



# The DATA CAPTURE Report

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## Special SCAN: The DATA CAPTURE Report Reprint

### Intellex Partners With Jamison On Food Tracking Solution

***Tracking perishable foods is an emerging market with tremendous potential for AIDC vendors.***

In mid-April, **Intellex**, a leader in BAP (battery assisted passive) RFID, announced it is partnering with **Jamison RFID**, a division of **Jamison Door Company**, to introduce state-of-the-art RFID temperature-monitoring capabilities for perishable foods. Jamison will incorporate Intellex XC3 Technology™ RFID readers and tags as part of its warehouse and portal systems to provide for the management of cold storage. The new solutions will enable users to deploy RFID for on-demand temperature monitoring and drive informed decisions on product shipment, and inventory management, and rotation to reduce shrink by 50% while improving overall operations.

Kevin Payne, Intellex senior director of marketing, told SCAN/DCR, "We have been in discussions with Jamison for a while now. Jamison is

the clear leader in this area, and the parent company has been in business 100 years. It's our ability to monitor temperatures that really appealed to the Jamison staff.

"They are using our BAP tag with an attached sensor onboard," Payne continued. "It can store large amounts of data, as well as the temperatures at various points in the supply chain, from the point of picking to in-store use. The tags also enable prioritizing what goes in what container and on what pallet. Instead of FIFO (first in first out), grocers can use FEFO (first expire first out). The tags have a two-year life cycle. They are reusable and carry 60 kilobits of memory on each tag. All this increases the accuracy of tracking and speeds up recalls. Users can tell where all spoiled products went."



**Kevin Payne, senior director of marketing, Intellex.**

#### **Features**

Jamison selected Intellex XC3 Technology for features and functionality not available in C1G2

passive or C1G2 BAP RFID. XC3 Technology is based on the **ISO/IEC 18000-6:2010** standard and delivers the performance of active RFID at a fraction of the price. Intellex uniquely provides Jamison's customers with specific capabilities not available in other passive RFID offerings:

- **Range:** Read and write ranges of 300 feet or more—four times that of C1G2 BAP.
- **Reliability:** Accurate read and write operation in RF-unfriendly environments including metals, liquids, or items in-motion.
- **Performance:** Up to 10 times download speeds of C1G2 BAP for quick access of sensor data.
- **Control:** Precise, pallet-level temperature monitoring throughout the cold storage area and in-transit that optimizes the rotation of perishables and enables FEFO inventory management. Support for multiple alarm states to quickly and easily locate at-risk perishables with real-time notification.
- **Battery life:** Re-usable tags with up to four times the battery life over standard C1G2 BAP for easier and more cost-effective deployments.

"Produce has a high water content," said Payne. "Traditional passive RFID doesn't do as well as BAP passive. In addition, moving pallets is easier with BAP. Working with Jamison, we can take our RFID technology to its over 1,000 customers using Jamison doors and portals. Their RFID division staff has been very friendly and easy to work with."

### **Who bears the cost?**

It's easy to get everyone to agree that RFID can streamline and improve the cold storage supply chain. What isn't so easy is to get the various partners to agree on who foots the bill.

When asked about this recurring problem, Payne explained, "Ultimately, it's the consumers who will end up paying for it. The cost is built into the chain. But, the key is to educate everyone on the many benefits RFID provides. Let them know how it relates to their safety. No one wants to eat spoiled or contaminated food. If for some reason, there is a problem, RFID can streamline recalls to get the products out of the market and keep people from using them.

"RFID also enables supply chain partners to indentify problem areas in the chain—where a shipment has set too long or where there was a temperature change that could cause spoilage. About 1/3 of all produce is wasted. RFID can attribute who is responsible. In addition, produce can be rerouted to someone who will use the item right away—a restaurant rather than a grocer. And the ability to shorten recall times is critical to maintaining brands. Recalls can be very damaging to brands if not handled swiftly and accurately."

Even insurance companies benefit from RFID, according to Payne. Many times, produce manufacturers insure their

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**Editor:** Rick Morgan  
PH (814) 866-1146  
rickm@scandcr.com

**Founding Editor:**  
George Goldberg

**Publisher:**  
RMG Enterprises, Inc.  
4003 Wood St.  
Erie, PA 16509  
PH (814) 866-1146  
rickm@scandcr.com

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shipments. Without RFID, it is difficult to determine blame when a problem occurs and a claim is filed. With RFID, there is less money going out in claims, because problem areas can be identified and rectified.

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**Kevin Payne, Intellex.**

“Reliability, control, and monitoring are the key components for managing perishables throughout the cold supply chain,” added Tim Buckley, division director of Jamison RFID. “Our partnership with Intellex gives us a competitive advantage by introducing solutions that reflect the realities of cold storage today—a growing need for greater read and write ranges, selectivity to track specific perishable items, and pallet-level monitoring, along with access to rich data that gives customers ultimate control over perishables.”

### ***The tide is turning***

People have been talking about food tracking and cold storage for a long time. But now, there seems to be some real movement. The Food Safety Modernization Act will be going into affect over the next few years. There will be big changes going on with sweeping implications.

In light of these coming changes, Intellex introduced its temperature tag in November last year. “We did a trial in Canada last year in a ‘hot house,’” said Payne. “It worked very well and reduced equipment costs because only one reader was necessary. They saved almost five man-hours per day. We are also doing a project in Hawaii. We are tracking intra-island shipping in temperatures that average 85-95 degrees. When pavements reach 120 degrees, it can cause real problems for items on pallets.

“It’s not just spoilage that is a problem,” Payne continued. “98.5 degrees is the perfect growing temperature for salmonella and e-coli. What was a non-issue can grow into a real problem. There’re literally not enough people to check all this. Sensors can detect these issues and sound alarms.”

There are even “green” issues with RFID tracking. The less spoilage there is, the less produce that needs to be thrown out. If we make better use of the goods we have, we won’t have to tear down forests to make room for more planting to meet the growing needs of the global market.

### ***Closing***

Before we closed, Payne told SCAN/DCR, “Where there is value and clear ROI, RFID will succeed. Jamison is a key player in the cold chain, and thus, adds tremendous value to our partnership. I think the key to moving forward will be to get the general public behind the traceability program. RFID tracking will help ensure their food is fresh and safe. Some stores are providing kiosks where customers can scan information from tags and bar codes. For these early adopters, RFID provides great promotional value.”

For more information: **Intellex**, Santa Clara, CA, PH (408) 200-6567, Email: [kpayne@intelleflex.com](mailto:kpayne@intelleflex.com). **SCAN**