

FEATURED APPLICATION FOOD & BEVERAGE



*It is estimated that about \$17 billion is lost globally as a result of food spoilage during transportation and storage.**

When perishable foods leave your hands for distribution, how can you be sure that unacceptable temperatures won't compromise their quality and safety during transit?

Refrigeration equipment is not always reliable, and temperature can vary throughout a trailer, stack of pallets, or warehouse. Your food products may pass through 17 or more handlers** during the distribution process, possibly enduring delays and substandard intermediate storage. A cold chain breach might go unnoticed at first, but poor temperature control can lead to bacterial growth, fungal decay, and premature spoilage — affecting already low margins. Unknowingly selling inferior foods can have devastating effects.

Temperature deviations can also affect flavor, texture, and appearance — trait variations that may not be visibly evident, especially if the packaging is tinted or opaque. Selling inferior or inconsistent goods may contribute to a decrease in customer satisfaction and loyalty.

When you use ShockWatch Environmental Monitors, you can monitor the temperature of every shipment. You and your customers know whether your consumable products have been exposed to unacceptable temperatures — and whether the duration of exposure was long enough to compromise safety and desired characteristics during shipment or storage. You can also use the devices to monitor incoming shipments of raw materials, so you know whether your ingredients and raw materials are safe to use. These small, single-use devices adhere directly to the product or packaging and provide accurate, irreversible evidence of any temperature deviations.

Every type of perishable food and beverage requires careful handling. Use ShockWatch products to reliably monitor temperature and duration of temperature deviations so you can better determine the safety and quality of your goods as they move through the supply chain.

Minimize the costly waste of your perishable foods and beverages with ShockWatch Environmental Monitors.

Use ShockWatch Products on:

- Refrigerated or frozen meats/seafood
- Milk and other dairy foods
- Fresh/frozen fruits and vegetables
- Eggs
- Chocolate
- Wine
- Grains, doughs, and baked goods
- Fresh herbs
- Liquid food products
- Prepared salads
- Delis and salad bars
- Refrigerated trucks
- Coolers, deli cases, and frozen food lockers
- Gift baskets

*Source: CSIRO, **Source: Cold Chain Centre

SHOCKWATCH®
DAMAGE PREVENTION. WE'RE ON IT.

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Use ShockWatch Environmental Monitors such as ColdMark™, HeatWatch™, and WarmMark™ to monitor the temperature of foods and beverages in transit and storage.

■ With ShockWatch, you can:

- Reduce product damage and loss incurred due to improper handling
- Enable continuous, consistent monitoring wherever foods and beverages travel
- Employ an affordable cold chain management solution for immediate use with existing distribution systems
- Implement a program to help monitor compliance with USDA, FDA, HACCP, WHO, and regulations regarding handling, storage, and transportation
- Enable temperature monitoring of multiple areas throughout a storage unit
- Provide permanent, irreversible evidence of exposure to unacceptable temperature conditions
- Preserve the credibility of the food grower and distributor as responsible providers
- Impact handler behavior
- Allow for inconspicuous placement in coolers
- Increase customer satisfaction and gain a visible marketing edge

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