





<p>B-FRESH spray for packaging materials prevents rotting of the fresh food such as fruits and vegetables and reduces food waste.</p>	<h3>Description </h3> <hr/> <p>B-FRESH solved the problem of fast rotting of the fresh food in order to reduce food waste. Fresh food shelf-life can be extended even for 100 %. Unique formulations of aqueous emulsion consisting of biopolymers and active components can be easily sprayed on any packaging material such as paper, cardboard, wood, plastic etc. The product is biodegradable, non-toxic and can be used even for packaging of organic food.</p>
<p>B-FRESH</p>	<h3>Business Model </h3> <hr/> <p>The huge financial problem of fresh food producers and suppliers is the food waste. The food waste results in global financial losses of \$1.2 trillion. If we take a closer look on structure of these losses, 40 % are related to fresh fruits and vegetables. Food losses are not just financial problem but also humanitarian and environmental problem. B-FRESH is a new packaging solution and unique product on the active packaging market. It could be used in combination with any packaging material to prevent fresh food rotting and spoilage.</p>
<h3>Category</h3> <hr/> <p>Packaging; Materials Innovation</p>	<h3>Target </h3> <hr/> <p>To incorporate and set up production facility.</p>
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