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## **FOR IMMEDIATE RELEASE:**

### **RedLine Solutions Announces General Availability of RedLine Packing**

Santa Clara, CA November 14, 2011 – RedLine Solutions announced today the general availability of the third module in their Whole Chain Traceability Suite-RedLine Packing. RedLine Packing™ provides full traceability and physical inventory management from the time bulk product is received, through internal packing processes, to the point when pallets of packed product are delivered to the cooler.

Todd Baggett, CEO of Redline Solutions said, “With the release of RedLine Packing, we can now provide our customers with a complete integrated traceability solution that operates in the field, the packing shed, and the cooler. All of their traceability information from harvest to shipment can now be stored and managed within our system.”

RedLine Packing was developed in collaboration with leading packer shippers representing a wide range of commodities including citrus, stone fruit, tomatoes, avocados, and sweet potatoes. The system has been tested and improved based on the results of pilot projects. Multiple customers are using RedLine Packing in production environments today.

#### **Full PTI Compliance for the Packing Shed**

PTI Compliance in the packing shed drives traceability requirements in three areas: receiving and managing bulk product, packing product into cases, and assembling cases into pallets.

RedLine Packing allows a packer to receive bulk product and print barcode labels for each bin or tote, capturing the source lot information: ranch, block/field, and date. This allows the packer to track movement, treatments, and storage locations of bulk product.

As the packing manager sets up a pack run in RedLine Packing, they enter information including source lot and the products/sizes they will be packing. The system allows for very fast pack run setup using templates or a “copy pack run” feature. Depending on the line used in the pack run, the user can either print out batches of PTI labels to be manually applied or automatically identify and label each carton or RPC as it moves down the packing line.

As packed cases are assembled into pallets, the system captures the traceability information for all cases; connects this information with the pallet tag number; and, if desired, prints a hybrid pallet tag.

At this point, the packer has electronic record of the complete traceability information from receipt of bulk product through packing to pallets. The system will also allow them to do an “auto-receipt” into the cooler. If our client is using RedLine Cooler™, traceability information is extended to include which pallets were shipped to each specific customer location. On demand, the company can run reports showing the exact source for any case of product as well as trace forward all other cases of product from the same source.

“Every packing operation has unique line configurations, and therefore different traceability requirements. Even within a packing shed, each line may have different requirements,” said Chris Davis, COO of RedLine Solutions. “We designed RedLine Packing to provide both complete flexibility and full traceability for our customers. They can deploy the system in whatever configuration is necessary to enable traceability for their specific operation.”

### **About RedLine Solutions**

RedLine Solutions provides practical inventory and whole chain traceability systems for growers, packers and shippers. The company has over a decade of experience integrating barcode and wireless technologies to increase productivity in the field and cooler.

**For more information, please visit <http://www.redlineforproduce.com> or call 888.801.2039**

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