



Vitsab International AB® will demonstrate Freshtag®, the IAFP 2023 Global Food Safety Innovation Award winning product, in Booth # 2267 at Seafood Expo North America in Boston March 10-12, 2024.

February 27, 2024

**Summary:** Research and development company, Vitsab International AB®, wins the IAFP 2023 Global Food Safety Innovation Award for their Freshtag® Time Temperature Indicator labels which make temperature monitoring simple. They will be demonstrating their Freshtag® product line plus offer FREE samples at Seafood Expo/Seafood Processing North America March 10<sup>th</sup> through 12<sup>th</sup> in booth # 2267.

Vitsab International AB has won the food safety innovation award from the International Association for Food Protection (IAFP). This prestigious accomplishment was received by Vitsab at the IAFP annual meeting in Toronto, Canada in July 2023. The event was attended by global industry leaders and organizations focused on food safety. Vitsab had previously attended IAFP events but was thoroughly surprised to receive the award since they are an R&D company staying focused on the science behind their groundbreaking technology.

Jeff Desrosiers, President, announced today Vitsab International AB is exhibiting at Seafood Expo/Seafood Processing North America in Boston, MA USA in booth #2267 from March 10 thru March 12, 2024. “As a global R&D organization, we are very excited to participate in Seafood Processing NA, especially since we had great success at last year’s event,” said Jeff. “We are thrilled to share our latest Freshtag® products, which have been validated by our global food safety peers recognizing our accomplishments and innovation with the IAFP award. After receiving this award in Toronto, CANADA in July 2023, we have had articles published in Bloomberg, Yahoo News, and Business Insider, as well as additional perishable products vertical markets publications.”

“Freshtag® is proving temperature monitoring can be simple to implement for anything perishable and for all types of shipments,” explained Jeff. “Whether proprietary refrigerated trucks, common carriers, customer pickups, or anything in between; Freshtag® is the perfect solution to validate proper temperature control and correct handling practices from packaging to delivery. For internal shipments from distribution centers to individual locations, from packaging to retail locations, or for eCommerce retail/home delivery; your benefits from Freshtag® programs are compliance with regulation, increased customer loyalty, improved consumer confidence, reduction in food waste, plus decreased shrink. Applications are endless and customizable,” Jeff emphasized.

Make sure to include Booth #2267 on your priority list. Everyone needs temperature monitoring made simple and Freshtag® is that solution.

Please reach out to Jeff with any questions, for interviews, and to set-up a meeting at booth #2267: [jeff.desrosiers@vitsab.com](mailto:jeff.desrosiers@vitsab.com) or mobile +1 (207) 210-1753.