

[PULL AND TIME/INSIGNIA TECHNOLOGIES]

TITLE	Insignia Technologies develops intelligent label to combat food waste
COMPANY / ORGANIZATION	
KEYWORDS	Label, food, waste, temperature
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Food & Beverage
ISSUE ADDRESSED	Seven million tonnes of food is thrown away annually in the UK. Leading causes for this source of unnecessary waste include inadequate packaging materials, inaccurate best before dating, and simply, consumers forgetting when a product was opened or not using a product before it expires.
SOLUTION	<p>UK-based Insignia Technologies has developed a cost-effective intelligent label solution called the ‘Pull and Time’ to help address food waste. The label’s integrated time and temperature indicators work to provide consumers with information about how long a food product has been open for. When pulled, a tab on the label allows active components to mix, initiating a change in colour that is used to communicate the state of the product to the consumer. Colour changes can be customized to take place gradually over different time periods, ranging from one day to a maximum of six weeks under refrigerated conditions.</p> <p>The Pull and Time incorporates Insignia’s patented colour changing indicator film and is produced using a standard narrow web flexo printing press, making the process very scalable.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>PULL & TIME ‘Open Life’ timer. Dot turns yellow after activation. Can be calibrated for different timings.</p> </div> <div style="text-align: center;">  <p>After 3 days at 5°C</p> </div> </div>
EXPECTED BENEFITS	Reducing food waste: Insignia’s Pull and Time label is a simple to apply and easy to understand tool for consumers to use. The label will allow consumers to quickly identify when a product has been opened or when it has expired without resorting to traditional best-before stamping that has proven to be inaccurate or prone to being rubbed off of packaging.

CASE LINK	<p>AIPIA, <i>New Label Shows When Food Pack Opened</i> http://www.aipia.info/news-New-Label-Shows-When-Food-Pack-Opened-659.php</p> <p>Packaging News, <i>UK Packaging Awards 2016 / Winner: Best New Concept Award</i> http://www.packagingnews.co.uk/news/events/uk-packaging-awards-2016/uk-packaging-awards-2016-winner-best-new-concept-award-28-10-2016</p>
CONTACT INFORMATION	<p>Insignia Technologies Ltd BioCity Scotland Bo'ness Road Newhouse, Lanarkshire ML1 5UH Phone: 01698 539 733 Email: info@insigniatechnologies.com</p>