

Your Partner for Reliable Whole Chain Traceability Solutions



WELCOME TO REDLINE SOLUTIONS

Since 1997 we have been helping produce customers streamline internal processes, increase efficiencies and better meet food safety requirements. We have deep experience delivering solutions to the produce market and have automated over 100 fresh produce and fruit facilities across North America. We have installed mobile computers and wireless networks at an additional 500 sites worldwide for manufacturing and distribution companies. RedLine Solutions was recognized as one of Motorola's Top 10 Wireless Partners in 2009.

When it comes to traceability RedLine Solutions is your complete solutions partner. We deliver the hardware, software, and training to get you started quickly as well as the ongoing support and supplies to keep your operations running smoothly. Our Whole Chain Traceability Suite enables you to identify and track your products from the moment they are harvested until you ship to your customers. We bring new levels of traceability and efficiency to your harvest, packing, cold storage, and shipping operations. Our barcode-enabled systems provide internal traceability while creating electronic records that can be published to external systems.

Traceability requirements are a reality in fresh produce today. RedLine Solutions' products are standards-based. As the traceability standards evolve, you have my commitment to update our products to support new industry standards.

Let our professional team help you get the most out of your investment by implementing practical traceability solutions.

Todd Baggett
CEO, RedLine Solutions

WholeChainTraceability

Consumers today are demanding increased information and guarantees about the safety of the food they eat. In response, the major produce associations—PMA, United Fresh, and CPMA—partnered with leading retailers and growers to define the Produce Traceability Initiative (PTI). Currently, the FDA, USDA, and US Congress are working on legislation and regulations that will mandate food traceability in the near future. We expect these mandates to require companies to label each case of produce with a product ID and lot number, and to maintain this information electronically. Upon request from the FDA, these records must be provided within 24 hrs. Case level tracking is inevitable because it connects each link in the path between the original packer and every participant throughout the supply chain. Together, the industry and government initiatives drive the requirement for increased traceability compliance throughout the fresh produce industry.

Whole Chain Traceability is based on standard information that provides links between individual companies' internal traceability¹ systems enabling external traceability throughout the supply chain. External traceability² allows coordination between the FDA and all members of the supply chain when a food borne illness issue is suspected.

PTI Milestone #3 required brand owners to submit their Global Trade Identification Numbers (GTIN) to their buyers in Q3 2009. Milestones #4 and #5 require brand owners to label every case of produce shipped with both GTIN and the lot or batch number beginning in Q3 of 2010. GTINs identify the supplier, commodity and pack style of the product; Lot IDs identify when and where the product was packed. Case traceability labels must identify the GTIN and the Lot ID in human-readable and barcode form. While putting a label on a box sounds simple, getting the correct label on each box is complex. Because harvest or pack runs can change throughout the day, the process of case level traceability compliance can seem overwhelming.

REDLINE SOLUTIONS' SUITE OF WHOLE-CHAIN TRACEABILITY PRODUCTS CAN HELP!

Whether it's the Produce Traceability Initiative or government-mandated traceability, we are committed to delivering solutions that enable compliance. RedLine Solutions is actively working with leading produce companies to implement traceability solutions that also drive internal operating efficiencies.

We understand that every customer has unique processes for harvest, packing, and shipping. We've designed flexibility into our solutions from the start, so you can realistically integrate traceability into your business. We have implemented dozens of traceability systems across multiple commodities. Our full suite of solutions allows you to collect data from the point of harvest or packing through shipment to your customers, with in-process visibility every step of the way.

RedLine Solutions has extensive experience working with fresh produce companies. We can help you identify what's needed for your operation. Whether you just need a printer or a complete traceability solution, we can help you implement the right pieces so you can meet your traceability requirements from start to finish.

1. Internal traceability: confidential or proprietary data and processes companies use within their own operations to track and trace products.

