

## Intellex CEO to discuss cold chain practices and solutions at Europe's leading Cold Chain Distribution conference

### MEDIA ALERT

London at the Marriott Hotel, Regents Park on the 5<sup>TH</sup> and 6<sup>th</sup> December

- SMi proudly presents its 6th annual **Cold Chain Distribution** conference <http://www.smi-online.co.uk/events/overview.asp?is=4&ref=3735>)
- The conference will feature Peter Mehring, CEO of Intellex, who will be sharing his extensive experience with pharmaceutical condition monitoring products and pioneering on-demand in-transit data visibility solutions for the cold chain. Peter will be joined by Gerrit-Jan Steenbergen, Vice President, 3i Innovation & Competence Centre, Zetes Group.

The presentation by Intellex CEO Peter Mehring and Zetes Gerrit-Jan Steenbergen will discuss the following challenges with practical examples and case studies from across Europe:

- How both the decreasing trend of revenue streams and the growth of biopharmaceuticals are driving the need to optimize supply chains.
- How changes in healthcare delivery will affect the cold chain: chain-of-custody, the last mile and ensuring 100% efficacy.
- Temperature and condition monitoring options for the cold chain: advantages and disadvantages.
- Improving the cold chain: benefits for manufacturers, distributors, providers and the patients/customer.

The conference will aim to educate:

- Global Category Managers
- Logistics Managers of CEE & Asia
- GDP Inspectors
- Operations Directors
- Business Development Managers
- Sr. Pharmaceutical Scientists
- Logistics Managers
- QA Managers
- Head of Services
- MDs
- Product Specialists
- Pharmaceutical Warehouse Supervisors
- Senior Transportation Managers
- Regulatory Affairs Managers
- Supply Chain Supervisors
- Cold Chain Specialists
- Shipping Specialists
- Cold Chain & Shipping Validation Specialists
- Principle Supply Chain Analysts
- Clinical Supply Technicians
- Senior Directors
- Logistics managers
- Consultants - Supply Chain
- International Logistics Managers

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**NOTES TO EDITOR:**

**About Peter Mehring:** Peter Mehring brings extensive experience in engineering, operations and general management at emerging companies and large enterprises. As CEO of Intellex, he has led the company's efforts in pioneering on-demand data visibility and condition monitoring solutions for the fresh produce and pharmaceutical markets. 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 Gerrit-Jan Steenbergen:** Gerrit-Jan Steenbergen joined Zetes in 2010 and is responsible for leading the 3i Innovation Centre. Created around the 3 principles of 'Innovate, Integrate and Improve', the aim of the Innovation Centre is to provide cross border technology and systems integration expertise, which enables customers achieve greater supply chain traceability, real time data visibility and improved operational performance. The technology centres of excellence within the Innovation Centre include Voice Recognition, Image ID and RFID. He was previously Global Head of Store Systems at AS Watson where he led the development of strategic IT store solutions for the group and has over 15 years of business and ICT experience managing complex system developments and global, multi-cultural projects.

**About Intellex:** Intellex® provides on-demand, data visibility solutions for cold chain and asset management. It's 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.intelleflex.com](http://www.intelleflex.com).

**About Zetes:** Zetes (Euronext Brussels: ZTS) is a leading provider of supply chain, identification and mobility solutions. By utilising automatic identification technologies in an intelligent way, we link goods and people to new and existing IT systems. The result for our customers is seamless information exchange, with data captured at every stage of the process and made available in real time. Zetes' solutions thus provide companies, public institutions and governments with the desired control over their floor and field operations, which allows them to optimise overall performance, improve their bottomline, and face the most demanding traceability challenges.

The Zetes Group has its headquarters in Belgium and employs more than 1000 people across 15 countries in EMEA. Zetes aspires to achieve sustainable profits and growth; its consolidated revenues for 2010 amounted to €216.7 million. More info: [www.zetes.com](http://www.zetes.com)