

# VITECH



## Vocollect Announces Support for New Produce Traceability Standard that Optimizes Operations Production

PITTSBURGH (October 15) – Vocollect, Inc., the world leader in voice-centric solutions for mobile workers, today announced its support for the decision of the Produce Traceability Initiative (PTI) to adopt the PTI voice pick code. This code is a technique to support produce traceability in distribution centers and warehouses that use voice technology for order selection.

Through implementation of the PTI voice pick code, the food suppliers and grocers who currently use voice-based selection can comply with the PTI without major changes to their current solutions. There is no need to add new hardware such as barcode scanners, which can reduce the productivity and accuracy gains they achieved when implementing voice-based solutions.

The Produce Traceability Initiative (PTI) is sponsored by the Canadian Produce Marketing Association (CPMA), the Produce Marketing Association (PMA), GS1 US and the United Fresh Produce Association (UFPA). It is designed to help the industry maximize the effectiveness of current trace-back procedures while developing a standardized industry approach to enhance the speed and efficiency of traceability systems for the future. Its primary goal is to achieve supply chain-wide adoption of electronic traceability of every case of produce by the year 2012. It evaluates various technologies that can meet the initiative's traceability goals, while addressing its members' needs for business and operations performance.

"We are delighted to see the formal adoption of the PTI voice pick code, as announced by the PTI earlier today," said Roger Byford, chairman of the board and chief technology officer with Vocollect, Inc.

Byford continues, "While others have focused on the broad GS1 standards, Vocollect has always been concerned with enabling its customers to derive maximum business benefits from applying standards efficiently and effectively. The PTI voice pick code does exactly that, and we are pleased to have worked with the PTI to develop recommendations that will allow our customers to deploy the voice pick code with minimum effort and cost. We believe that voice-only selection, using the PTI voice pick code, will become the gold standard for companies that support the PTI goals of improving the safety of North America's food chain. All of our food industry customers can rest assured we stand ready to help them meet their traceability goals using a voice-only solution," he said.



### **About Vocollect**

Vocollect, Inc. is the number one provider of voice solutions for mobile workers worldwide, helping customers achieve a higher level of business performance through voice. Every day Vocollect enables over 250,000 workers worldwide to distribute more than \$2 billion dollars' worth of goods from distribution centers and warehouses to customer locations. A global team of over 2,000 supply chain reseller and channel partner experts supports Vocollect Voice offerings in 55 countries and in 26 languages. Vocollect Voice integrates with all major WMS and ERP systems, including SAP, and supports a number of third-party mobile computing solutions. For more information, visit: <http://www.vocollect.com>.

### **About Vitech Business Group, Inc.**

At Vitech, we use our knowledge, experience and passion to achieve exceptional levels of supply chain performance for our clients. We are focused on providing our clients comprehensive solutions that solve their supply chain challenges and enable their operation to perform to its full potential. Vitech forms strategic partnerships with the industry's leading software, hardware and service providers to deliver complete supply chain solutions. Commitment to our customers' success ensures they achieve the best investment-to-return ratio in the industry. To learn more about Vitech, visit: <http://www.vitechgroup.com>.

#### COMPANY CONTACT:

John Dahl  
Vitech Business Group, Inc.  
[info@vitechgroup.com](mailto:info@vitechgroup.com)  
360.647.1622