



ACTI**fresh**



ACTIfreshness  
IN A BOX

KITCHEN INTELLIGENCE

## How to Store Blueberries the Right Way

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NO BERRY LEFT BEHIND

## 3 Ways to Use Up Berries About to Go Bad

How Long Do Blueberries Last?



Check for existing mold

Don't rinse unless you have to!

Make sure your blueberries are dry

If the blueberries are overripe, freeze them

Refrigerate them





# SHORT LIFE SPAN OF SOFT FRUITS

UP TO  
50% FOOD WASTE  
IN RETAILER CHAINS

ADDITIONAL  
35% FOOD WASTE  
IN HOMES



WHY NOT ELIMINATE THE PROBLEM  
**BEFORE** THEY REACH THE CONSUMER?





?



# ACTIVE CORRUGATED BOARD PACKAGING





ACTI**fresh**PRODUCTLINE

miniTRAY

TRAY

TRAY**maxi**

ACTIfresh



INTENTION

B2C  
blueberries

B2C  
strawberries

B2B  
distribution

RELATION

●  
market  
customer

●  
market  
customer

●  
producer  
market

SIZE

●  
250 g

●  
1 kg

●  
5 - 50 kg



# ACTIfresh TECHNOLOGY

ethylene  
SCAVENGER

anti  
MOULD

anti  
BACTERIAL



ethylene  
SCAVENGER

anti  
MOULD

anti  
BACTERIAL

PROTECTS  
SOFT  
FRUITS  
FROM

over ripening

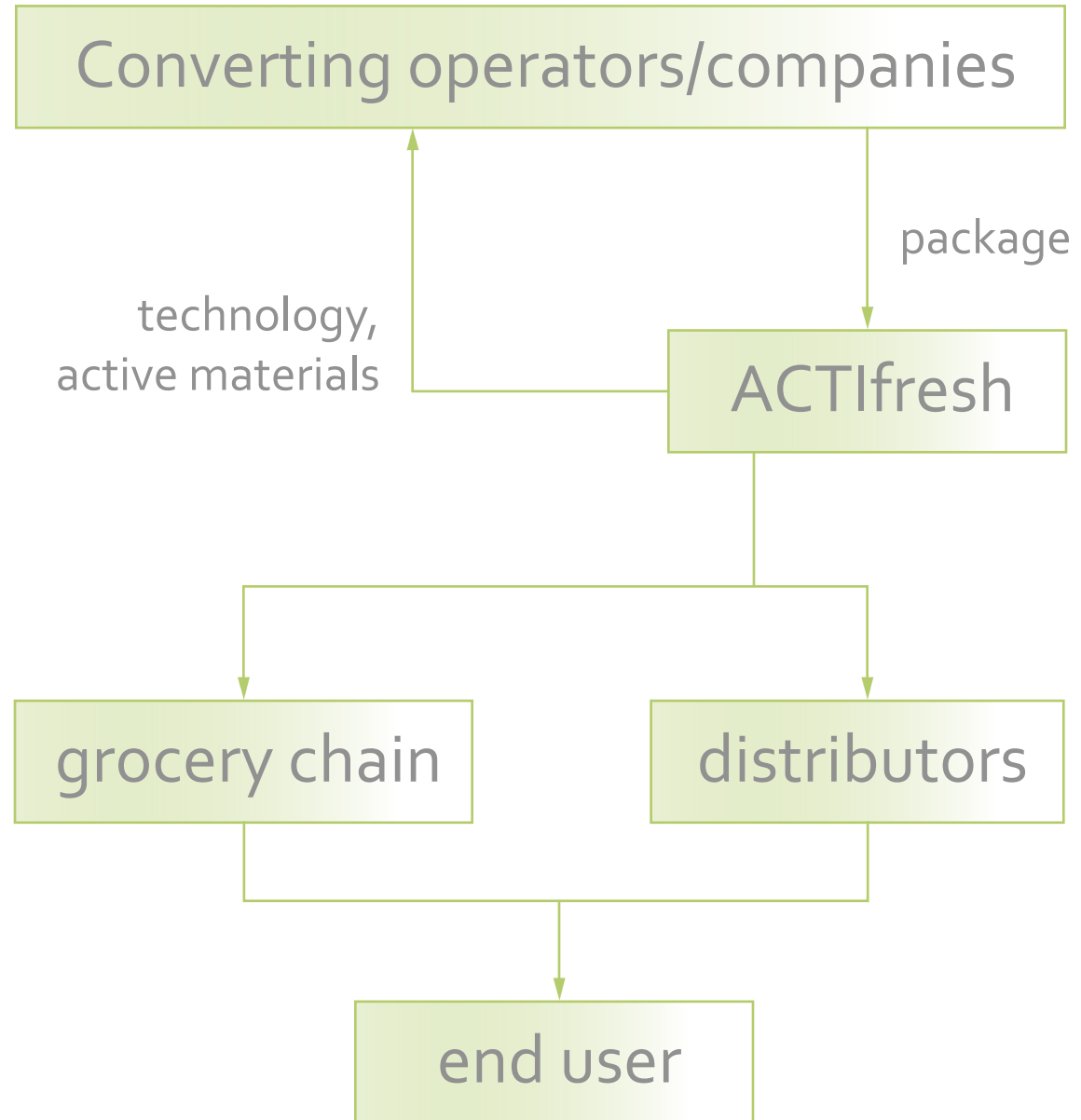


mould development



bacterial development







ACTIfreshCOMPANY

FINLAND  
based

global  
REACH

FOOD  
awareness



# ACTIfreshTEAM

diverse  
EXPERTIES

SCIENTIFIC  
background





# ACTIfresh BUSINESS PLAN

1 - 5  
YEARS

target  
MARKET

financial  
PLAN



1 - 5  
YEARS

target  
MARKET

financial  
PLAN

2 Finnish market chains  
Scandinavian market chains

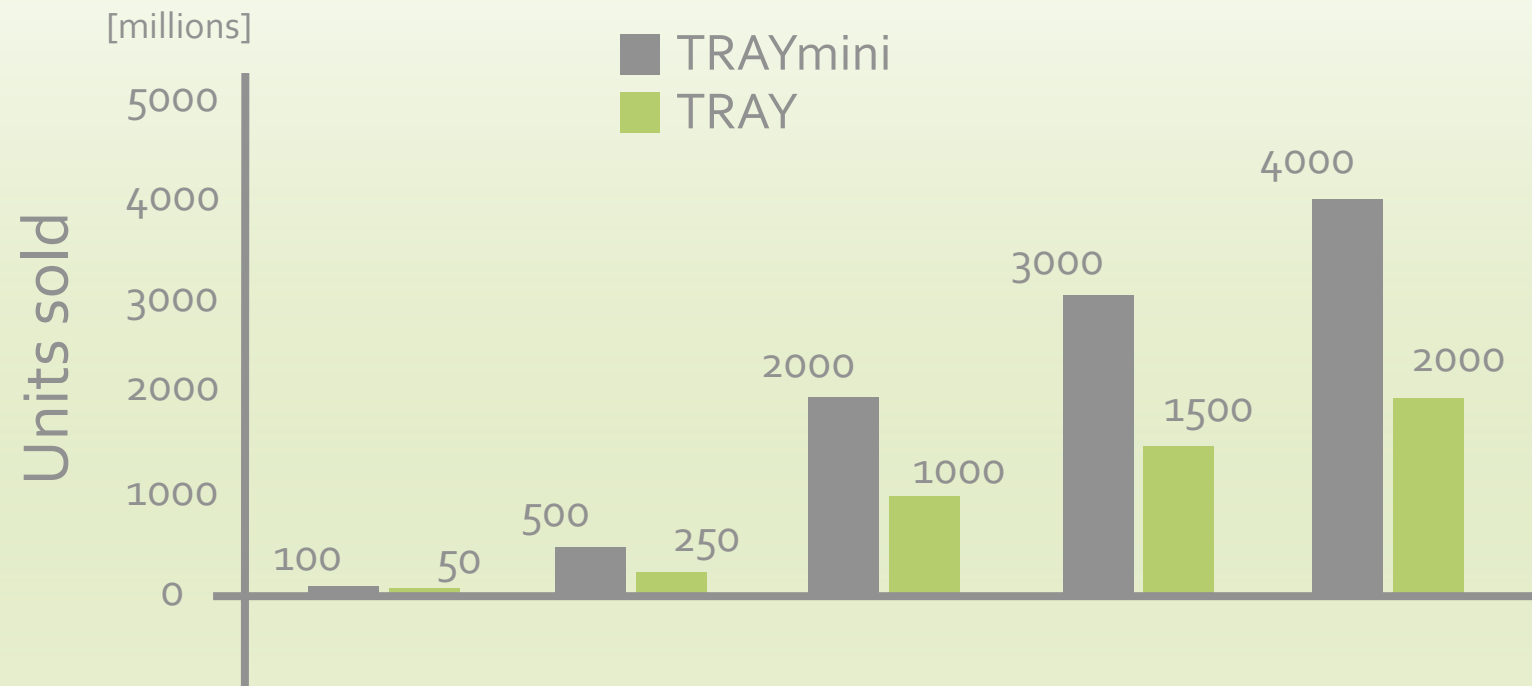
countries promoting innovation  
more open to new products  
already applied in some manner



