



# Project Title: FreshTag

**Hosted By: FreshTag Limited**

## ***Project Introduction:***

60 per cent of the food waste in the UK is still edible, the average household spends ?500 annually on wasted food because of the confusion of date code expiry. FreshTag is here to offer you an evolutionary solution for reassuring food freshness and safety, greatly reducing avoidable food waste.

## ***About Organisation:***

FreshTag Limited is a young innovative company established in 2019. It is supported under the business incubator scheme of InnovationRCA in London. The team is consistent with young entrepreneurs from the best institutes of the world with design and scientific backgrounds. We aim to help food waste reduction while educating the modern society with a healthier and fresher lifestyle via state-of-the-art technological ideologies and innovations.

## **Images**

*The pictures are to be found in the images folder.*

File Name: freshtag01\_1599747810.jpeg

Picture Caption: -

Picture Credits: FreshTag Limited

File Name: 2020-09-10-172338\_1599755054.png

Picture Caption: FreshTag scientific mechanism of the technology

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File Name: 03-small\_1599745811.jpg

Picture Caption: FreshTag colour coding system

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File Name: 1234\_1600440508.jpg

Picture Caption: FreshTag market entry approach

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File Name: 05-small\_1599746076.jpg  
Picture Caption: FreshTag future prospective  
Picture Credits: -

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