



Contact:

Mia West  
West Public Relations LLC  
[mwest@west-pr.com](mailto:mwest@west-pr.com)  
619.501.2756

## **International Tuna Supplier, Marbelize, and Frequentz, Inc. Form Strategic Global Partnership to Ensure Supply Chain Transparency**

*Partnership provides traceability solutions for one of the world's largest tuna suppliers to proactively address compliance with the IUU Task Force Action Plan*

**Palo Alto, CA** – June 16, 2015 – Marbelize has entered an exclusive partnership with Frequentz Inc., a global leader and champion of end-to-end visibility, in a strategic move that proactively addresses the coming IUU Task Force **seafood traceability** action plan. One of the largest tuna suppliers in the world, Marbelize will leverage Frequentz's robust **track and trace technology** to build consumer trust and combat the effects of illegal, unreported and unregulated fishing. This sets a seafood industry precedent, as this is the first time a third party has provided a fully integrated **supply chain visibility** solution from source to retailer.

"The industry is adapting to the ever-changing demands of consumers while also remaining true to social responsibility and sustainability objectives," says Andres Cuka, COO, Marbelize. "We strive to remain an innovative leader within our industry, while delivering value added products to consumers. Kindness to our people and the environment is the foundation upon which our company was built, so for us being as transparent as possible is a very important component to our success. Frequentz's **product tracking software** provides us with that transparency and will be essential in pushing the seafood industry forward."

Frequentz's system is built so that it is scalable for any size company. The system is not solely reliant on GS1 standards, but adaptable to all companies regardless of standards deployed, simplifying international traceability and **compliance** with global regulations like the IUU Task Force Action Plan.

"By adding a traceability system to their operation, Marbelize will once again be a pioneer in the industry. They not only claim that their catch is sustainable, but can prove it to be true," said Frankie Terzoli, Vice President, Global Sales, Frequentz Inc. "This is a powerful move that demonstrates Marbelize's unwavering commitment to transparency."



As one of the world's largest producers of canned tuna and innovative products, Marbelize is an industry leader known for their exceptional quality. The most modern tuna processing plant in Ecuador, Marbelize's mission is to develop a quality assurance strategy that places human beings at the nucleus of development and productivity, the processes and its products. The company provides sustainably fished tuna to over 900 brands from around the globe.

### **About Frequentz**

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit [www.frequentz.com](http://www.frequentz.com).

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