



## MEDIA ADVISORY

### **Intelleflex to Share Insight on Reducing Loss in the Produce Cold Chain; Session Scheduled for the 2012 MODEX Show**

*Peter Mehring, Innovator in RFID Temperature Monitoring, Will Address How a Breakthrough Temperature-Monitoring Project Addresses Traceability and a \$35 Billion Global Food-Loss Problem*

**Santa Clara, Calif. — February 2, 2012 —** [Intelleflex](#), a leading provider of on-demand data visibility solutions, today announced that CEO Peter Mehring will highlight the results of a recent pilot project that collected tens of thousands of data points pinpointing multiple opportunities for improving delivered freshness and quality in the produce cold chain, while generating a rapid return on investment. The session, titled “Farm to Fork: RFID-Enabled Food Supply Chain,” will address how in-transit temperature monitoring can significantly reduce shrink that results in \$35 billion in perishable-food losses globally each year. Mehring will deliver practical recommendations for using temperature monitoring to track, manage and optimize shipments based on actual remaining shelf life, reduce shrink, and maximize the amount of fresh produce available to consumers while addressing food safety regulations.

Intelleflex, a leader in cold chain temperature-monitoring solutions, offers RFID readers and tags that deliver actionable data on perishables and enable cold-chain providers to deploy track-and-trace systems that can monitor individual pallets and packages of perishables to comply with mandates of the Food Safety Modernization Act (FSMA) and to maximize delivered freshness.

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

**Session:** Farm to Fork: RFID-Enabled Food Supply Chain

**When:** Tuesday, February 7, 3:35-4:15 PM ET

**Where:** [2012 MODEX Show](#)

Media are invited to attend the AIM Conference at the 2012 MODEX Show, taking place at the Georgia World Congress Center in Atlanta, Georgia, February 6-9. The AIM Conference will address issues in the supply chain and will take place Tuesday, February 7, 2-5 PM.

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

**Contact:**

Ross Perich  
Trainer Communications  
(925) 271-8203  
Pr-intellex@trainercomm.com