

FOR IMMEDIATE RELEASE

“Accu-Label, leading PLU labelling company, is unsuccessfully imitated and never duplicated”



Lakeshore, Ontario, Canada – Accu-Label Inc.

Detroit, Michigan, USA – Accu-Label International, Inc.

From inception and for over 18 years, Accu-Label has led the industry in developing innovative fruit labelling solutions with a focus on environmental sustainability, food safety, and optimal performance. Accu-Label’s proprietary label comes complete with a paper face stock, recyclable PET liner, FDA compliant adhesive and water-based inks. The internationally patented system uses Hewlett Packard (HP) Inkjet technology on its highly reliable ORB-it® G-2 labelling system that delivers the highest application rates including wet and fuzzy fruits. Building the world’s best labelling system has not come without challenges, namely, competitors working to replicate Accu-Label’s successful strides in sustainability.

“We’ve been making environmentally conscious decisions since we started Ag-Tronic Control Systems over 29 years ago, long before the term ‘sustainability’ became the buzzword in the media.” says Joe Sleiman, President and Founder of Accu-Label and Ag-Tronic Control Systems. “Innovation is a key driver of our success in sustainability. By embracing sustainability as a core business value, we work to meet the needs of today without compromising the ability of future generations to meet their needs.” says Sleiman. All paper used in their labels is sourced from suppliers with sustainably managed forests that meet credible forest certification standards. “We see competitors trying to replicate our products, but we wish they would replicate our business practices of carefully vetting materials while being conscientious of where fruit labels can eventually end up (i.e. landfills and waterways) and developing robust recycling programs to minimize environmental impacts.”

With exclusive real-time Print & Apply™ technology, Accu-Label can dynamically print and apply labels at over 20 labels per second (over 166% faster than any of its competitors) to achieve item-level traceability. Not only does this technology help reduce inventory requirements but it also enables trace code to be printed directly on the label. This code can include detailed information pertaining to lot code and grower code. The ORB-it® G-2 labelling system is designed to be plug-and-play and has a reputation for being the most reliable system in the global marketplace since 2002. The reliability focused system is designed to maximize throughput and efficiency. Accu-Label offers a comprehensive warranty program with regular upgrades included in the cost of the system. With upgrades in hardware and software, Accu-Label’s business philosophy is to continually under promise and over deliver on all its products and solutions.

Accu-Label chose to develop the world’s best paper PLU label as a safer alternative to plastic labels. “Our decision to use Paper instead of Plastic materials was based on the fact we didn’t want our children to

accidentally eat a plastic fruit label.” Accu-Label acknowledges its responsibility to the industry in developing and promoting alternatives to plastic fruit labels as regulators, retailers, and consumers become increasingly concerned about the implications of plastic pollution on the environment. “We are constantly exploring the use of new materials and there is a ton of hype around PLA, a commonly used bioplastic. The paper face stock is a key point of distinction from competitors as looming bans on single-use plastics threatens the viability of plastic PLU labels in the foreseeable future.” says Sleiman.

Accu-Label is concerned with some competitors that have been making “certified compostable” fruit label claims. Current certifications relate to “industrially compostable” materials that must be processed at industrial composting sites, under very specific conditions. The infrastructure is not in place to support industrial composting of fruit labels and promoting a “compostable fruit label” is misinforming the public to think they can put these compostable labels into their home compost which is not the case at all. “We see a “home compostable” fruit label as the ultimate solution and we are working to develop this product that will benefit the environment and consumers at large. “says Sleiman. Accu-Label continues to develop and supply the most Eco-Friendly PLU label and work towards creating sustainability.

In 2018, Accu-Label teamed up with Orora Group expanding its global distributor network, bringing the Accu-Label fruit labelling system to markets worldwide and making waves in both the labelling and packaging industry. Accu-Label will be exhibiting at the Produce Marketing Association PMA Fresh Summit in Anaheim California at booth #4017. Visit them to learn more about the best PLU Labelling system that you can integrate into your sustainability initiatives.

Accu-Label Inc.

Accu-Label is recognized as the industry leader in fruit labelling technology, providing the most reliable, cost effective & eco-friendly fruit labelling solutions since 2001. Our internationally patented *ORB-it*® high-speed labelling systems have proven to outperform all other fruit labelling systems by: providing the highest label application rate on wet and fuzzy produce; producing the least amount of damage or bruising to soft produce; and, being the most reliable equipment with user serviceable plug-and-play design. Our labels are constructed from high-quality bio-degradable PAPER on a recyclable PET liner. The *ORB-it*® G-2 Print & Apply labelling system has proven to be the most successful on-demand label printing solution since 2008, and the patented Waste Liner Rewind design has reduced operator maintenance by 90%. Along with Ag-Tronic Control Systems Inc., we provide total packaging & automation solutions for customers across Canada, The United States and Mexico.