



MEDIA ADVISORY

Intelleflex CEO to Share Insight on Reducing Loss in the Produce Cold Chain at CSCMP Annual Global Conference

Peter Mehring, Innovator in RFID Temperature Monitoring, Joins Distinguished Food Industry Panel Addressing Challenges in Cold Chain Networks

Santa Clara, CA — September 27, 2011 — [Intelleflex](#), a leading provider of on-demand data visibility solutions, today announced that CEO Peter Mehring will join executives from FoodLink, GS1 US, Syspro, and ImpactFactor on a panel discussing the produce cold chain at the [CSCMP Annual Global Conference](#). Mehring and his colleagues will address challenges and risks in the cold chain and will offer insights into finding practical solutions, including in-transit temperature monitoring at the pallet level to optimize shipments based on actual remaining shelf life to reduce waste. The panel, to be moderated by Ann Grackin, CEO of ChainLink Research, will also address how the effectiveness of cold chains can be improved by a segmented, end-to-end approach to cold chain management.

According to conference officials, “2011 has been a record year for cold chain challenges. Tainted products, recalls, and illicit activities have actually increased. This year also marks a turning point in global regulations, standards, and technology innovation to address these challenges. There is a road forward, yet many companies are reluctant to begin the journey. This session will offer fresh insights and pragmatic approaches to cold chain risks.”

Intelleflex, a leader in cold chain temperature-monitoring solutions, offers RFID readers and tags that deliver actionable data at the pallet level, providing freshness and traceability solutions for cold-chain providers while actively reducing produce shrink and improving delivered freshness.

Who: [Peter Mehring](#), CEO and President, Intelleflex

Other Panel Members: Sue Hutchinson, Senior Director, Portfolio Strategy, GS1 US; Bill McBeath, Chief Research Officer, ImpactFactor; Eric Peters, CEO, Foodlink; and Brian Stein, CEO, Syspro USA. Panel moderator: Ann Grackin, CEO, ChainLink Research

Track: Cold Chain Networks – The Gaps and Challenges for Food

Session: Challenges and Risk in the Cold Chain: Finding Causes, Finding Solutions

When: Tuesday, October 4, 1:00-2:30 PM ET

Where: [CSCMP Annual Global Conference](#)

Media are invited to attend the CSCMP Annual Global Conference, taking place at the Pennsylvania Convention Center in Philadelphia, Pennsylvania, October 2-5.

About Peter Mehring

Mehring has extensive experience in engineering, operations and general management at emerging companies and large enterprises. He was formerly Vice President of the Macintosh hardware group at Apple Computer, Senior Vice President of Engineering at Echelon, and founder, General Manager and Vice President of R&D at UMAX.

About Intellex

Intellex® provides on-demand, data visibility solutions for cold chain and asset management. Its industry-leading XC3 Technology™ RFID products enable a range of solutions for fresh produce, perishable food, and pharmaceutical temperature monitoring, asset tracking, personnel monitoring, retail, healthcare and other applications. These real-time monitoring solutions can help organizations reduce shrink or loss, more closely track and manage assets, reduce cost of operations, and increase profitability. For more information, visit www.intellex.com.

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