



INSIGNIA TECHNOLOGIES LTD

TITLE	Intelligent labels designed for modified atmosphere packaging assist consumers to identify a product's freshness
COMPANY / ORGANIZATION	
FOOD CHAIN AREA	<ol style="list-style-type: none"> 5. Point of purchase – Retail or Food Service 6. Consumer
KEYWORDS	Intelligent labels, smart labels, CO ₂ , single-use, MAP, layer, film, lidding
ISSUE ADDRESSED	Consumers waste a significant amount of food due to confusion regarding best before dates.
SOLUTION	<p>Insignia Technology's After Opening Freshness Timer Intelligent Labels (AOFTIL) are designed for modified atmosphere packaging and begins timing the moment a package is opened. Labels are embedded in the inside layer of the lidding film of a modified atmosphere package or bag. When the package is flushed with CO₂ the label turns yellow but remains the same colour until the package is opened, releasing the CO₂. Once the package is opened the label begins timing, responding with a colour change that can be pre-set in line with consumer guidance. The colour change response is faster in higher temperatures, aligning the label with actual product freshness.</p> <div style="text-align: center;">  </div> <p>After Opening Freshness Timer Intelligent Label</p>
EXPECTED BENEFITS	<p>Reduced wastage and increased sales: Insignia Intelligent labels reduce consumer food waste by quickly signaling food freshness at a glance. Increased sales can also be achieved by building consumer confidence in product freshness.</p>
CASE LINK	<p>http://www.smarttechlabels.com/?page_id=17 http://insigniatechnologies.com/products_foodretailsolutions.asp#Deli http://www.packagingeurope.com/Packaging-Europe-News/60663/Smart-Labels-Cut-Down-on-Waste.html</p>
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