

Weber Solutions Make Traceability Easy



How Weber labels with HarvestMark® Codes can help you protect and increase the value of fresh food and your brand.

HarvestMark® Codes are the industry's fastest growing traceability solutions.

Leading growers, packers and shippers of fresh produce in the U.S. and Mexico use the solution for both item- and case-level traceability for a variety of commodities shipped to both retail and foodservice outlets. The solution can be used for meat and poultry, as well.

And that's where Weber can help. As an authorized HarvestMark Certified Partner, we make it easy to acquire labels that will include your exclusive HarvestMark Code.



<http://www.harvestmark.com>

Your customers can instantly receive the traceability information on that product to confirm its level of freshness and any possible recent food safety recalls.

Your customers also can find out more, like view pictures of your farm or facility, learn the story behind your business, provide feedback about the product they purchased, and discover nutritional information and even recipes.

In short, your HarvestMark Code imprinted on a Weber label creates a unique, interactive connection between you and your customers.

What is PTI?

The **Produce Traceability Initiative (PTI)** is an industry-led effort to enhance traceability throughout the entire produce supply chain by 2012. Both internal and external traceability programs are needed in order to effectively track and trace products up and down the supply chain, achieving whole-chain traceability. At present, most companies have internal traceability programs, but not external ones. For more information about the PTI:

www.produce-traceability.org

www.unitedfresh.org

Turn the page to learn how Weber can help make traceability easy...

How Weber Can Help

Weber can make compliance to the latest Produce Traceability Initiatives very easy at both the case and item levels.

As one of the leading manufacturers of labels in the world, we can provide labels preprinted with all of the information required for PTI compliance. We use the latest flexographic, digital and on-press inkjet technologies to print labels, including the numeric and bar code data unique to your company.



HarvestMark UPC Labels



HarvestMark PLU "Price Look-Up" Labels



HarvestMark Master Case Labels



HarvestMark Produce Case Labels



Label Printer-Applicators

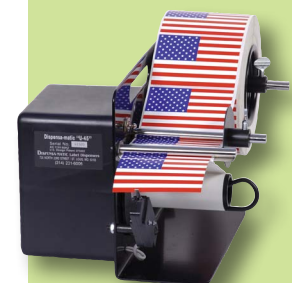
Weber also manufactures a range of label printer-applicators, systems that combine the printing and applying of labels to cases and packages of produce on the production line. Coupled with our exclusive labeling software, labels can include all the data required to meet the latest initiatives.

In addition, Weber offers a broad line of stand-alone printers to produce labels, plus a selection of electrical label dispensers to ease manual application.

For more information about the PTI, HarvestMark Codes and how Weber can help you meet your industry's most pressing traceability initiatives, contact Weber at **1.800.843.4242** or email info@weberpackaging.com. We will have a Weber labeling expert in your area contact you right away.



Label Printers



Label Dispensers



<http://www.harvestmark.com>

Weber
Labels & Labeling Systems

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