

Oxygen scavenger applied as a label
on interior of MAP packaging



Team Red 2:

- Grazielle Grossi
- Adriane Cherpinski
- Urska Kavcic
- Cynthia Fontes

Problem

- 1/3 of global food production is wasted or lost (9.3 billion tonnes)

Facts about food waste in Norway



Food Industry: 17%



Retail stores: 21%

68 kg



Copyright © 2015 FotoWeb 7.0

Consumers : 61 %

355 000 tonnes

**Urgent need to
reduce**

Strategies to reduce food waste

- **Tecnological**

- Optimal storage
- Cold chain
- **Packaging**



- **Behaviour**

- Awareness
- Education of population



Why do we need oxygen absorber?

- Avoid mold growth
- Unwanted odor
- Shelf-life extension
- Food waste reduction



Oxygen scavenger



Oxygen Scavenger

France



Oxygen Scavenger

Switzerland



Oxygen Scavenger

Switzerland

- Focus: industries
- Danger and concerns
 - sachets leakage
 - unknown component



Not only O₂ control...

- Humidity control is also important...

High humidity

Conditions favourable for
microbial growth



Low humidity

Leads to water loss
and shrinkage



Solution

OHpack

Oxygen

Humidity



Item Info:

- What?

Reusable **Tupperware®** box with disposable H and O₂ film control

- Where?

Used in households

- Value of the product:
 - 1 box 2 purposes,
 - extended shelf-life,
 - food loss reduction,
 - elimination of “unknown” compound



Upper view



Lateral view



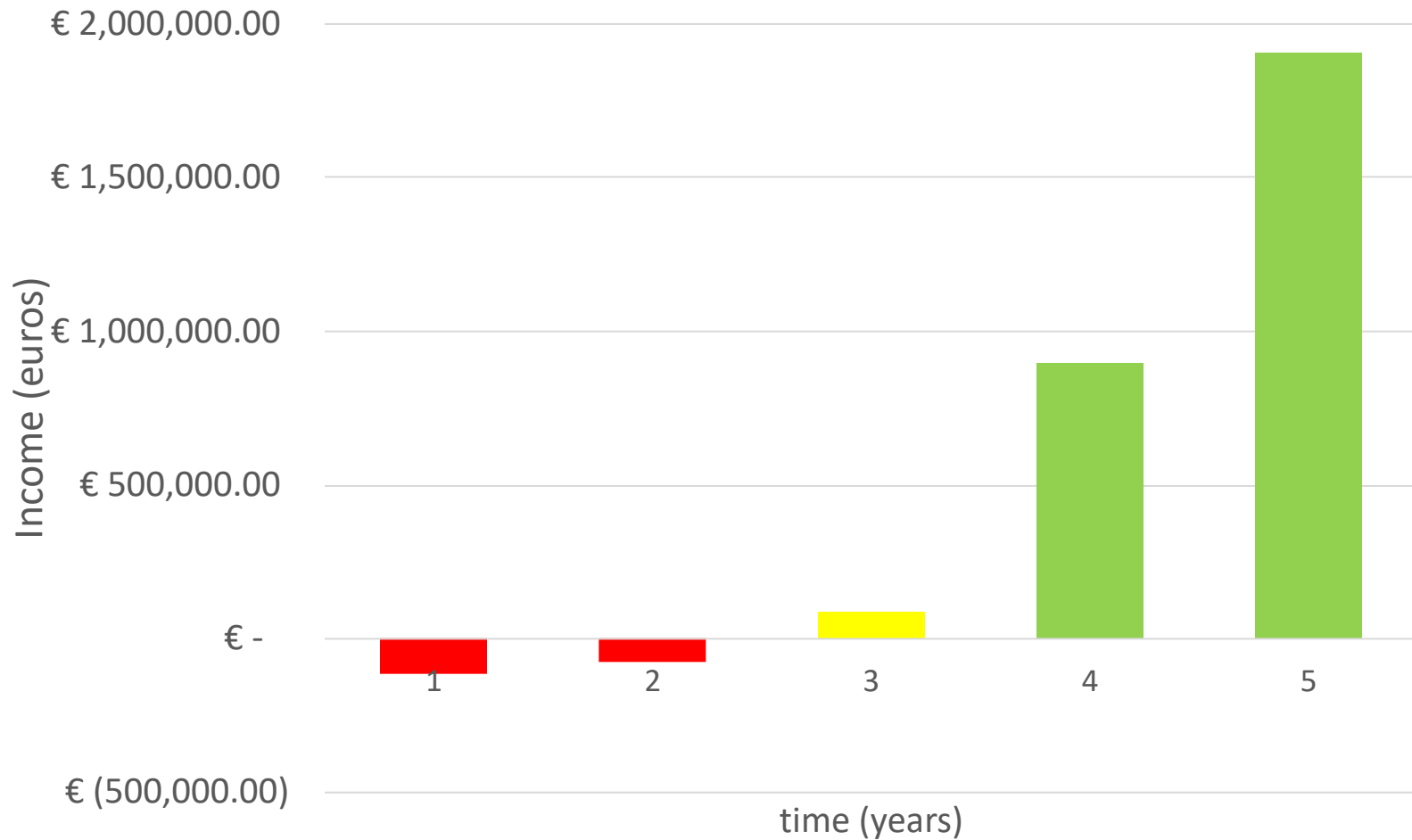
Prototype

Innovation

- Focus on **end consumer**
 - Home product line
- Value for the customer:
 - Reusable box
 - 2 purposes
 - humidity control: fresh produce
 - O₂ control: bakery products



The numbers



Don't wait,
invest now!

