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practices



Leveraging Digital Technology for Quality & Freshness

According to TheRoundUp.Org, 84% of consumers are alienated by poor environmental practices. Brands must prioritize transparency in their practices, including quality and freshness. Digital technology offers a solution to achieve this transparency and maintain product freshness.

Case Background

Driscoll's, a leading berry brand, prioritizes quality and transparency.

They've implemented a track and trace system for their supply chain and launched a consumer app, "Follow us to the Farm," to share quality standards and growing region details with consumers.

The Challenge

Driscoll's aimed to enhance freshness, quality, and transparency but faced several challenges. They needed variable printing for their track and trace system, achievable through digital printing. Accurate label placement on clamshells was crucial for successful scanning, even in high temperatures. The challenge included ensuring labels adhered well despite extreme field temperatures and short lead times.

Variable printing

Accuracy

Adhesion

The Solution >>>



The Approach + Solution

Our solutions:

+ unique serialized digital codes

+ distinctive watermark

MCC Label offered a unique digital serialized label solution for Driscoll's, leaving a distinctive watermark on the label for authenticity.

These codes, placed on clamshells, enabled quick and accurate scanning using Driscoll's Cognex camera reader system. MCC supported the project from initial testing to field implementation. The serial codes integrated seamlessly with Driscoll's internal inventory and supply chain systems, enhancing transparency for consumers through the Driscoll's app.



Invisible, distinctive watermark for authenticity

Serialized for identification

Quick, accurate scanning

Seamless integration—
frees up space vs using a QR Code

The Outcome

MCC's digital serialized printing solution greatly benefited Driscoll's. They've printed hundreds of millions of labels through MCC, integral to the success of their "Follow Us to the Farm" program. Driscoll's commitment to quality is evident through this track and trace system, providing essential supply chain information worldwide. This ensures superior quality and freshness for customers, retailers, and field operations globally, solidifying Driscoll's position as a leading global berry producer.

Track and trace

has been integral to the success of Driscoll's "Follow Us to the Farm" program.

