



Timestrip® labels assist with simple temperature management of cold chains

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

The lack of accurate product level data due to a poorly designed temperature tracking system leads to an unpredictable cold chain; this leads to the disposal of unadulterated perishables and creates additional shrinkage and loss.

SOLUTION

Timestrip® labels are low-cost, single-use, heat-sensitive smart labels that assist with temperature control management. They measure the elapsed time since activation, are triggered by specified temperature ranges, and can also show the duration of that temperature breach. The labels are simple visual indicators, which require no expertise to read. Their simplicity allows all users to easily read and understand information. They are completely inert prior to use and can be shipped and stored at ambient temperatures. Simply squeezing a bubble located on the label, which can be done at any time, activates the indicator. Each indicator contains a porous membrane, through which a colored liquid travels at a pre-calibrated rate. A red line appears almost immediately to confirm that the indicator is active. The indicator window will completely fill with colour as time goes on.



EXPECTED
BENEFITS

Reduced food waste: The labels quickly indicate whether there has been a temperature breach, which allows employees to respond accordingly in order to avoid a shipment being wasted.
Increased sales: The labels build consumer confidence by acting as a quality seal and assuring customers that a cold chain has remained intact all along the way.

CASE LINK

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