

Innovative food label responds to safety concerns

Safety standards for baby food products is a particularly sensitive and emotive area. Fuelled by media coverage of high profile scandals and product recalls, public, political and industry concern remains strong.

Manufacturers who recognise and respond to this demand with ever-greater safety measures will not only gain competitive advantage, but also consumer trust and brand loyalty.

Today's generation of parents are faced with numerous guidelines for how long opened baby products can be kept before becoming a potential health hazard and needing to be thrown away. These complicated rules vary according to whether the product has been pre-prepared, heated, partially-consumed or come into contact with a used spoon. For a new, or even experienced parent/carer, it can be extremely confusing and difficult to keep track – particularly in view of the many individuals often involved with caring for an infant.

Given the risk to infant health, many parents/carers will take the most cautious approach and discard questionable products – even those that may still be safe. This not only adds to the escalating environmental and social issue of food waste, it also means food expenditure is increased.

Producers must also balance these environmental and economic concerns with the need for convenience. Increasingly busy and active lifestyle choices are driving demand for portable, easy to use product formats – but without compromising on product quality or safety.

Many government-led campaigns are also raising awareness of the health benefits of natural nutrition over packaged products meaning prepared and ready to feed baby foods must offer a viable alternative to home cooking – not only in terms of clean label ingredients but also the added advantage of a proven and reliable food safety mechanism.

This raises an important question – how can producers reassure consumers that food is safe and protect brand value?

A unique, new labelling tool designed to keep consumers better informed now offers a credible solution.





Find out how UWI can help you

- ✓ reduce risk
- ✓ reduce waste
- ✓ optimise food quality

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Safe and convenient solution

The UWI Label offers an innovative and accurate approach to monitoring how long a baby food product is safe to consume after opening:

User-friendly concept

Applied to the outside of packs, the UWI Label incorporates an embedded, elapsed-time indicator strip which is automatically activated when the product is opened; progressively changing from green to red according to a pre-set time period. Red alerts the consumer that the product may no longer be safe.

Unique technology

Designed using microfluidic technology, the non-toxic, patented smart label comprises three parts; the fluid, the microfluidic channel and the flexible material substrate. Many years of rigorous scientific and technical development is behind its successful performance.

Tailored timescale

The required time period is set in advance which enables specific timeframes for each product to be selected: from minutes, to hours, days, weeks and months.

Broad application

Made from flexible, paper-like, composite materials, the UWI Label is suitable for application on the growing variety and size of baby food products; from flexible pouches, pots and cartons to bottles, tray meals and traditional glass jars. It is consistently reliable across refrigerated and ambient products.

Ease of application

Readily integrated into standard tamper-proof labelling lines, the UWI Label does not require investment in additional machinery or line disruption. Fully applied to the outside of containers, it does not come into contact with the contents at any stage.

Versatile design

The size of the UWI label can be adjusted according to individual specifications and artwork developed to align with product branding.

Enhanced safety

The UWI Label is compliant with EU food regulations.

Far reaching benefits

The UWI Label works alongside conventional on-pack date information but delivers valuable additional advantages:

- Boosts corporate reputation
- Helps build consumer trust and loyalty
- Creates a point of differentiation
- Supports waste reduction targets

Consumer benefits

- A simple, visual guide which shows at a glance whether a product is safe to give to their baby
- Reduced risk of using out of date, substandard or even harmful baby foods or baby milk
- A convenient, easy to use, integrated tool which requires no additional steps on their part
- Reassurance and confidence in managing their baby's feeding routine
- The option to use prepared baby food without compromising on safety concerns
- Less unnecessary waste and better household budget control



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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