



LiquiGlide interior packaging coating reduces food waste

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

According to a consumer reports study, 3 to 15% of condiments typically remain in the packaging after they are used. If the average bottle of mayonnaise costs \$4, this translates to \$0.12 to \$0.60 of food being thrown out when a consumer cannot remove the remaining contents out of the bottle. If \$2 billion of mayonnaise is sold annually, this equates to \$600k to \$3000k worth of product being thrown out every year.

SOLUTION

LiquiGlide is a permanently wet, liquid-impregnated surface coating that is designed to be hyper-slippery, with the product sitting directly on a layer of liquid. A liquid-impregnated surface consists of a customized solid texture and a liquid. The liquid is held in place within the texture.



EXPECTED
BENEFITS

Reduced food waste: Applying LiquiGlide's coatings to the inside of packaging can enable 100% product evacuation.

Reduced packaging waste: According to research done by MIT, applying LiquiGlide's technology in the sauces market alone will save 50,000 tons of petroleum-based plastics each year by eliminating bulky squeeze caps and pump systems.

CASE LINK

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CONTACT
INFORMATION

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