1 - 5  
YEARS

target  
MARKET

financial  
PLAN



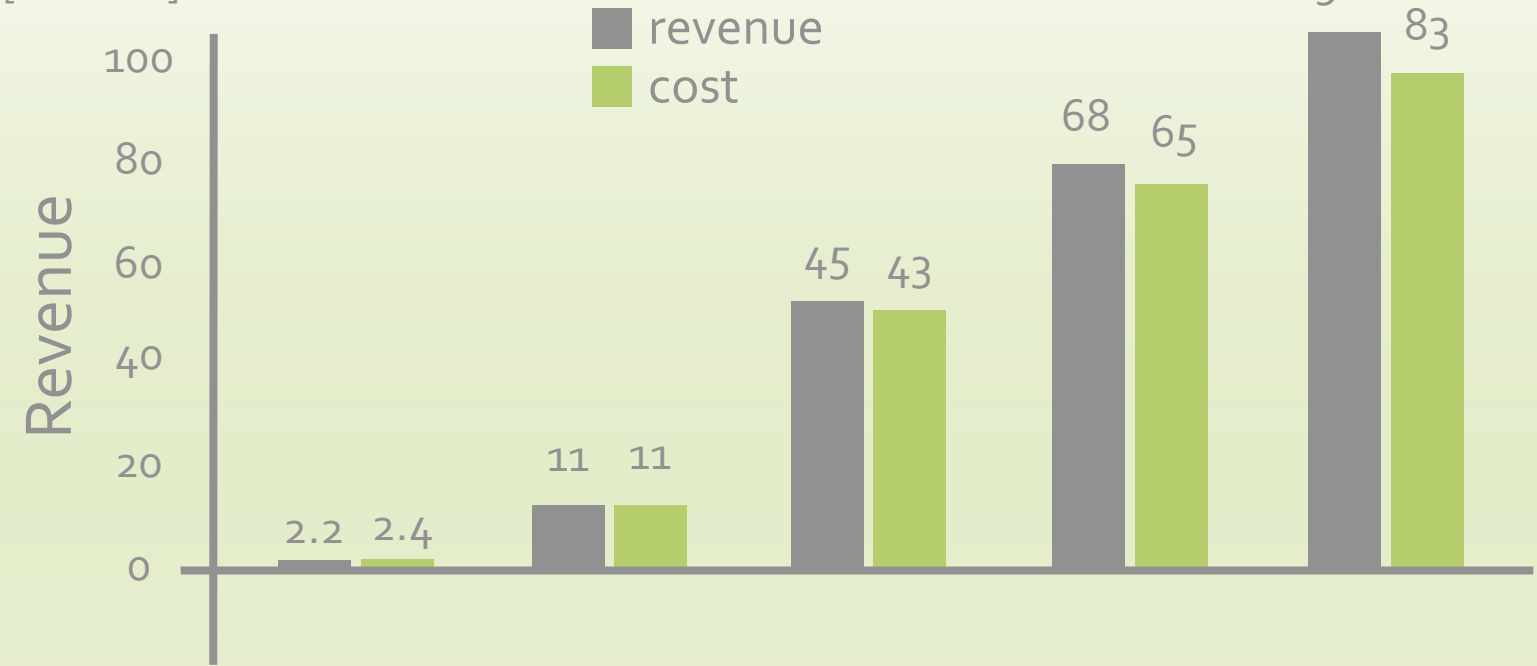


1 - 5  
YEARS

target  
MARKET

financial  
PLAN

[millions €]





