



THE FUTURE OF
FRESH

bluwrap

BLUWRAP | PRESENTATION



Life Extension of Fresh Protein



**THIS IS
BLUWRAP.**





DOUBLE SHELF LIFE.

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



PORK



SALMON

HOW IT WORKS.





**MOST PEOPLE BELIEVE THAT
TIME IS WHAT SPOILS FRESH
PROTEINS. IT'S NOT.**

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).

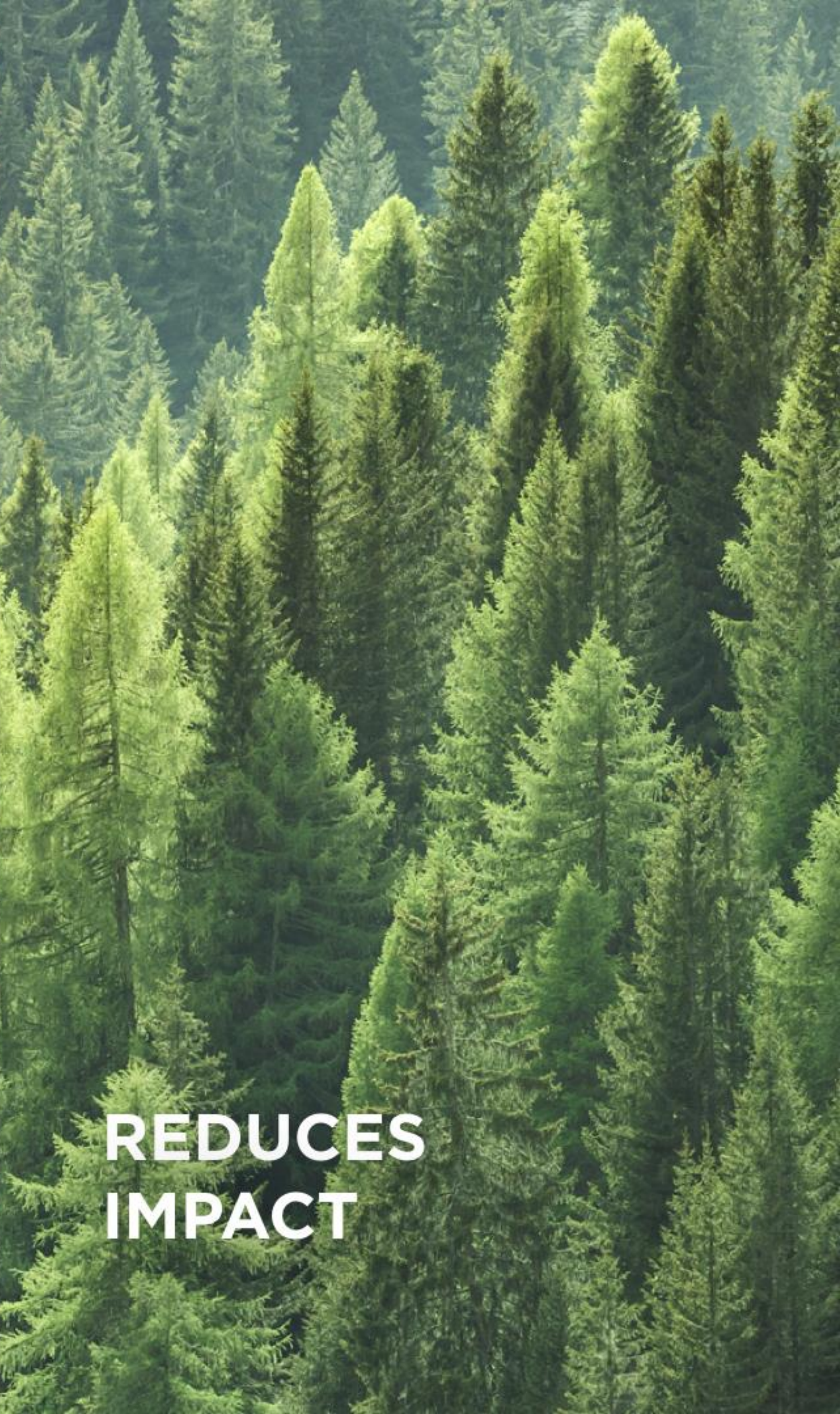




DAY 30 BLUWRAP SALMON

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

40 days shelf life for H&G

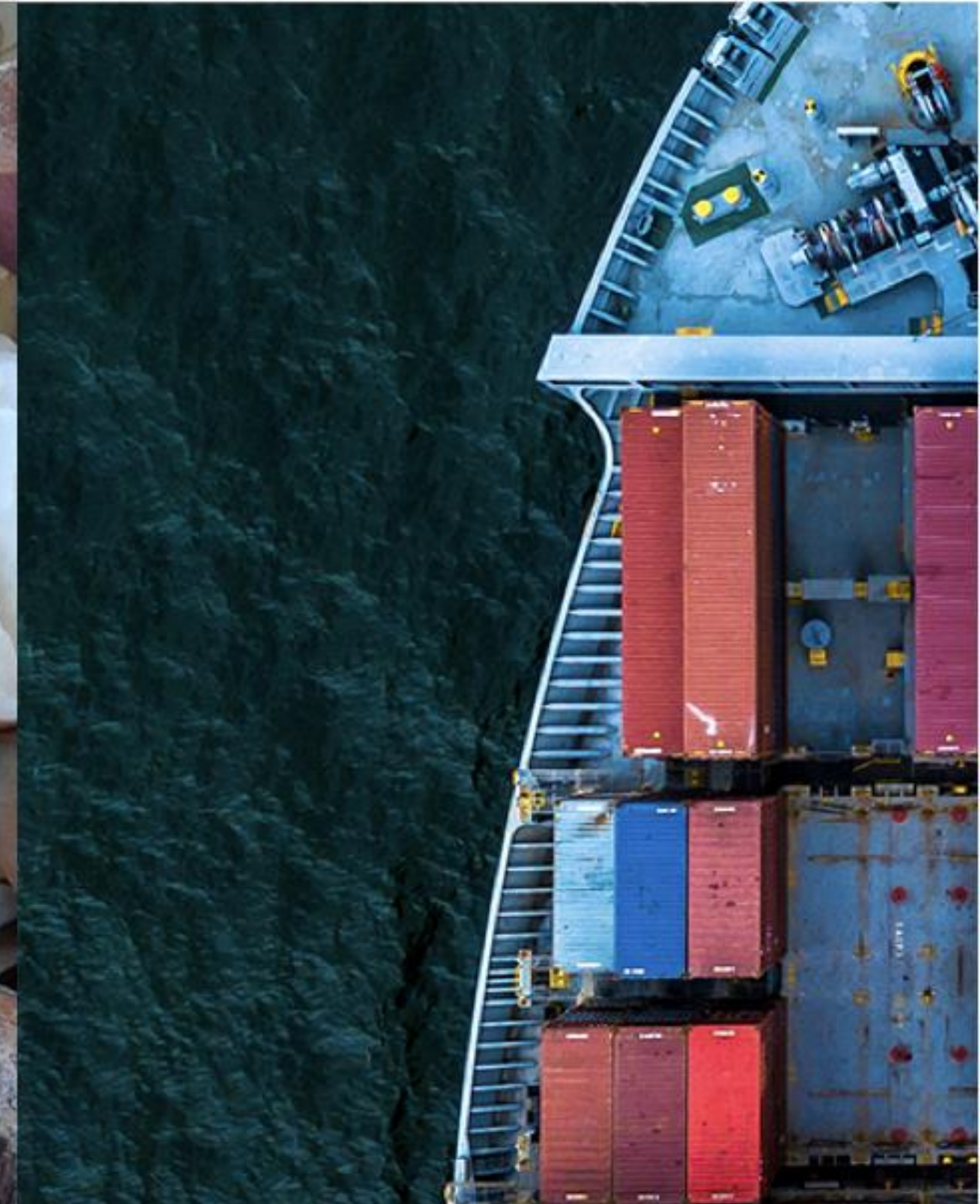


**INCREASES
PRODUCT
VALUE**

**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 Styrofoam 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%



A DATA- PROVEN TECHNOLOGY

Salmon; we have done 8 independent tests at the Norwegian University of Science and Technology (NTNU), 2 tests at the Norwegian Veterinary Institute and 5 test shipments to Europe, USA and Canada.

Pork; We have done 9 tests in collaboration with industry partners in USA and Europe.

AS GOOD AS FRESH SALMON AND PORK

BLUWRAP AMONG THE 25 MOST INNOVATIVE AG-TECH STARTUPS BY FORBES





