

# LIQUIGLIDE™

<b>TITLE</b>	Liquiglide’s coating to inside of packaging enables 100% product evacuation to reduce food waste
<b>COMPANY / ORGANIZATION</b>	
<b>FOOD CHAIN AREA</b>	<b>6. Consumer</b>
<b>KEYWORDS</b>	Coating, product evacuation, innovation
<b>ISSUE ADDRESSED</b>	According to consumer reports study, 3-15% of condiments typically remain in the packaging after they are used. If the average bottle of mayonnaise costs \$4, this translates into \$0.12-\$0.60 of food being thrown out when a consumer cannot remove the remaining contents out of the bottle. If \$2b of mayonnaise is sold annually, this equates to \$60k-\$300k worth of product being thrown out every year.
<b>SOLUTION</b>	<p>Liquiglide is a permanently wet, liquid-impregnated surface coating which is designed to be hyper-slippy, 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, creating a permanently slippery, liquid surface.</p> <p>Millions of products end up in the waste stream each year because they get stuck in the packaging. Applying Liquiglide’s coatings to the inside of packaging will enable up to 100% product evacuation, eliminating waste being thrown away and sent to landfills.</p> 
<b>EXPECTED BENEFITS</b>	<p><b>Avoiding unnecessary waste:</b> Up to 100% product evacuation from packaging reduces food waste and financial waste. If a product can be used in its entirety, consumers will be able to use the product to its completion without going to extreme measures and less will be left behind to be thrown out.</p> <p>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.</p>
<b>CASE LINK</b>	<p><a href="http://www.bbc.com/news/technology-33344955">http://www.bbc.com/news/technology-33344955</a>  <a href="http://www.nytimes.com/2015/03/24/science/with-new-nonstick-coating-the-wait-and-waste-is-over.html">http://www.nytimes.com/2015/03/24/science/with-new-nonstick-coating-the-wait-and-waste-is-over.html</a>  <a href="http://liquiglide.com/green-benefits/">http://liquiglide.com/green-benefits/</a></p>
<b>CONTACT INFORMATION</b>	<p>75 Sidney St., Suite 500-A, Cambridge, MA 02139          Leslie.rose@liquiglide.com  <a href="http://liquiglide.com/">http://liquiglide.com/</a></p>