

# Unlocking Potential for Greater Productivity & Accuracy

Bruce Stubbs, Director of Industry Marketing for Distribution Center Operations, Intermec



Facing rising operational costs and growing awareness of consumer food safety, growers and companies are under increased pressure to improve efficiency and increase customer satisfaction and safety. To meet these needs while containing costs, food traceability solutions are particularly imperative for achieving rapid responses to potential product recalls. Also, the passage of the Food Safety Modernization Act in January 2011 has mandated growers and food retailers to implement track and trace solutions for traceability.

Rugged mobile technology provider Intermec understands the demands created by increasing food safety legislation and industry regulations as well as the focus on consumer safety. The need for cost-effective solutions drives growers and supermarket retailers to consider rugged mobile solutions for traceability in their networks from field to fork.

[\[Continue Reading...\]](#) [1]

**Source URL (retrieved on 01/31/2015 - 8:26am):**

## Unlocking Potential for Greater Productivity & Accuracy

Published on Chem.Info (<http://www.chem.info>)

---

[http://www.chem.info/articles/2013/04/unlocking-potential-greater-productivity-accuracy?qt-most\\_popular=1&qt-recent\\_content=0](http://www.chem.info/articles/2013/04/unlocking-potential-greater-productivity-accuracy?qt-most_popular=1&qt-recent_content=0)

### Links:

[1] <http://www.mbtmag.com/articles/2013/04/unlocking-potential-greater-productivity-and-accuracy>