

New Dissolvable Construction Helps Improve Food Safety



Restaurants, grocery stores, and other food-service providers can benefit from our newest direct thermal label construction

We've recently updated our Food Rotation and Safety portfolio with a new direct thermal paper facestock featuring greater heat resistance. Unlike some other direct thermal papers, the facestock is less likely to blacken when exposed to the heat that's common in restaurant environments. This makes the printing easier to read (and act upon) throughout the service life of the label.

More restaurants and food-service providers are investing in direct thermal printing as a time saver for employees. This helps food workers save time while aligning with safety protocols related to food container labeling. And labeling is a crucial safety process: Properly labeling a container of raw chicken with its use-by date, for instance, can mean the difference between a costly contamination issue and a smooth foodservice operation.

Foodborne illness is top of consumers' minds when it comes to food

According to a 2019 survey published on Statista.com, foodborne illness was the number one food-related concern in the U.S. from 2018 to 2019. Since then, the pandemic has made many consumers even more attuned to their health and safety. So it's not beyond reason that foodborne illness will remain a top concern for 2022 and beyond.

The concern is not unfounded, either. The CDC estimates that one in six Americans gets sick from contaminated food and beverages annually. Leaders in the Restaurant and Food Service industries are certainly aware of the issue. A recent article in QSR, a publication serving the quick-service and fast-casual restaurant segments, noted that contamination issues typically stem from poor food safety culture, lack of education, poor training, operational inconsistency, and margin pressure. However, innovative new tools are available to help foodservice providers prevent contamination to keep their businesses, foods, and guests safer.

A portfolio designed to help restaurants and food-service providers operate safely

The Avery Dennison Food Rotation and Safety portfolio is designed to do just that — help the Restaurant and Food Service industries operate safely and protect their customers.

The portfolio's foundation is a dissolvable label construction technology designed for use with stainless steel and HDPE food storage containers common across these industries. These labels, which are available for either thermal or hand printing, can

be adhered to a container. After use, they completely dissolve in seconds when immersed in water (during either machine or hand washing). Label residue, which can be a trap for bacteria and other contaminants, becomes a non-issue.

In a time when the food-service business model is evolving, easy-to-use tools that enhance safety is paramount. Grocery stores are upping their food-service game. Alternative restaurant models, including pop-ups and food trucks, are growing in popularity. The ghost kitchen concept, which helped some restaurants survive lockdowns, seems likely to sustain post-pandemic.

Look to Avery Dennison for food safety label solutions

Safety and contamination prevention will continue to be a pressing concern for the Restaurant and Food Service industries. When your customers in these industries come to you for labeling solutions, respond with the Avery Dennison Food Rotation and Safety portfolio.

With the addition of this new thermal paper construction — spec number B5413 — the portfolio now includes four label products. All feature the S2600 pressure-sensitive dissolvable adhesive, and all are certified for indirect food contact by the FDA and ISEGA as long as there is a functional barrier between the label and food product.

To learn more about the Food Rotation and Safety portfolio, receive sample materials, or discuss how we can partner with your business to grow in the Restaurant and Food Service industries, contact your Avery Dennison representative.

label.averydennison.com

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