



---

## PTI – Produce Traceability Initiative

---

The PTI - Produce Traceability Initiative, sponsored by Canadian Produce Marketing Association, Produce Marketing Association and United Fresh Produce Association – in cooperation with GS1 US - recommends a standardized industry approach to supply chain-wide adoption of electronic traceability for every case of produce in 2012.

### We help Turn PTI into ROI

**As consultants to the produce trade, we help growers/producers keep the cost of PTI down and show them to how to get ROI out of the process changes necessary to implement it.**

### Our PTI Consulting Services

- Advise in use of existing ERP / Traceability system to maximize cost savings
- Assist in developing coding (GTIN 12,13 or 14) data for all package configurations
- Develop batch/lot data to fit into the smallest (least expensive) label possible
- Advise in purchase of printers or scanner/imagers. (May include programming and training)
- Develop label design specifications for the PLU, item, and carton or pallet label data
- Develop barcode inspection specifications consistent with GS1
- Assist in determining best imaging technology
  - Direct print on corrugated
  - Pre printed labels
  - Print and apply labels
- Access to proprietary PTI related products developed by Symbology, Inc.
  - Label duplicator for use when a pallet is reconfigured. (a new SSCC-18 is required)
  - Wireless scanner for use with label duplicator in large repacking / distribution environments
  - Customized label applicator for use with short, wide labels
- Determine best label application method for grower's use
- Reduce liabilities associated with poor implementation
- Recommend changes that will speed internal processes and lower costs
- Customized services as requested

### More Reasons to Choose Symbology

- 38 years experience assisting our clients with implementation of GS1 standards
- Expertise on current GS1 General Specification and other related GS1 and ISO standards.
- Straight talk on your behalf - no conflict of interest
- Help cutting through the information clutter to what you need to know
- Connections to the right service providers
- Your voice to the PTI Technical Working Committee
- Meat, poultry and produce all use the GS1 standards for product, batch, lot, and shipping barcodes

