



After Opening Freshness Timer Intelligent Labels™ (AOFTILs) for MAP assist consumers in identifying the freshness of food products

COMPANY/ ORGANIZATION



FOOD CHAIN AREA



ISSUE ADDRESSED

Consumers waste a significant amount of food due to confusion regarding best before dates.

SOLUTION

Insignia Technologies's AOFTILs are designed for MAP and are embedded in the inside layer of the lidding film. When the package is flushed with carbon dioxide, the label turns yellow but remains the same colour until the package is opened, releasing the carbon dioxide. Once the package is opened, the label begins timing, responding with a colour change that can be pre-set in line with consume within guidance. The colour change response is faster in higher temperatures, aligning the label with actual product freshness.



EXPECTED BENEFITS

Reduced food waste: The technology keeps the consumer accurately informed about a product's freshness.

Improved customer satisfaction: It can build consumer confidence in product quality.

CASE LINK

www.insigniatechnologies.com

CONTACT INFORMATION

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