2. External traceability: the business processes and exchange of data between trading partners.



RedLine Field

Flexible PTI Compliance from Harvest to Cooler

RedLine Field is a simple and thorough solution that allows you to track field-packed produce from the point of harvest until it reaches the Cooler. It also provides in-process visibility into your harvest operations through detailed reports highlighting crew productivity and harvest results.

Every growing operation is different, driving unique requirements for generating and applying case traceability labels. RedLine Field allows you to print labels when and where you need them including pre-printing labels in bulk at the office, printing directly in the field, or printing at the cooler upon receipt. You can mix and match how and where you print your labels, even changing it from day to day.

Traceability compliance starts with the daily estimate or harvest plan you already use. For each commodity, this plan spells out what, where and how many cases you plan to harvest, as well as the crew(s) and specific items to pack from each field. The harvest plan provides the basis for printing and applying traceability case labels. Since the plan is often adjusted during the day to reflect customer requests or field conditions, RedLine Field provides the flexibility to adjust to these changes on the fly.

Once your harvest team has done the work to print and place the correct label on each case, the process of tracking begins. As pallets are built, the harvest crew associates the case labels to a pallet tag using a mobile device. This process only takes a few seconds to build the electronic record which is the key to traceability. Once the harvest data has been captured, pallets can be tracked to the cooler where the traceability information automates the receiving process, saving time and reducing data entry errors in the receipt process.

RedLine Cooler

Streamlined Inventory Management

RedLine Cooler helps you quickly and accurately track products from the moment they are received at your cooler or processing facility until they are successfully shipped to your customers. RedLine Cooler increases your operation's throughput, reduces shipping errors and improves your traceability compliance.

From the moment you receive the product from the field or your packing line, RedLine Cooler starts the record-keeping for your internal traceability. You can track your products' movement through your facility including pre-cool or treatments, electronically recording a full audit trail of each pallet's activity.

RedLine Cooler's real-time integration with Famous validates product movements, order staging, and shipment activities to avoid potential errors. As orders are processed, you can specify FIFO or other picking rules to ensure that manage your inventory effectively to minimize waste. Real-time connectivity also provides your sales team with a current view of available inventory and allows real-time order updates so you can respond to customers' requests.

RedLine Cooler, combined with reliable mobile and wireless hardware, provides a practical cooler management solution which allows workers to view information and record their actions faster and more accurately than paper-based systems. The full audit history gives you the information you need to comply with traceability requirements.

RedLine Packing

Flexible PTI Compliance in the Packing Shed

RedLine Packing is a complete solution that allows you to track bulk-harvested produce from arrival at your packing shed until it has been packed and is ready for shipment or storage in the cooler.

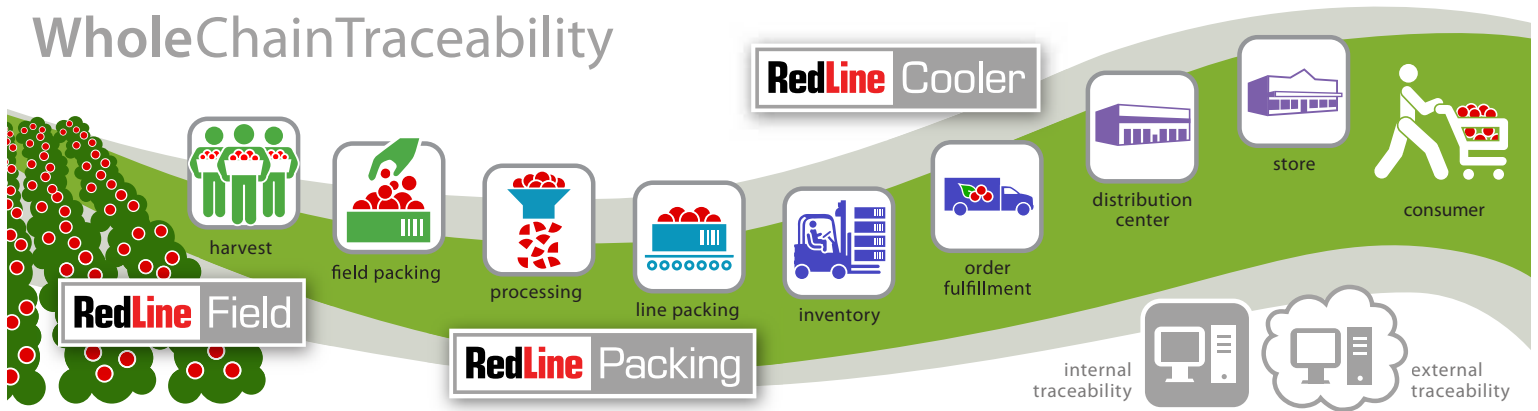
PTI-compliant traceability on a packing line is a significant challenge, particularly in high volume packing operations with multiple lines and multiple products. You must identify the product, pack style, and packing lot of each case of produce in order to get the right label on the box. Combine this with the need to tie the packing lot back to the source lot(s) and you have a real challenge.

