



THE FUTURE OF
FRESH

bluwrap

BLUWRAP | PRESENTATION

**THIS IS
BLUWRAP.**





DOUBLE SHELF LIFE.

**BluWrap technology proven
to more than double the
shelf life of fresh proteins.**



Life Extension of Fresh Protein





DAY 30 BLUWRAP SALMON

This is a photo of fresh BluWrap salmon fillets after 21 days in BluWrap, plus 9 days, making a 30 day shelf life.

For H&G we have a shelf life of 40 days.

The fish is proven to be as good as fresh fish on ice based on results from lab test and customer feedback



DAY 90 BLUWRAP BELLIES

**This is a photo of a 90 days
fresh BluWrap bellies before it
goes into bacon production.**

**The shelf life using vacuum
packed is normally 50-55 days.**

A UNIQUE TECHNOLOGY

1 Prevents oxidative processes and reduces microbial spoilage by modifying the atmosphere surrounding the product.



2 Slows down enzymatic activity by the use of optimal holding temperatures (-1 C).





**INCREASES
PRODUCT
VALUE**

**DECREASES
COSTS**

**REDUCES
IMPACT**

A REDUCED IMPACT



Less CO₂

Truck/sea; 65%
Air/sea; 90%
Truck/ train; 70%
Air/train 80%

More recycling.

Recyclable cardboard boxes
instead of Styroform and ice in
the fish industry

Less waste.

1.3 billion tons of the food
produced in the world is
wasted each year

Reduce logistics costs.

From air to sea reduces
logistic cost by up to 70%

SHIPMENT OVERVIEW



Statement from industry partner in Boston

«Throughout the 9 days of organoleptic testing, the fillets performed identically against the control samples in both the raw and the cooked state

Overall this test proved to be an impressive showcase of the BluWrap Technology's ability to preserve the desirable characteristics of recently slaughtered salmon while decreasing the logistical costs and carbon footprint of overnight air shipment.»



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