



OnVu™  
Smart Perishables

# OnVu™

## Smart packaging



### Keeping your customers coming back is our top priority

Your customers shop at your stores because they value the freshness, safety and premium quality of your perishables. They appreciate your investments in innovations that make shopping easier and more pleasant. They shop thoughtfully in an effort to minimize food waste. But more than ever, they shop at multiple stores for multiple reasons, so it is critical to keep them coming back for the things that make your stores different than the rest.

### OnVu™ – your added value partner in perishables

First introduced in Switzerland in 2009, OnVu™ is now helping consumers across Germany and Eastern Europe in more than 30 retail outlets. Market tests in the US and Europe have shown that when a retailer carries OnVu™ on their perishables, the retailer and the customer win on multiple levels.

Results of a 2012 study of 154 shoppers across three stores in the US clearly show

the benefits of using OnVu™ on your perishable products:

#### Customer trust

- OnVu™ conveys information that is very important to 85% of shoppers.
- 71% think the OnVu™ label on packages of meat means the store cares about its customers.

#### Customer loyalty

- 81% of shoppers who buy less than half of their meat from the store feel they should buy more of it there due to the presence of the OnVu™ label.
- 80% of shoppers would prefer to shop in a store that puts the OnVu™ label on their meat products.
- 75% of shoppers would choose a package of meat with the OnVu™ label over one without.
- Consumers purchase more goods more frequently from retailers that use OnVu™. In fact, these consumers buy not only more fresh food but also more of other products at these stores.<sup>1</sup>

#### Symbol of safety and transparency

- 94% of shoppers agree that the retailer

using OnVu™ is more concerned about the safety of customers than other supermarkets.

- Safety is the top perceived benefit of the OnVu™ label on meats.

#### Visible commitment to fresh

- 89% of shoppers agree that the retailer using OnVu™ has fresher meat than other supermarkets.

#### Clear sign of high quality

- 95% of shoppers agree that the retailer using OnVu™ is more concerned about the quality of the products they sell.

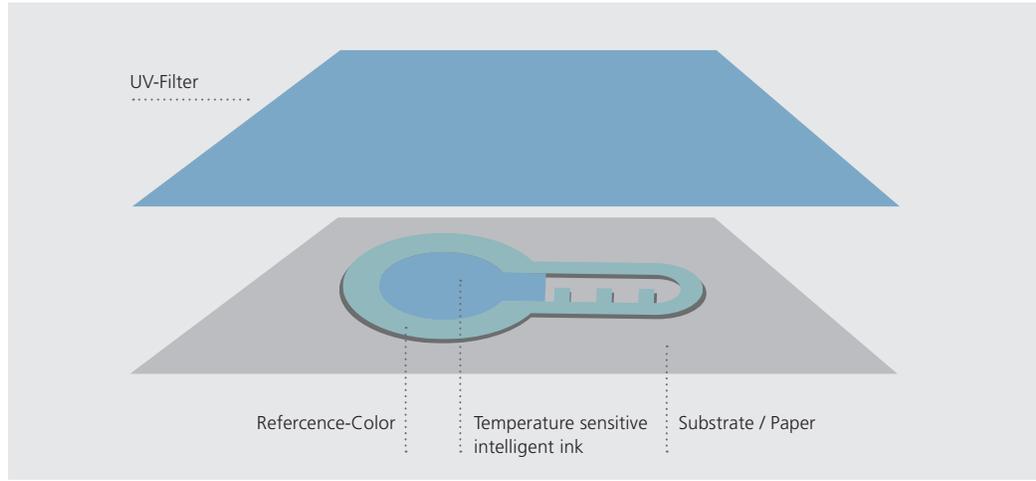
#### Innovative and important

- 92% of shoppers agree what the OnVu™ label does and shows is unique.
- The OnVu™ label catches the interest of 81% of shoppers.
- The OnVu™ label effectively captures shoppers' attention, addresses an issue they believe is important and is clearly seen as being unlike any other label that shoppers have seen on meat products.

**“Our shoppers love that we offer the OnVu™ technology on our meat products. It shows our commitment to food safety and builds trust with our customers. It is that trust that keeps them coming back to our stores.”**

**Didier Jonnier**

*Head of Fresh Foods Metro-Ukraine*



## Frequently asked questions

### Why Is OnVu™ unique?

- The FDA seafood HACCP program states that TTI's have a place in HACCP plans. As a TTI, OnVu can be part of an effective HACCP program.<sup>2</sup>
- According to an article in the International Journal of Food Science and Technology, OnVu™ is a novel time-temperature indicator that constitutes a reliable tool to monitor the cold chains of a broad range of food products on their way from production to consumption.
- OnVu™ is part of Bizerba North America, a brand that sets the standard for hygiene. Bizerba has received some of the industry's highest awards for its leadership in safety and cold chain management.

### Will OnVu™ drive sales?

OnVu™ retail partners are successful when they promote OnVu™ through in-store marketing and education. Consumers like the fact that OnVu™ helps them keep products fresh after purchase and they are willing to pay a premium for products featuring OnVu™.<sup>1</sup>

### What is the cost to implement OnVu™?

OnVu™ indicators work through a special printable photochromic ink that is printed onto self-adhesive labels. The indicators can be applied in-store or at a preferred supplier directly in-line to eliminate labor costs. OnVu™ indicators are very cost-effective, at only a few cents per unit. Early adopters in the United States will benefit from early market pricing.

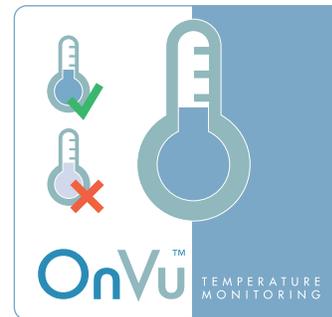
### Will OnVu™ cause increased product returns?

OnVu™ has been implemented in multiple retail locations in Europe, where there has been no increase in product returns. Consumers are informed that OnVu™ is intended to help them ensure proper product handling after purchase, so consumers tend to view any change in the label as their own responsibility.

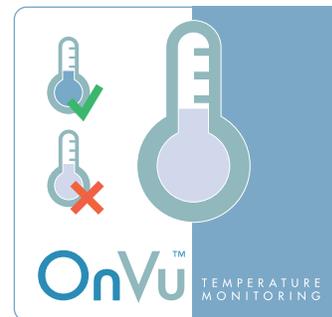
<sup>1</sup> Results of a 2010 study of 300 shoppers across 3 stores in Portugal.

<sup>2</sup> Fish and Fishery Products Hazards and Controls Guidance, 4th Edition. U.S. Food and Drug Administration, November 2011. <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Seafood/ucm2018426.htm#future>

## OnVu™ – freshness at a glance



Food is Fresh



The color pales upon expiration or if the food has been exposed to unsafe temperatures for too long

**Who do we contact to get started?**

**Bizerba North America**

Pedro Garza  
Product Manager Label Technologies  
M 512 914 7490  
pedro.garza@bizerba.com

**[www.onvu.com](http://www.onvu.com)**  
**[www.bizerba.com](http://www.bizerba.com)**

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