B-FRESH TECHNOLOGIES LTD

COMPANY NAME: B-Fresh Technologies ltd.

COMPANY OWNERSHIP: Five co-founders

COMPANY'S PRODUCTS/SERVICES: B-Fresh spray for active packaging of fresh fruits and vegetables

COMPANY'S COMPETITIVE ADVANTAGES AND INNOVATION:
With B-FRESH products, customers can extend fresh food shelf-life up to 100 % which can further reduce or even eliminate financial losses on fresh fruits and vegetables. B-FRESH products come in a form of biopolymer emulsion that contains active components (essential oils and metal salts) with antimicrobial and antioxidant properties. The emulsion can be sprayed on any existing packaging material, such as paper, cardboard, plastic, wood, etc. and such formed film/coating can prevent fresh food from rotting and spoilage. Once it is sprayed it forms a thin transparent film that does not influence the packaging appearance. The efficiency of the product was confirmed by tests in a certified laboratory for food testing.
Our competitive advantages are the following:

- The product is in the form of a spray that can be applied to any packaging material which is a unique solution on the market and there is no similar active packaging solution
- Prolonged effect achieved by encapsulation of active components
- Synergy of active components
- All components are on the GRAS list (Generally Recognized as Safe), completely natural and nontoxic and can be used for organic food packaging
- Prolonged shelf life up to 100%
- Antimicrobial effect on a large number of different bacteria, yeasts, and moulds provides an extension of shelf life but also healthier food for consumers
- Affordable price provides significant financial savings to customers

COMPANY'S STAGE OF DEVELOPMENT: early stage

TYPE OF PARTNER SEARCHED AND COUNTRIES:
We are interested in cooperation to sell our products in the EU countries and receive advice on legal issues related to exporting our products to the EU market.