



News Release

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FOR IMMEDIATE RELEASE:

RedLine Solutions and ID Technology Announce Partnership for PTI Compliance

Santa Clara, CA January 23, 2012– RedLine Solutions, the industry leader in providing whole chain traceability solutions for growers, packers, and shippers has partnered with ID Technology to deliver PTI compliant print-and-apply solutions for the packing shed.

ID Technologies is the largest world-wide manufacturer of printer applicators. The addition of ID Technology printers, especially their print-and-apply hardware, expands the capabilities of RedLine Packing™, the leading PTI compliant solution for shed-packed product. With this partnership, RedLine now offers their customers more flexibility and choices for their labeling needs.

“As the leading manufacturer of print-and-apply solutions, it is important to us to partner with the leading solution providers. We are excited to have formed this partnership with RedLine and are impressed with how quickly the combined solution is being adopted,” said Alan Shipman, V.P. of Sales for ID Technology.

“Working together we have automated over 25 packing lines over the past few months with more companies contacting us every week,” said RedLine Solutions’ COO, Chris Davis. “The packers who have deployed our systems are now positioned to meet their customer’s PTI labeling requirements in 2012.”

About ID Technology

ID Technology designs, manufactures and integrates custom identification systems and is recognized as a leading single-source provider for labeling, coding and marking equipment, expertise, service and supplies. ID Technology is based in Fort Worth, Texas and operates 16 regional offices across the United States.

About RedLine Solutions

RedLine Solutions has provided inventory and whole chain traceability systems for growers, packers, and shippers for fifteen years. With more than 100 fresh produce installations across dozens of different commodities, we have deep experience delivering practical solutions that work the way you do. We work closely with your cooler operations team to identify, configure, and install the most appropriate solution for your business. RedLine provides all the hardware, software, services, and supplies needed for a complete solution. For more information call 888.801.2030 or visit our website at www.redlineforproduce.com.

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