



MEDIA ADVISORY

Intelleflex CEO to Discuss Case Study on the Benefits of Pallet-level Temperature Monitoring of Fresh Produce for Improving Delivered Freshness

Peter Mehring, Innovator in RFID Temperature Monitoring, Joins Industry Thought Leaders in Food Logistics Webinar on December 15

Santa Clara, CA — November 21, 2011 — [Intelleflex](#), a leading provider of on-demand data visibility solutions, today announced that CEO Peter Mehring will join Dr. Jean-Pierre Emond of the [University of South Florida](#), Elizabeth Bronger-Jones of [The Hartford Financial Group](#), and Steve Dean, General Manager of [ProWare Services](#) in a [Food Logistics](#) webinar that will explore the impact of temperature on the shelf-life and quality of produce. The panelists bring a combined 40+ years of cold chain experience in the fresh produce industry. The webinar will be hosted by Food Logistics editor Lara Sowinski.

The webinar, titled [Stop Guessing: A Case Study on Improving Delivered Freshness](#), will address the impact of temperature on fresh produce from the field to the distribution center, and how pallet-level temperature monitoring provides actionable data for improving delivered freshness and reducing shrink in the cold chain. The webinar will feature a detailed case study of a major North American berry producer and the benefits they received by implementing temperature monitoring at the pallet level from harvest to the packing house, and then to distribution centers throughout the United States.

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 that help reduce shrink and improve delivered freshness.

What: Webinar on Improving Delivered Freshness of Produce

When: Thursday, December 15, 2011, 2:00-3:00PM EST

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

Other Presenters: Dr. Jean-Pierre Emond, University of South Florida; Elizabeth Bronger-Jones, The Hartford Financial Group; Steve Dean, ProWare Services.

Media are invited to join the Food Logistics webinar, taking place online on Thursday, December 15th, 2 PM EST. To register, please visit:

<https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=375252&sessionid=1&key=812A48183A172B7AAFE45FB1A7374A7B&sourcepage=register>

About Dr. Jean-Pierre Emond

Dr. JP Emond is the Dean of the College of Technology and Innovation as well as a professor of agricultural and biological engineering at the University of South Florida. Dr. Emond brings 17 years of research in the development of packaging for temperature-sensitive products and optimization of the cold chain storage, handling and transportation.

About Elizabeth Bronger-Jones

Elizabeth Bronger-Jones is the Director of Marine Underwriting at The Hartford's home office team of marine experts, bringing over 30 years of experience in the marine insurance industry. The Hartford has been a marine insurance leader for ocean and inland marine and property for over 200 years.

About Steve Dean

Steve Dean is General Manager of ProWare Services and is responsible for the long-term direction and daily operations of the company. Before joining ProWare he was Director of Business Development at Franwell, Inc., General Manager for a Central Florida strawberry and vegetable grower/shipper, and a USDA Fruit and Vegetable Inspector.

About Peter Mehring

Peter Mehring is CEO of Intellex. 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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