

rfxcel Ready to Help Dairy Industry Comply with Russia's 2021 Serialization Regulations

rfxcel's track and trace solutions ensure companies operating in Russia's dairy market can comply with dairy serialization regulations being rolled out in 2021

RENO, NEVADA, UNITED STATES, February 11, 2021 /EINPresswire.com/ -- [rfxcel](https://www.rfxcel.com), the global leader in digital supply chain traceability solutions, today announced that it was prepared to ensure companies operating in Russia's dairy market could comply with serialization regulations being rolled out in 2021.



Mandatory serialization of cheeses and cottage cheese and ice cream and food ice is set to begin on July 1, 2021. These are the first dairy products required to be serialized in Russia's National Track and Trace Digital System, known as Chestny ZNAK. Companies were allowed to begin labeling these goods as early as January 20, but the regulations will not go into full effect until July.

Furthermore, dairy products with a shelf life of more than 40 days and fewer than 40 days are required to be serialized beginning September 1 and December 1, respectively. The regulations apply several product categories, including milk and cream, buttermilk and fermented milk products, and dairy products for baby food.

rfxcel CEO Glenn Abood said the company had been preparing for the dairy regulations since an industry pilot was announced in 2019. "The long and short of it is that we're always prepared to help companies in any industry navigate Russia's strict and complex regulations," he said. "We committed ourselves to being the leader in Chestny ZNAK compliance when the system was created a little more than four years ago, and our team in Moscow has followed its rollout, the evolution of the regulations, and the pilots for different industries, including dairy. We knew what was coming, so we're ready to go."

The dairy pilot ran between July 2019 and the end of 2020. During that time rfxcel earned official

partner status in 10 of the 11 industries for which the Center for Research in Perspective Technologies (CRPT), which operates Chestny ZNAK, had chosen partners. It also tripled the size of its Moscow-based team and continues to be one of only a few solutions providers with active implementations in Russia.

Abood said the CRPT designations and success of the Moscow team had solidified rfxcel's status as the leader in Russian compliance. "We've taken our rfxcel Traceability Platform, which includes solutions for serialization and compliance, into Russia and enabled companies in the pharmaceutical and consumer goods spaces meet deadlines, adapt to changes, stay compliant, and keep their supply chains moving. It's been quite exciting, actually, and we're looking forward to helping dairy companies have the same kind of success."

Enacted by Federal Law No. 425-FZ on December 29, 2017, Chestny ZNAK was designed to protect consumers by keeping fake and substandard products out of the market. As envisioned, by 2024 it will transform the Russian supply chain and affect virtually every industry, from pharmaceuticals to baby food.

To learn more about rfxcel's operations in Russia and its solutions for dairy, pharma, consumer goods, and other industries, contact Vice President of Marketing and Strategic Initiatives Herb Wong at hwong@rfxcel.com and visit rfxcel.com.

About rfxcel

Founded in 2003, rfxcel provides leading-edge software solutions to help companies build and manage their digital supply chain, lower costs, and protect their products and brand reputations. Blue-chip organizations in the life sciences (pharmaceuticals and medical devices), food and beverage, worldwide government, and consumer goods industries trust rfxcel's signature Traceability System (rTS) to power end-to-end supply chain solutions in key areas such as track and trace, environmental monitoring, [regulatory compliance](#), serialization, and visibility. The company is headquartered in the United States and has offices in the United Kingdom, the EU, Latin America, Russia, India, Japan, the Middle East, and the Asia-Pacific region.

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