

## Intelleflex Wins “Food Logistics Top 100” Award to Cap a Banner Year

*On-Demand Data Visibility Company Recognized as Top Technology and Solution Provider in the Food Industry; Honor Follows Alliance with The Hartford and Other National Headlines in 2011*

**SANTA CLARA, Calif. – Dec. 15, 2011** – [Intelleflex](#), a leading provider of on-demand data visibility solutions, announced today it has won a *Food Logistics Top 100* award from [Food Logistics Magazine](#), the only publication dedicated exclusively to the grocery and food service distribution supply chain. The editors of *Food Logistics* recognize 100 software and technology providers that better enable growers, producers, grocery and food service distributors, and manufacturers to realize their business goals. Judges focused on solution providers that are helping their customers differentiate themselves in the marketplace, while simultaneously facilitating improved safety and traceability throughout the supply chain.

The Food Logistics Top 100 award caps a strong year of accolades and accomplishments for Intelleflex, including:

- Intelleflex formed a [strategic alliance with The Hartford Financial Group](#), an industry leader in loss prevention, insurance and other services, to enable The Hartford’s customers to more effectively monitor perishables and other temperature-sensitive products throughout the supply chain. Together, the two companies are able to help shippers, carriers, warehouse operators, and logistics providers avoid waste, lower claims, and maximize profits in the cold supply chain.
- Intelleflex was named the winner of the prestigious *Best in Show* award at [RFID Journal LIVE!](#)
- The company announced completion of a [major pilot program with a global berry producer](#). The two-month study documented how Intelleflex XC3 Technology™ temperature-monitoring solutions can drive actionable recommendations to improve delivered freshness and significantly reduce shrink across the supply chain – delivering a complete ROI in one growing season.
- The company earned a best-in-class award from [The RFID Network](#).

“With the passage of the FDA’s landmark Food Safety and Modernization Act, the entire food and beverage sector is under increased pressure to improve safety and traceability throughout the supply chain. In addition, the ongoing globalization of food supply chains demands closer collaboration with suppliers and enhanced visibility from farm to fork,” notes Lara L. Sowinski, editor-in-chief at *Food Logistics*. “Technology is a powerful tool that can ensure compliance, mitigate risk, and serve as a market differentiator in today’s highly competitive environment.”

“Intelleflex has risen above competitive offerings with a solution that has been proven to deliver major benefits to all parties across the cold chain, as well as improve food quality and safety for consumers,” said Peter Mehring, president and CEO, Intelleflex. “Partnering with The Hartford and earning industry



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awards provides strong endorsement of the value we provide for our global customers. We look forward to building on the momentum in 2012.”

### **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](http://www.intellex.com).

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