1 - 5  
YEARS

target  
MARKET

financial  
PLAN

Y	REVENUE	VAR COST	FIX COST	MARKET	TOTAL	EBIT
1	216	2.1	0.23	0.11	204.8	11.2
2		10.5	0.23	0.56		
3		40.5	0.45	2.25		
4		60.75	0.55	3.38		
5		78	0.7	4.5		

[million Euro]

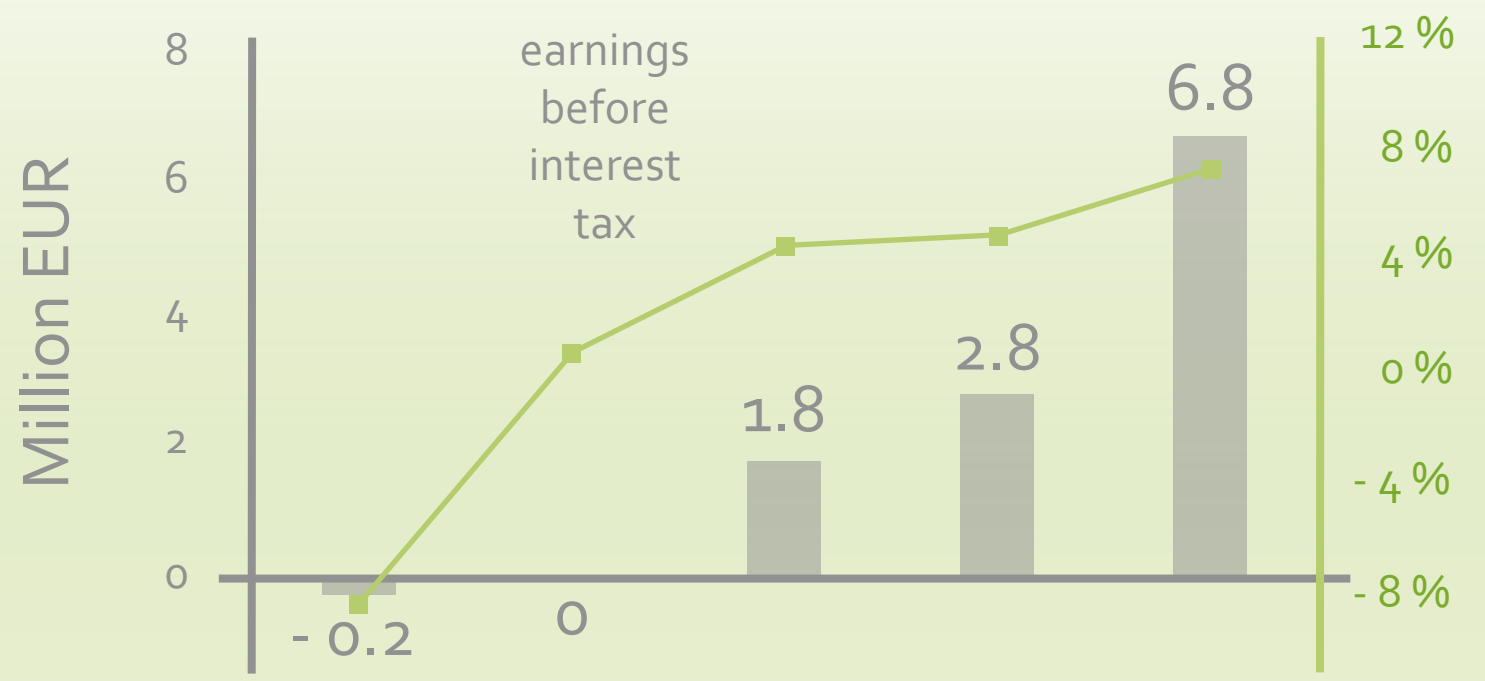




1 - 5  
YEARS

target  
MARKET

financial  
PLAN





1 - 5  
YEARS

your  
INPUT

financial  
PLAN

Y	REVENUE	VAR COST	FIX COST	MARKET	TOTAL	EBIT
1	2.25	2.1	0.23	0.11	2.44	- 0.19
2	11.25	10.5	0.23	0.56	11.29	- 0.04
3	45	40.5	0.45	2.25	43.2	1.8
4	67.5	60.75	0.55	3.38	64.68	2.83
5	90	78	0.7	4.5	83.2	6.8

