

PRESS RELEASE

ITS Foodsmart adhesive provides good bond, yet allows label to change colour to indicate ripeness of pre-packed fruit

Supermarket and grocery store shoppers are beginning to see the introduction of new labelling technology, which will quite literally change the way we select fruit and potentially other perishable goods from the shelves.

The unique label, positioned inside the cellophane wrapping, automatically changes colour as fruit ripens, enabling shoppers to see at a glance, the exact stage of fruit ripeness, allowing the consumer to purchase fruit to his or her exact preference, ranging from crispy to totally ripe.



Various proprietary brand adhesives are capable of affixing paper to cellophane. However, the label manufacturer had difficulty locating a ‘food safe’ adhesive which could achieve a successful bond without inhibiting the action of colour change.

Manchester based, independent adhesive formulator and manufacturer, Itac solved the problem by creating an FDA Approved adhesive which does not interfere with the label’s ability to alter hue, yet adheres well to the cellophane wrapping. Also, crucially, it is safe when it comes into direct contact with food.

Paul Armitt, Managing Director of Itac, talked about the project:

“All of our team were excited by the innovative nature of this technology and its potential for future success. It needed a new formulation with specific parameters and we rose to the challenge. The product we developed is a total success. It now forms the base of **ITS Foodsmart** adhesive, available within Itac’s range of technically advanced adhesives, which all bear the **ITS** prefix”.

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