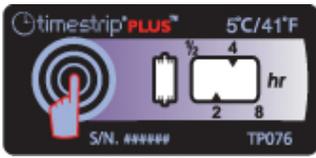


TITLE	Smart, heat-sensitive labels assist with simple temperature management for cold chains
COMPANY / ORGANIZATION	
FOOD CHAIN AREA	4. Finished goods transportation
KEYWORDS	temperature indicator labels, smart labels, heat sensitive labels, single-use
ISSUE ADDRESSED	The lack of accurate product level 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	<p>Timestrips are low-cost, single-use, heat-sensitive smart labels that assist with temperature control management. Timestrips measure the elapsed time since activation, are triggered by specified temperature ranges, and can also show the duration of that temperature breach. Timestrip labels are simple visual indicators, which require no expertise to read. Its simplicity allows all users to easily read and understand information.</p> <p>Timestrip labels 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 Timestrip 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.</p> <div style="text-align: center;">  <p>Timestrip Plus</p> </div>
EXPECTED BENEFITS	<p>Reduced wastage: Timestrips quickly indicate whether there has been a temperature breach, which allows employees to respond accordingly in order to avoid a shipment being wasted.</p> <p>Increased sales: Increased sales can be achieved by building consumer confidence. Timestrips act as a quality seal and assures customers that your cold chain has remained intact all along the way.</p>
CASE LINK	http://www.timestrip.com/temperaturemonitoring.php
CONTACT INFORMATION	<p>Timestrip® Worldwide Headquarters Timestrip UK Limited Trinity House, Cambridge Business Park Cambridge CB4 0WZ United Kingdom UK Tel: +44 (0) 8450 944 123 US Tel: 1-516-441-0133</p>