



## **PRESS RELEASE**

### **From WRITING to PRINTING**

Save time and money with the innovative HACCP online coding system of InfoFoodStickers

Delft, 7 may 2014:

InfoFoodStickers is the first to introduce a new and revolutionary HACCP coding system for automated printing of buffet & banqueting and production labels: a lot easier and more efficient than any existing coding system. The system can lead to significant savings in the kitchen but also increases product safety. The system is very flexible and can be tuned to the chef's requirements. The unique feature of the solution is that the labels are printed on A4 sheets that are suitable for most office printers so there is no need for expensive special printers. Next to this, the software environment is web-based solution so the application can run on virtually any computer with an internet connection.

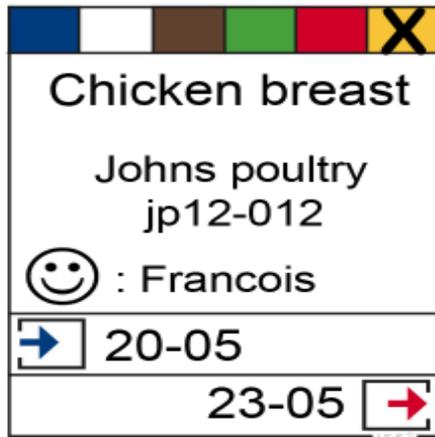
The ever-increasing European and national HACCP legislation results in expanding and more far-reaching coding requirements. An example is labelling fresh products - the product name and/or expiry date. In Belgium, it is also required (as of January the 1<sup>st</sup> 2015) to include the supplier name and a lot-number on products. Manual addition of this information - common practice for the last decades, has always been a time-consuming task but with the increasing requirements such as readability and ever more information, it is becoming practically impossible.



We developed a simple but highly efficient application that allows easy and quick printing of various HACCP related product data on A4 label sheets.

The system can import data from your legacy order and administration systems and can automatically create and print your labels. The software license comes free with our A4 papers but the software is also available in a separate license. In one sentence: No investment, regular printers, a regular computer and all the flexibility you need.

After 18 years there a new encoding era dawns: "No more writing, But printing".



For more information, please contact:

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## Press information

InfoFoodStickers is the supplier of the Pictogram label 4All package for several leading hotels and restaurants in Europe with HACCP labelling solutions. The labels are printed on paper designed for freezer and refrigerator – without leaving any label or glue residues – and are easy to remove.

If you are interested in conducting an interview with someone from our organization, high resolution images, or more information about the Online-Labelling concept, please contact: Paul Duijnstee at [prd@InfoFoodStickers.com](mailto:prd@InfoFoodStickers.com), Peter Huisman at [info@Online-Labelling.com](mailto:info@Online-Labelling.com) Or call 015 – 2614217. You can also look at our website: [www.Online-Labelling.com](http://www.Online-Labelling.com). Outside office hours please call +31 (0) 6 54292248.