Vitsab® to Showcase Freshtag® Time-Temperature Monitoring Labels at Seafood Processing North America 2026

Visit Booth 2267 to Discover Award-Winning Freshtag® Labels Engineered to Safeguard Seafood Quality and Safety

Vitsab® International AB, a global leader with over 20 years of temperature monitoring expertise, will exhibit at Seafood Processing North America in Boston, Massachusetts, taking place from March 15 to 17, 2026. At Booth 2267, Vitsab® will showcase its Freshtag® Time-Temperature Monitoring Label, a color-changing smart label engineered to monitor seafood quality. Freshtag is designed to monitor seafood products such as caviar, crab, oysters, salmon, scallops, and tuna, tracking time and temperature at every stage to help ensure uncompromised safety and quality for the customer.

Freshtag represents a cost-effective, easy-to-integrate solution for seafood safety and quality management systems. At the core of the Freshtag's engineering innovation, is its unique "Stoplight Technology," which provides a clear, universally understood visual cue; labels remain green under safe conditions, then shift to yellow and finally to red if temperature abuse occurs during handling, storage, or transport according to specific product guidelines. The simple visual progression allows anyone, from seafood processors and wholesalers to retailers and end customers, to quickly validate seafood freshness and safety at a glance, regardless of language or location.

Freshtag's are FDA, EU, HACCP, ISO9001 compliant, adhering to compliance protocols. The Freshtag system is highly versatile, suitable for a specific range of seafood handling practices. With no tools or technical setup required, labels are simple to receive, store, and apply, whether in processing facilities, distribution centers, seafood retail packaging, or direct-to-consumer delivery. They deliver cumulative temperature tracking consistently along the entire seafood supply chain.

This advanced system reduces replacement orders and costly refunds by identifying when seafood quality or freshness is maintained, while increasing customer confidence, satisfaction, and loyalty. The intuitive color-change technology indicates potential spoilage from temperature-related abuse, reinforces trust in the safety and quality of high-value seafood, and helps protect profit margins even as transportation and storage costs fluctuate or common carrier deliveries are delayed.

Current customers, from seafood handlers and logistics partners to retail buyers and home delivery recipients, consistently rate Freshtag highly for its ease of use and the clarity of its messaging. The system is visually validated at any stage of the seafood's journey, from origin to consumer, providing instant, actionable reassurance. By empowering businesses to deliver trusted, high-quality seafood with visible, full-history quality monitoring, Freshtag sets a new standard for seafood safety, freshness, and brand reputation.

Vitsab invites attendees to visit Booth 2267 at Seafood Processing North America to learn more about how Freshtag can safeguard their operations, enhance cold chain visibility, and support stringent seafood safety and regulatory requirements. For more information on how Freshtag safeguards operations, visit www.vitsab.com.

About Vitsab® International AB:
Vitsab® International AB is a global leader in food safety innovation, engineering and producing customizable, easy-to-use visual freshness and safety labels known as Freshtag® Time Temperature Indicators (TTIs) for over two decades. Purpose-built as a research and development company, Vitsab® partners with regulators, academia, and industry leaders worldwide to set standards, drive scientific collaboration, and deliver trusted food safety solutions across the entire cold chain. Freshtag®'s award-winning stoplight technology, validated by the IAFP Global Food Safety Innovation Award, is recognized as the symbol of simple, intuitive temperature monitoring, helping protect over 1.5 billion perishable products in premium and mass-market channels, including home delivery, high-value seafood, airline catering, and retail. Renowned for eliminating complexity and empowering customers with instant, actionable quality assurance, Vitsab® continues to set industry benchmarks and fuel advancements in global food integrity.