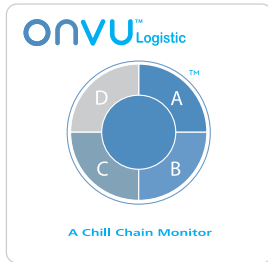


FOOD

BEVERAGE

onvUTM Logistic
active ink technology

Product Description:



Food manufacturers, distributors and retailers have a common objective to ensure that the food they sell to consumers has been stored and transported correctly in order to guarantee freshness and safety. In addition, the food industry destroys billions of dollars each year as a result of temperature related perishable shrink, much of which can be avoided by smarter inventory management. OnVu Logistic is a low cost, easy to implement tool that highlights the true state of the product by changing color at a rate determined by the actual temperature conditions that the food product has been exposed to, allowing all parties in the chill chain to view the freshness level at any point and make intelligent decisions as to how to handle the product going forward.

Product status: Commercial

Application:

OnVu Logistic can be applied on item, carton or pallet level, for all perishable foods requiring refrigeration. Used in conjunction with a “handover protocol”, the indicator highlights the true state of the product at each critical handover point within the chill chain, as compared to the pre-defined product specifications. This allows manufacturers, distributors and retailers to ensure that the food they are receiving and/or selling has been correctly handled up until each check point, thereby allowing smarter management of perishable inventory.

Features, Advantages & Benefits:

- Simple and easy to implement
- Offers an immediate eye and machine readable indication, leading to quick and decisive action
- Flexible in size and design
- The active ink can be incorporated into existing labels or printed directly onto the package
- OnVu is activated by UV and applied automatically (high speed) or manually
- The indicator can be calibrated to match a wide range of shelf lives
- Lower cost than data loggers, RFID etc
- OnVu was co-developed and is manufactured by CIBA (now part of BASF)