



Freshcode indicator tracks freshness of chicken

COMPANY/
ORGANIZATION



Kao Chimigraf

FOOD CHAIN
AREA



ISSUE
ADDRESSED

The production of perishable foods is subject to strict legal regulations across the board. The expiry date of these products is the aspect that fluctuates the most and where complying with legal restrictions becomes the most complicated. European regulations are constantly evolving to better determine and match the estimated expiry and preferred consumption date with the food's actual freshness.

SOLUTION

ITENE's and Kao Chimigraf's Freshcode is a smart visual indicator that lets consumers, distributors, and packers know the ideal consumption period for filleted and deboned chicken breasts in MAP. The white center of the indicator contains intelligent ink that captures the emission of volatile gases released during the spoilage of chicken breasts in MAP. The intelligent ink gradually changes colour to indicate the level of freshness. The product is no longer suitable for consumption when the indicator turns fully black.



EXPECTED
BENEFITS

Extended shelf life and reduced food waste: The indicator displays the real freshness of packaged chicken breasts.

Improved food safety: It reduces the risk of illness and poisoning.

Increased customer satisfaction and sales: It brings added value and reliability to the consumer.

CASE LINK

www.itene.com

www.kaochimigraf.com

CONTACT
INFORMATION

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