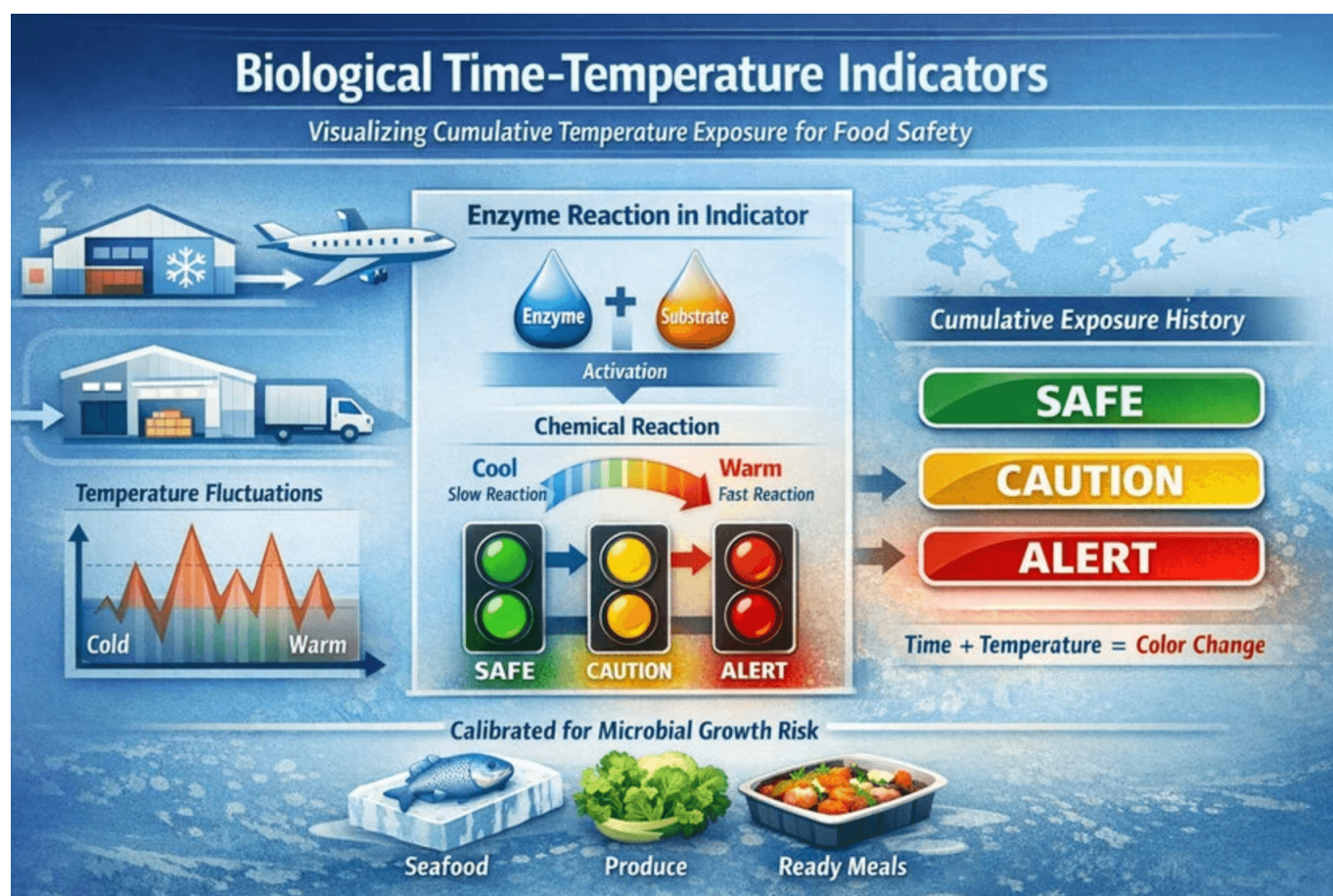


Vitsab to showcase Freshtag time-temperature monitoring labels at IAFP



Time-temperature indicators that turn temperature exposure into easy-to-read visual signals.

[Vitsab International AB](#), a global provider of time-temperature monitoring solutions for the food industry, will exhibit at the [International Association for Food Protection \(IAFP\)](#) annual meeting in New Orleans, USA from July 26 to 29.

At Booth 319, the company will showcase its Freshtag time-temperature monitoring label, a visual monitoring solution designed for catering and onboard catering operations. The label continuously tracks time and temperature exposure throughout the handling and transportation of perishable foods, helping operators maintain food safety and quality across the cold chain.

Recognized with the IAFP Global Food Safety Innovation Award in 2023, Freshtag uses a stoplight-style color progression from green to yellow to red to indicate temperature exposure. The visual format provides an immediate indication of product status, allowing kitchen teams, logistics personnel and onboard service staff to quickly verify food safety conditions without specialized equipment or training.

The labels are compliant with FDA, EU, HACCP and ISO 9001 standards and can be used across refrigerated, frozen and passive storage environments. By providing continuous monitoring throughout the supply chain, Freshtag helps reduce spoilage related losses, minimize replacement orders and refunds and improve visibility into cold chain performance.

According to Vitsab, the company continues to invest in research and development to expand Freshtag applications into new sectors, with current efforts focused on the dairy industry and other temperature-sensitive food categories.