively and without major manpower investments.”

The four HACCP principles FreshLoc technology streamlines are as follows:

Establish procedures to monitor critical control points (CCP) – wireless sensors monitor mission critical equipment, collecting data such as temperature, humidity and other measures via Internet connection.

Establish corrective actions if critical limit has not been met – the FreshLoc alert protocol uses smart technology to provide early warning for food quality, safety and equipment maintenance.

Establish procedures to verify the system is working properly – signals from wireless sensors are transmitted several times per minute to a secure Internet connection; extensive reporting provides verification of temperature and equipment integrity 24/7.

Establish effective record keeping to document HACCP system – the extensive reporting capabilities (described above) document every angle of quality assurance: food quality, food safety and equipment operational integrity.

“These measurements go beyond HACCP to also deliver cost savings and improved competitiveness,” said Foster. “Distributors or wholesalers can predict equipment failure, reduce rejected shipments and substantiate quality to their customers. Retailers can reduce shrink, improve quality and increase store traffic.”

For more information about FreshLoc and food supply chain asset protection, visit www.freshloc.com or call 972-759-0111.