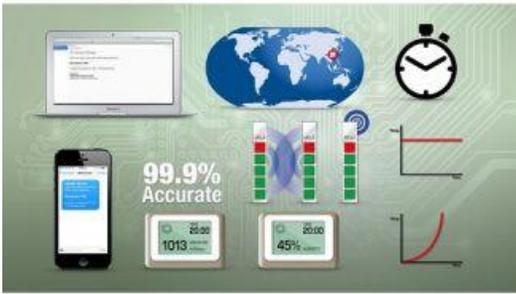


[UWI LABEL/UWI TECHNOLOGY]

TITLE	UWI Technology developing multi-functional smart label
COMPANY / ORGANIZATION	
KEYWORDS	Smart, label, waste
INDUSTRY AREA(S) AFFECTED	Consumer use Point of purchase – retail Waste
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 percent of the 16.5 million tons of food thrown away annually in the UK. Similarly, unclear labelling is an issue that affects other industries such as the cosmetics industry (UK), where approximately 30 percent of products owned have exceeded their best before date.
SOLUTION	<p>UWI Technology is currently developing an electronic label with multiple functionalities, including environmental sensors that can measure and record temperature, pressure, humidity, etc. The label can also be fitted with communication functionalities, which enables the remote monitoring and locating of products as well as communication between different devices.</p> <p>To communicate the state of a product, UWI's 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.</p> <p>UWI's smart labels are flexible, self-activating, and mounted externally on packaging (this process can be integrated into the standard packaging process).</p> 
EXPECTED BENEFITS	Reduction of waste, consumer safety: UWI's smart label provides a simple to read and understand visual indicator of a product's condition. It's highly accurate environmental sensors tell consumers when a container was first opened and how much time is left before the product needs to be discarded, thus potentially reducing a significant amount of waste. Additionally, the functional flexibilities of the label as well as its adaptable design allows for use in many industries, including food packaging, chemicals, cosmetics, etc.
CASE LINK	AIPIA, <i>UWI Technology develops electronic label with added functionality</i> http://www.aipia.info/news-UWI-Technology-develops-electronic-label-with-added-functionality-637.php UWI Technology, <i>UWI Label – How it works</i> http://uwitechnology.com/uwi-label/
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