

# Food label improves safety and cuts waste

The hospitality industry relies on building a strong reputation for exceptional catering services. Food quality and a positive customer experience are essential to long term success. No business can afford the damaging consequences of a food safety score.

Reducing any potential risks to human health is, without doubt, the priority – but this can lead to unnecessary waste and additional costs. High risk products such as mayonnaise, sauces and marinades all have a critical shelf life once opened but, with multiple users and confusion around ‘best before’ and ‘use by’ dates, products are often discarded early for peace of mind. Even those that may still be safe.

Efficient stock management is also vital to the performance of caterers of all sizes – from independent kitchens to large scale food service operations. Not only does an effective system deliver cost savings, it also helps to tackle the escalating problem of food waste.

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An estimated 89 million tonnes of food is wasted every year in the EU and is forecast to rise to around 126m tonnes by 2020 if no action is taken<sup>1</sup>.

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This raises the important question – how can suppliers help give customers the confidence to use food at its best and reduce waste without compromising stringent safety standards?

Can it be achieved cost effectively with minimal disruption to operations and without demanding specialist knowledge? Crucially, will it also give products a competitive advantage; providing a point of differentiation in an increasingly challenging market place?

A unique, new labelling tool designed to keep customers better informed now offers a credible and easy to use solution based on proven technology.

<sup>1</sup> *Counting the Cost of Food Waste: EU Food Waste Prevention*, Published by the Authority of the House of Lords, 6 April 2014, HL Paper 154





## Find out how UWI can help you

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

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## Real-time solution

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

### User-friendly concept

Applied to the outside of food 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 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 from a few minutes, to hours, days, weeks and months. Longer periods are possible subject to further research and development and validation.

### Broad application

Made from flexible, paper-like, composite materials, the UWI Label is suitable for application on a wide variety of jars, bottles, pots and tubes – from small to bulk size containers. It is consistently reliable across refrigerated and ambient products.

### Ease of use

Readily integrated into standard tamper-proof labelling lines, the UWI Label doesn't require investment in additional machinery or line disruption. 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 pack specifications and artwork developed to align with product branding. It can be applied during automated labelling or as a self adhesive label for manual application to individual products.

### Enhanced safety

The UWI Label is compliant with EU food regulations.



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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## Far reaching benefits

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

- Creates a point of differentiation against competitors
- Offers customers products with added value in terms of safety and waste reduction
- Reduces risk of food safety crises
- Helps build customer loyalty
- Supports waste reduction targets

## Consumer benefits

- A clear, visual guide which shows at a glance whether a product is safe to use
- More efficient stock management and control
- Reduced risk of using out of date, substandard or even harmful products
- Greater protection against food safety scares among end-users
- Time saved by replacing need to check confusing date labels
- Universally understood, colour coded warning of product degradation