

## **IBI Data Achieves Top Tier Scores with AIB**

IBI Data achieved an outstanding score of 955 out of a potential 1,000 points, among the highest possible, from AIB International. AIB certifications are recognized by food manufacturers and distributors as a measure of world-class food safety programs. IBI Data first achieved the Superior rating in 2011 and has continued to receive excellent scores for food safety each year since then.

Geoff Smith, president of IBI Data, said, “This score reflects the high standards the team achieves every day and puts us in the top 10% of facilities like ours. This kind of excellence and attention to detail is important to our clients as they look to us to handle their growing e-commerce and food sampling needs. This is especially important when extra care is required such as with refrigerated, frozen, or sensitive items. There’s no other company that understands the convergence of data, technology, and the foodservice world like IBI Data or can execute complex projects as well. In a tough economic environment where companies are trying to do more with less, we make it possible for them to maximize what their staff is good at and outsource their headaches to us.”

“Our clients have a lot of responsibilities and rely on us to be the experts in the services we provide to them. A strong score like this demonstrates our core competencies,” said Nathan Redman, vice president of IBI Data, “We’re continuously improving and meeting new client needs in the industry such as GS1 food photography, ecommerce fulfillment, promotions, inside sales, etc. Our clients have a lot of demands and priorities they’re juggling; the expertise we provide, all under one roof, saves them an incredible amount of time and helps them grow their business.”

Since 1986, IBI Data has constantly innovated and worked with their clients and partners to drive cost savings while expanding the wide variety of services they provide that help manufacturers reach their sales goals.