



UWI Timer tracks freshness of perishable goods

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

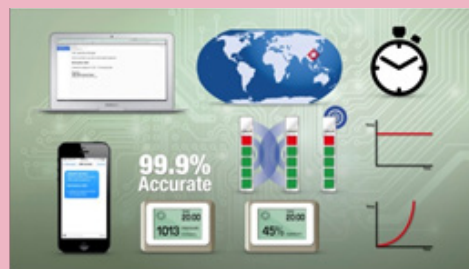
Inaccurate and ineffective food labeling often leads to confused consumers who are unsure if a product is still safe to consume, creating unnecessary waste, risk, and cost. This problem is estimated to contribute more than 15% of the 16.5 million tons of food thrown away annually in the UK.

SOLUTION

The UWI Timer is an electronic label with multiple functionalities, including environmental sensors that can measure and record temperature, pressure, and humidity. The label can also be fitted with communication functionalities, which enables the remote monitoring and locating of products and communication between different devices.

To communicate the state of a product, the label employs a simple graphical display as well as the use of the universal colour codes of green (good) and red (bad), allowing almost anyone to understand the label quickly.

The label is also flexible, self-activating, and mounted externally on packaging, so this process can be integrated into the standard packaging process of a product.





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EXPECTED BENEFITS

Reduced food waste and improved food safety: Users know when a produce is still safe to consume and have a visual reminder when to throw it out. This leads to improved stock management and reduced food waste. The UWI Timer also reduces the risk of using out of date or even harmful products that cannot be seen or smelled as no longer safe.

Improved customer satisfaction and sales: It provides the consumer with added benefits, encouraging brand loyalty and more frequent purchases. It also provides the customer with a visual reminder of when to rebuy.

CASE LINK

www.uwitechnology.com

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