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Junction Solutions Introduces CLEARthru, the First Mobile and Web ERP-based Traceability Solution

DENVER, CO—Junction Solutions (www.junctionsolutions.com), a provider of vertical, market-specific on-premise and on-demand software applications and services for the food and beverage, multi-channel retail and distribution industries built in Microsoft Dynamics® AX, has introduced CLEARthru™, its newest solution created initially for the food and beverage industry. CLEARthru is the first mobile and web ERP-based (enterprise resource planning) traceability solution that provides consumers and producers with the safety and product source information from grower to grocer so they can make informed food purchasing decisions. The solution is also generating interest among the life sciences, pharmaceuticals and other industries that have complex government, industry and consumer traceability needs.

www.junctionsolutions.com/products-solutions/clearthru/.

Using CLEARthru, food and beverage manufacturers, distributors and retailers are able to code, track and trace food and beverage items starting at the field level, processing facility or packing plant. A unique CLEARthru coded label is applied to a case or individual item, providing product information about where the product was grown, packed, manufactured or processed. Once the product reaches the retail store, consumers can quickly scan the label to easily trace items via any web or mobile-enabled device to learn where the product originated and was packaged, and can access nutrition information, allergen alerts, and even recipes. In addition, manufacturers can trace ingredients before adding them to the production line and will be automatically alerted if inventory is being recalled.

“With CLEARthru, food growers, producers, processors and distributors can connect with consumers as never before, since the solution creates unparalleled transparency throughout the value chain,” said Christian Hutter, senior vice president of manufacturing and distribution for Junction Solutions. “The special CLEARthru label allows the grower or producer to provide real-time information about the product as well as coupons and special offers. Customers can access the data, and can opt-in to receive proactive alerts in case of a produce issue or recall. CLEARthru is a powerful new tool that connects the food and beverage industry to its customers and builds brand loyalty.”

CLEARthru has already been honored by the International Dairy Foods Association, which recognized the solution’s innovative technology in food safety through the organization’s Innovation Awards program. CLEARthru is a highly configurable solution that accommodates dynamic changes in messaging, product line and more. It adds an extra safety net that catches recalls before they escalate and supplies critical

traceability to manufacturers and consumers. No special software or app is needed. Consumers can use any barcode scanning software to access CLEARthru's information.

About Junction Solutions

Junction Solutions provides vertical-specific on-premise, hosted and cloud-based software and services that enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built in Microsoft Dynamics® AX and designed specifically for food and beverage, multi-channel retail and distribution companies, Junction Solutions' portfolio includes enterprise resource planning (ERP), supply chain management (SCM—demand, warehouse, yard and transportation management), production and scheduling optimization, trade promotions management, direct store delivery management, merchandising, order entry and call center management and mobile/web-enabled product sourcing and traceability.

Available as a Software-as-a-Service (SaaS), Junction Solutions' eCommerce offering provides B2B and B2C organizations with webstore development and management, payment authentication and processing, and turn-key, real-time support and maintenance services. Designed to integrate with any platform or third-party application, the portfolio includes dynamic search engine optimization and navigation, advanced digital imaging, customer and transaction-based personalization, and enables multiple mobile and online store administration via a single user dashboard. For more information, please visit www.junctionsolutions.com.

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