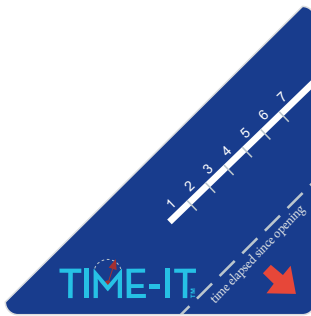


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Product Description:



Time-It is a patent pending smart, low cost device that indicates the time lapsed since activation, thereby informing consumers as to the deadline by which the product they have opened must be used. Each indicator is pre-set to a predefined temperature in accordance with the storage conditions of the product it is monitoring. Unlike other solutions, activation of Time-It takes place automatically as a product is opened. Use of such a product both reduces the risk that consumers will consume a product that may have become unsafe, and also increases the purchase frequency by ensuring that products are either consumed or discarded faster.

Product status: Under Development

Application:

Time-It is suitable for all products that have a limited shelf life after the package seal integrity has been breached, traditionally noted by the phrase “Use within X days of opening” on the package. This includes a wide range of food categories such as fresh and processed meat and poultry, ready to eat meals, condiments, juices, dairy products etc.

Features, Advantages & Benefits:

- Time-It is tunable to different time periods and gives a clear visual indication as to the end of the elapsed time
- The indicator activates automatically upon opening of the package
- Time-It is made of materials certified as safe for direct food contact
- Low cost

