



## IMAGINE A FRESH `N` SMART WORLD

Imagine fresh fruit and vegetables shipped across the world's oceans dramatically reducing harmful CO<sub>2</sub> emissions.

Imagine more ships and fewer planes transporting the world's produce.

Imagine produce that stays fresh longer, has more flavor and reduces waste and cost.

Imagine being able to choose packaging options meeting your customized needs, allowing you to be a responsible supplier.

Do you want your packaging to:

Extend the shelf life of your product?

Be biodegradable to reduce your environmental footprint?

Be COMPOST-READY™?

Become an effective marketing tool?

## THINK FRESH `N` SMART PACKAGING

Think less waste, reduced CO<sub>2</sub> emissions and a third less packaging sent to landfill sites.





## WHAT IS FRESH `N` SMART TECHNOLOGY?

**It is MIP or “Modified Interactive Packaging”**

**It is packaging classified as “Selectively Permeable” to gases used to extend shelf life of fresh food**

**It is non-toxic**

**It allows produce to create and self regulate its own atmosphere to maintain optimal post harvest conditions**

**It includes an antimicrobial component to increase preservative qualities**

**It is suitable for virtually all types of fresh produce**

## WHAT FORM CAN FRESH `N` SMART TECHNOLOGY TAKE?

**It can be a retail bag — the Fresh `n` Smart Bag or Fresh `n` Smart Duo Bag**

**It can be a carton liner — the Fresh `n` Smart Liner**

**It can be a rigid container — the Fresh `n` Smart Punnet**

**It can be a pallet cover — the Fresh `n` Smart Pallet Cover**

**It can be a sachet — the Fresh `n` Smart Sachet**

**What can Fresh `n` Smart Technology be for you?**



## HOW DOES IT WORK?

**When produce is harvested it experiences stress**

**Loss of moisture**

**Loss of flavor**

**Loss of nutrients**

**When Fresh `n` Smart Bag Technology is introduced the produce “relaxes”**

**Reducing stress**

**Reducing hyperventilation**

**Reducing dehydration**

## BUT HOW DOES THIS HAPPEN?

**This is made possible by the very high permeability of the film. The substrate (clay particles) incorporated into the film has a unique honeycomb structure. This structure creates a Modified Interactive Packaging environment which allows the exchange of minor gases such as O<sub>2</sub>, CO<sub>2</sub> and gaseous water vapor.**

## **MIP: HOW IT WORKS**

**Produce will adjust respiration rates in response to biofeedback mechanisms.  
It will naturally adjust this self-regulated environment to meet its individual needs.**

**Slows down respiration ➤ Slows down metabolism ➤ Produce in suspended animation**

## **Antimicrobial Properties**

**Of particular importance is the inclusion of a natural food approved antioxidant preservative that provides protection against microbiological spoilage and reduces the risk of pathogen contamination.**

**The preservative assists with the dissipation, absorption and vaporization of moisture, protecting the contents and internal surroundings from early mycotoxin fungi formation, premature deterioration and microbial instability.**

## WHAT ARE THE **BENEFITS?**

**Extended shelf life and freshness**

**Prevention of dehydration and subsequent weight loss requiring less overages**

**Minimize condensation inhibiting development of micro-organisms which can cause decay**

**Pick and pack ripe produce allowing the end consumer to experience a more flavorful product**

**Retention of the nutritional content of the produce**

**Less expensive and less environmentally damaging transport options: ocean/ground vs air shipments**

**Reduce food waste (grower level, distribution level, consumer level)**

**Reduce need to use ice**

**Inhibit a range of micro-organisms including fungi, bacteria and yeast**



**SMART**  
DEGRADABLE



A large, curved view of the Earth from space, tinted in shades of blue and cyan. The image shows the outlines of continents and swirling cloud patterns across the globe.

## IMAGINE A FRESH `N` SMART WORLD

Fresh `n` Smart Packaging from **SMART DEGRADABLE** can do this for me, for you, for our children, for our world.



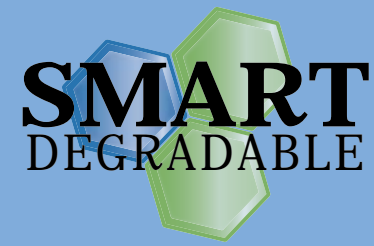
## IMAGINE A **FRESH `N` SMART** WORLD

Imagine more ships. Fewer planes. Producing less CO<sub>2</sub>. Fresh fruit and vegetables shipped across the world's oceans dramatically reducing harmful emissions.

We will eat the same food from around the world but with a fraction of the environmental damage. Families and schools will buy a week's supply of fresh food and fruit and it won't go to waste. Our landfills will contain a third less plastic.

**SMART**  
DEGRADABLE





# FRESH `N` SMART CUTS CO<sub>2</sub>

Imagine the contribution Fresh `n` Smart Packaging will make to slow down global warming.





## FRESH `N` SMART CUTS CO<sub>2</sub>

Every year 90,000 tonnes of fruit and vegetables are flown to British supermarkets. 45,000 tonnes of flowers are imported annually.

Every year this involves 16,000 flights, with a single journey from East Africa to the UK releasing 190,000 kilos of harmful CO<sub>2</sub> emissions.

Consumers demand fresh produce but our planet is paying the price. As our carbon footprint grows the ozone layer is disappearing and the climate is changing.

Imagine a world where we enjoy the same food but with the cost to the environment reduced to a tiny fraction. Fresh `n` Smart Packaging can do this. Right now.

Last year 80% of the brussel sprouts sold in Britain came in by sea wrapped in Fresh `n` Smart Packaging. CO<sub>2</sub> emissions were reduced by 96%. One small vegetable, a massive reduction in harm.

Imagine the contribution Fresh `n` Smart Packaging will make to slow down global warming.

**SMART**  
DEGRADABLE





# **FRESH `N` SMART REDUCES PACKAGING**

Imagine the reduction in landfill waste if Fresh `n` Smart Packaging was widely used.





## FRESH `N` SMART REDUCES PACKAGING

Smart Degradable products can lead supermarkets to one of their holy grails by reducing costs, utilizing less packaging material and generating less waste.

Take a common household staple like bread. Wrapped in Fresh `n` Smart Packaging, bread remains fresh for up to 7 days. Conventional bread packaging produces 18,000 tonnes of waste in the UK every year. Compare this to the 12,600 tonnes generated by using Fresh `n` Smart Packaging. This is 30% less waste heading to the landfill.

Imagine the reduction in landfill waste if Fresh `n` Smart Packaging was widely used.

## BE SMART

- Fresh `n´ Smart Packaging reduces CO<sub>2</sub> emissions.
- Fresh `n´ Smart Packaging reduces food waste.
- Fresh `n´ Smart Packaging reduces packaging waste.
- Fresh `n´ Smart Packaging reduces costs.
- Fresh `n´ Smart Packaging is kind to the environment.



# SMART DEGRADABLE

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