

# Once opened, would you risk it or bin it?

Many products in the workplace and the home 'go off' after being opened, but after how much time and when exactly was it opened?

In the UK, consumer confusion around food labelling is thought to contribute more than 15% of the 15 million tonnes of food thrown away annually. Consumers are often unsure whether a product is still safe to consume and would rather bin it than risk it. The government and EU targets on waste reduction are prioritising finding safe and reliable initiatives to help manage the problem.

In the UK cosmetics industry, approximately 30% of products owned have exceeded their use within date. As in the food industry, labelling is unclear to consumers, often they don't know the period after opening (PAO) guidance is there, or what it actually means. It is usually mounted on the secondary packaging, which is discarded at the time of purchase, often months before that information is needed.

In the life science industry, patient comfort and safety and the quality of results often rely on the effectiveness of date and time labelling. From the safe time of use of sterile products to the integrity of test results, ensuring products are used within their correct lifespan is critical.

In the aerospace industry, 30% of consumables and time-expiring products purchased for use in aircraft manufacture repair and overhaul (MRO) are discarded. The ramifications of using time expired products is just too high, from the lost time of reworking, to the accelerated attrition and replacement of parts, aircraft on the ground (AOG), and even the fundamental integrity of the airframe.

In many professional, industrial and 'clean' environments where the time of mixing or opening is often handwritten, it can be difficult to read, spilt on by product or may even have been overlooked.

Across a wide range of industries, in the workplace and the home, time and date labelling can cause problems, whether it is confusing, hard to read or even missing – and in processes where humans are involved, human error can creep in. The UWI Label brings a fundamental change to labelling, alleviating unnecessary waste, risk and cost.





## Find out how UWI can help you

- ✓ reduce risk
- ✓ reduce waste
- ✓ save money

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## Real-time solution

The UWI Label offers an innovative and accurate approach to monitoring the time that a product is safe to use, eat or apply:

### Simple to read and understand

See at a glance whether a product is still good to use, or not.

### Simple graphical display

The UWI Label has a simple graphical and universally understood colour-coded display. It allows you to clearly see when a container was first opened and what time is left before the product should be discarded.

### Simple to apply

This pliable label can be applied to the product by the manufacturer using standard tamper-proof labelling equipment during the packaging and labelling process.

Alternatively, in more professional and industrial environments, it can be self-applied when a product is opened, or mixed together.

### Simple to use

The label is automatically activated as you open the container; or if being self-applied; as you remove the peel and stick label from the sheet.

### Many different applications

The UWI Label can be used on individual use products or refillable containers, from small vials through to bulk size.

The UWI Label is relevant to a very wide range of industries including food, cosmetics, life sciences, aerospace and industry.

### Reduces risk

Working alongside current processes, the UWI Label provides a clear indication of when a product is still safe to use or should be discarded, so you no longer need to risk it or bin it.

In the workplace, the use of the label can reduce the risk of needing to repeat a job and the time and financial costs associated with that.

### Reduces waste

The UWI Label helps you manage and prioritise use of your products and utilise them within their 'best' range.

### Saves money

The UWI Label can save you the cost of unnecessarily replacing still good and effective products; and additionally in the workplace, the costs of the safe disposal of discarded products such as chemicals, having to redo a job or fines for non-compliance.

### Adaptable design

The UWI Label is available in different elapsed timeframes, label sizes and colours, and for many container types, end-packaging manufacturing processes and using both automatic and manual UWI Label activation.



Founded in 2009 by CEO and inventor of the UWI Label, Pete Higgins, UWI Technology has since won a raft of awards in recognition of its technical and commercial developments from organisations including: PWC Scotland, Barclays, NESTA, SMART Scotland and Scottish Enterprise.

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## The UWI label is

- Flexible
- Self-activating
- Mounted fully on the outside of the packaging
- Applied as part of the standard packaging process

## Benefit highlights

- Simple graphical display
- Manufacturer or self-applied

- Suitable for many container sizes and shapes
- Suitable for an extensive range of industries
- Reduces the risk of using out of date, sub-standard, ineffective or even harmful products
- Reduces the amount of effective products that are discarded
- Change the size, colour, position to meet your brand or product specifications