A NECESSARY TECHNOLOGY



Demand drivers.

- Want more fresh, “minimally processed” food
- Rising per capita consumption of animal protein in markets with poor domestic production
- Premium pricing for strong environmental story



The challenges.

- Short shelf life fresh animal protein
- High levels of waste
- Costly to move fresh to market fast
- Freezing degrades quality and price



OPPORTUNITIES

NEAR TERM



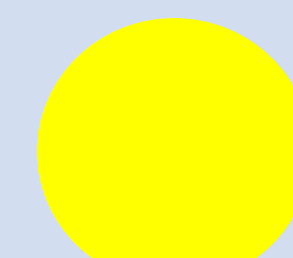
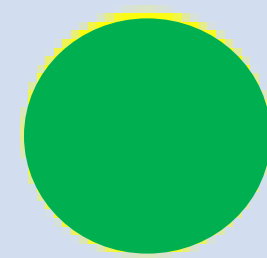
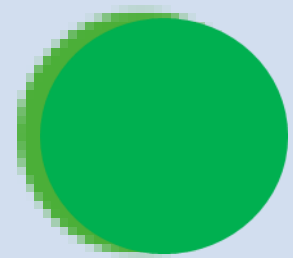
- We now have a proven technology that double the shelf life of salmon and pork
- We have designed and are manufacturing the first automated production line
- The first prototype will be installed in a customer slaughterhouse early next year as part of a Launching business agreement with BluWrap

Milestones

Proven technology for salmon and pork

Science, testing and development

Commercial agreements



Making a business case for customers to use BluWrap technology
Industrial demonstrations

OUR TIME IS NOW.





bluwrap

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GFF BluWrap Norway AS.