Traceability compliance starts by tracking incoming bins of produce, including their source lot, within the packing operation. As the line operator views grower inventory and selects which source lots to pack, the system validates that the bins dumped onto the line are from the selected lot(s) to prevent unwanted co-mingling.

After selecting source lots, the line operator specifies the pack styles being packed at each drop on the line. When multiple items are packed at a specific station, each case's pack style is identified by the packer. As completed cases move down the line towards the palletizing operation, RedLine Packing automatically generates the correct PTI label based on the scanned information. The labels are then placed on each case using an in-line print-and-apply process.

As pallets are built, case information is associated to a pallet tag. This process builds the electronic record which is the key to traceability compliance. Completed pallets are tracked to the cooler where the traceability information automates the receiving process, saving time and reducing data entry errors in the receipt process.

WholeChainTraceability



Reliable Mobility Products

We put “solutions” in our name, because that’s what we provide. Our whole chain traceability products work in the field, the cooler, and the packing line. They address the unique traceability and efficiency challenges of each process. In addition to our software developed specifically for fresh produce, we have years of experience in mobility hardware, wireless networks and printing. Our software and professional services, combined with world-class hardware, allow us to provide total solutions optimized for your needs.

Comprehensive Solutions

At RedLine Solutions, we don’t just offer the latest technology, we offer the right technology. We partner with the top brands in wireless networks, mobile computers and printing hardware to deliver best of class solutions. We field-test our products thoroughly to ensure they stand up to the harsh conditions where they will be used from the heat of the field to the cold of the cooler.

Expert Services

The software products and best-in-class hardware we provide are the building blocks for your success. Moving those blocks into place is the role of our Professional Services Team. They have extensive experience designing, installing, configuring and supporting systems for produce operations of all sizes, and can train your staff to work more efficiently.

Supplies and Consumables

Traceability requires labels for cases and pallets. RedLine Solutions offers labels for virtually any need as well as printer supplies including barcode ribbons, cleaning kits, and repair parts to keep your printers running with optimal performance.

Hardware Warranty and Repair

A single call to RedLine Solutions covers all your hardware warranty and repair needs, even if your solution includes hardware components from multiple manufacturers purchased at different times. Our Customer Service Team is ready to quickly resolve any hardware-related issues. Whether the product is covered under the original warranty, or an extended warranty, has an advance replacement service, or even has no coverage at all; we can facilitate the return and repair process so your equipment is back in operation with minimum down time.

RedLine Solutions also offers a variety of printer service options: depot, on-site, and in some cases advance unit replacement keep your system up and running smoothly.



RedLine Solutions, Inc.
2000 Wyatt Drive, Suite 11
Santa Clara, CA, 95054

408.562.1700
info@redlineforproduce.com
www.redlineforproduce.com