

# Innovative food label ensures quality and safety

Consumers who choose to purchase artisan and independent brands expect exceptional quality. They value the satisfaction of supporting small scale producers with lower environmental impact. A positive customer experience is essential for long term loyalty.

One issue which remains the subject of debate at all levels – public, political and environmental – is rising volumes of food waste.

In the UK, household food waste has been identified as a major contributory factor. In fact, the Department for Environmental, Food and Rural Affairs (DEFRA) show households to be the largest source of food waste in the UK: estimated at 7.2 million tonnes per year<sup>1</sup>.

Concerned consumers are now looking to producers to act responsibly. Given the growing pressure to meet Government and EU targets on waste reduction, finding safe and reliable initiatives to help manage the problem is a priority.

## Clear guidance

Tackling consumer confusion around on-pack date labelling promises to make a measurable difference. This factor alone is thought to contribute more than 15% of the 15 million tonnes of food currently thrown away in the UK every year<sup>2</sup>.

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The EU and Member States are committed to meeting a target to halve per capita food waste at the retail and consumer level by 2030, and reduce food losses along the food production and supply chains.

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While moves to change EU legislation and simplify food date terminology are underway, there remains a more immediate risk to food safety as well as escalating waste.

This raises an important question – how can producers help give consumers the confidence to enjoy food at its best and reduce unnecessary waste?

Can it be achieved cost effectively, with minimal disruption to existing operations, and support ethical values?

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

<sup>1</sup> *Food Waste, Briefing Paper Number CBP07045, 2 September 2015*, Emma Downing, Sara Priestley, Wendy Carr; [www.parliament.uk/commons-library](http://www.parliament.uk/commons-library)

<sup>2</sup> *'Best-before' could be destined for the waste bin*, [foodmanufacture.co.uk](http://foodmanufacture.co.uk), 12 Jan 2015, published by William Reed Business Media





## Find out how UWI can help you

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

T +44 (0)131 290 2299  
E [info@uwitechnology.com](mailto:info@uwitechnology.com)  
W [www.uwitechnology.com](http://www.uwitechnology.com)

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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 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: ranging from a few minutes, to hours, days, weeks and months.

Longer periods are 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 and size of jars, bottles, containers and tubes. It is consistently reliable across refrigerated and ambient products.

### Ease of application

Readily integrated into standard tamper-proof labelling lines, the UWI Label doesn't require investment in additional machinery or line disruption. Fully applied to the outside of packs, 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.

### 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.

UWI Technology Limited  
CodeBase, Argyle House  
3 Lady Lawson Street  
Edinburgh EH3 9DR  
United Kingdom

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## Far reaching benefits

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

- Ensures consumers consistently experience a quality product
- Creates a point of differentiation against competitors
- Helps build consumer loyalty and trust
- Supports waste reduction targets
- Improves consumer safety by ensuring products are consumed at their best

## Consumer benefits

- A clear, visual guide which shows at a glance whether a product is safe to consume
- A universally understood use-within time indicator
- A foolproof, easy to use, integrated tool which requires no additional steps
- Reduced risk of using out of date, substandard or even harmful products
- Financial savings as a result of managing grocery supplies more efficiently