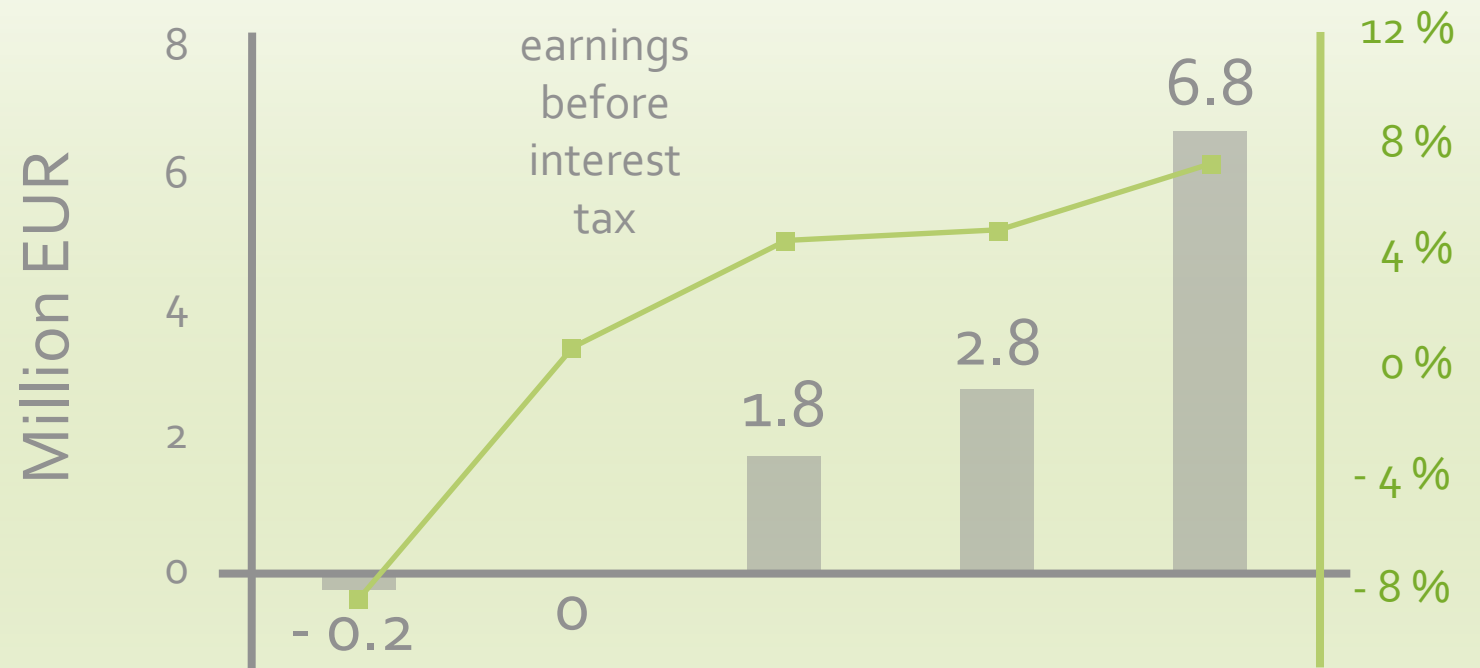
[million Euro]



1 - 5  
YEARS

your  
INPUT

financial  
PLAN





1 - 5  
YEARS

your  
INPUT

financial  
PLAN

500 000 EUR



over 3 years



# ACTIfreshFUTURE

company  
GROWTH

global  
MARKET

custom  
PRODUCTS



ACTIfresh YOUR FUTURE?

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