

## **RedLine Solutions Announces PTI Symposium in Delano, California**

Today, RedLine Solutions announced a symposium focusing on implementing PTI, the Produce Traceability Initiative. This event will be held in Delano, California, on Thursday, December 3, 2009, from 9 am to 4 pm. For details and to register, go to [www.redlineforproduce.com/events](http://www.redlineforproduce.com/events).

The PTI (Produce Traceability Initiative) milestones require brand owners to submit their GTINs to their buyers now (Q3 2009), and to label every case of produce by the third quarter of 2010. Prominent retailers have confirmed that they expect suppliers to be on schedule to meet the PTI milestone dates. In this seminar, you will get updates on the initiative, review recently released best practices, and interact with our panel of industry leaders. In addition, you will learn about the PTI pilot tests that RedLine is currently conducting and see solutions that will help you meet your PTI requirements.

Gary Fleming, President of The Symbolon Group, formerly the Vice President, Industry Technology & Standards for PMA will review the PTI milestones and provide an update on the initiative. He will also discuss details about milestone three, where brand owners are expected to synchronize their PTI data with retailers. He will share best practices for PTI, including case labeling, pallet labeling, private labeling, and cross docking. Additionally, he will provide an update on current regulatory changes and their impact on the fresh produce industry.

David Silva, Vice President of Software and Services at Mainline Information Services, will speak on GTIN assignment strategies. He will share his experiences implementing GTINs at several companies, including Ballantine Produce.

At the symposium, we will also discuss PTI approaches for shed-packed products, including citrus and stone fruit, as well as field-packed commodities such as table grapes.

Our panel of industry leaders, moderated by Gary Fleming, will include Larry Nottingham of Pandol Bros and David Silva of Mainline Information Services. They will provide insights on PTI from their own experiences and answer PTI-related questions.

RedLine's Todd Baggett, CEO, and Chris Davis, COO, will review practical solutions available today to help companies meet the PTI milestones and give updates on the field traceability pilot tests that are currently underway.

To register or for more information, visit the RedLine website at [www.redlineforproduce.com/events](http://www.redlineforproduce.com/events). For more information, contact Amy Bayersdorfer, Marketing Director, at [amyb@redlinesolutions.com](mailto:amyb@redlinesolutions.com) or at 408-562-1700.

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