



RedLine Solutions Announces the Production Release of RedLine Field™

(April 12, 2010, Santa Clara, CA) – RedLine Solutions, Inc. today announced the production release of RedLine Field, the industry-leading solution for Whole Chain Traceability and PTI compliance for field-packed product. RedLine Field is the heart of a complete traceability solution that includes all of the hardware, software, supplies and services needed.

Developed in partnership with leading grower/shippers, RedLine Field delivers case-level traceability in full compliance with the Produce Traceability Initiative without reducing harvest team production. The key to maintaining harvest team productivity is the flexible architecture which allows RedLine Field to adapt to a company's unique harvest processes rather than requiring the company to change to adapt to the software. "Our years of experience working with fresh produce companies have taught us that flexibility is critical in this industry given that growers are dealing with so many changes on a day-to-day basis," said Todd Baggett, Founder and CEO of RedLine Solutions. "During our pilot projects we worked with a wide variety of commodities and harvest methods—everything from ground harvests for strawberries to value-added processing for romaine hearts—to make sure we had the broadest possible base of requirements for the system".

A keen focus on involving the users in the design of the system—both the foreman in the field and the commodity manager in the office—contributes to the performance of the system. "During our pilot with RedLine Field, we worked together to identify potential changes to improve the product's fit with our harvest process," said Sammy Duda, Vice President for Western Vegetable Operations at Duda Farm Fresh Foods. "RedLine recently provided us with an overview of the production release and we were pleased to see that they had not only included our suggestions, but also made several additional improvements based on their work with other growers/shippers."

With the production release, RedLine Field is now immediately available. "We are working on deployments in Salinas and Oxnard at this point," said Chris Davis, COO for RedLine Solutions. "As companies plan out their timetable for PTI Compliance, they are starting to lock in their schedule with us for deployments throughout the summer."

Contacts

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About RedLine Solutions

RedLine Solutions provides complete solutions that enable whole-chain traceability for Growers, Packers and Shippers. We have over a decade of experience integrating barcode and wireless technologies to increase productivity in the Cooler and the Field. Whether you need just a barcode printer or a complete traceability solution, RedLine can deliver the appropriate hardware and software to meet your requirements from start to finish. **For more information, please visit www.redlineforproduce.com.**