

# Building your brand through the effective management of time and shelf life limited products

Aerospace and aviation wastes more than 30% of all the consumables, including paints, sealants, adhesives, resins, structural films, penetrants, lubricants and greases, that it purchases for maintenance repair and overhaul (MRO) and aircraft manufacture.

However, the true cost often extends far beyond the discarded product. Poor management of consumables can lead to wasted man hours or reworking where shelf life limitations are exceeded and in extreme cases it can result in aircraft on the ground (AOG), disruption and delays and even catastrophic safety failure.

Supporting your customers in managing consumable products more effectively as part of their own safety management systems, represents a significant opportunity to increase the value proposition of your range.

This is what the UWI Label was made to do. Aligned to your existing branding and applied using established technologies, it supports the effective management of time-expired consumable products.

Perfectly aligned to your brand and portfolio, it can help you stand out in a crowded market, and by supporting your customers in getting more out of your products, acts as a driver for repeat sales.

## What is the UWI Label?

The UWI Label is a simple, easy to use, yet highly-effective patented smart label which can be used to track the shelf life of a range of hard time, consumable products.

The UWI Label is made from a highly flexible, paper-like composite material. It uses microfluidic technology to display the elapsed time.

When pre-applied, the label is triggered automatically at the point of opening, or at the point that it's removed from backing paper when applied manually.

Active indicator panels progressively turn green as each time segment elapses, tracking the product shelf or use-by life to the point that it needs to be discarded, as indicated by a universally recognised red indicator.





## Find out how UWI can help you

- ✓ improve safety
- ✓ reduce waste
- ✓ improve efficiency

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## How the UWI Label can work for you

The UWI Label allows you to apply a 'real time' use by or shelf life date to products which only degrade on opening, working alongside and supporting your customer's effective store management through its simple visual indicator.

Automatically triggered when the product seal is broken, the UWI Label allows manufacturers to set an actual rather than theoretical use within date from minutes, days, weeks or months.

It also provides a visual indication of the status and currency of hard time products.

The UWI Label will add value to your product and extend its application in aerospace and aviation.

And the UWI Label does all of this, while complementing your existing product branding.

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## Key benefits

- The UWI Label can be applied as part of the standard packaging process using standard tamper proof labelling equipment or manually as part of your dispatch process
  - Made from a flexible, composite material, it can be applied directly to jars, bottles, containers and tubes or to their packaging
  - Flexible placement of the UWI Label means it can be fixed to the lid or the side without compromising on-opening activation
  - Label size can be fully aligned to any product, from small tubes of sealants to large drums of grease or oils. As a highly flexible product, the UWI Label is also highly adaptable. It works with your existing packaging to reinforce your brand identity
  - The UWI Label allows manufacturers of time-expired and consumable products to support aircraft manufacturers and airworthiness management and maintenance organisations in driving increased efficiencies through their MRO programmes
  - The UWI Label also reduces risk around the products that you supply, providing an additional barrier to human error as part of aerospace manufacture, base and line maintenance safety management systems
  - This can help you stand out in a crowded marketplace, driving higher value sales and increasing customer loyalty
  - In delivering significant advantages to your customers, it builds your brand positioning as a leader in innovation in aviation technology, helping to drive repeat sales
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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 at a glance

- Easy to use, flexible smart label which uses patented microfluidic technology to provide a record of elapsed time
- At a glance view of whether a shelf-life or time-ex limited product is still good to use, reducing errors and wastage
- Automated application using standard tamper-proof methodologies
- Available in different elapse timeframes, label sizes and colours and can fully aligned to your existing product branding