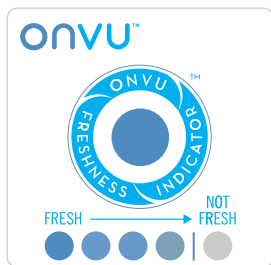


FOOD

BEVERAGE



**Product Description:**



OnVu is a “Smart” use by date that gives a dynamic and accurate visual indication as to the true freshness level of the food product that it is applied to. Based on an intelligent ink technology, the OnVu indicator changes color at a rate based on the aggregate temperature in which the product is transported and stored, and can be applied as a stand alone label or integrated into existing labels or packages. As consumers become more and more demanding regarding freshness, quality and safety, OnVu finally represents an industry breakthrough in complete temperature tracability.

**Product status: Commercial**

**Application:**

OnVu is suitable for all short shelf life foods that require refrigeration. This includes meat and poultry, seafood, dairy, fresh produce, juices, ready to eat meals, sandwiches etc. OnVu is activated and applied to the product as it is packaged, and immediately begins to indicate the freshness level of the food, up until the point of consumption. This allows consumers to ensure that the food they are purchasing and feeding to their families is both fresh and safe.

**Features, Advantages & Benefits:**

- Highly accurate and reproducible
- Flexible in size and design
- The active ink can be incorporated into existing labels or printed directly onto the package
- OnVu is dormant until activation and requires no special logistics or handling until that point
- An intelligent UV trigger mechanism allows OnVu to be activated and applied at any location
- The indicator can be calibrated to match the shelf lives of various foods
- Low Cost
- OnVu was co-developed and is manufactured by CIBA (now part of BASF)

