

SMALL ADDITION WITH BIG EFFECT



„TOO GOOD FOR THE BIN“ APPRECIATE FOOD!



TOO MANY FOODS END UP IN THE TRASH

At least 55 kilograms of food per capita are thrown into the bin every year. This is the result of a study by the Gesellschaft für Konsumforschung (GfK) for the Federal Nutrition Ministry 2017, which is equivalent to about 150gr. per capita per day. Around 43%, or almost half, are avoidable waste, not trays, bones or coffee grounds. For the most part, consumers report difficulties with durability: Most of it migrates from the kitchen to the bin because it is simply stored incorrectly, shrunk, spoiled or supposedly „expired“ (57.6%).

In addition, waste contributes to the depletion of resources and to price increases for food. Faced with hunger and malnutrition across the world, food waste not only has environmental and economic consequences, but is also an ethical issue.

As a precautionary measure, and possibly because many consumers misunderstand the best before date (BBD), many of the food that can still be eaten, are thrown into the trash. This is not only „burning“ money, but also ecologically and ethically problematic: Essential amounts of food are produced, processed, packaged, transported and stored - and then destroyed.

THE BEST BEFORE DATE IS NOT AN „EXPIRATION DATE“

The expiration date (BBD) on packaged foodstuffs indicates the time at which, when properly stored, this food retains its specific properties, such as smell or taste. If the originally sealed packaging has been stored correctly, foods with an exceeded best before date are often still eatable and are not automatically spoiled.

Since the best before date is not a disposable date, the message is:

„SMELL. TRY. ENJOY“

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Shelf life labels with the addition „often longer edible !!“
and the Meto EAGLE Datecoder you support the campaign
„too good for the bin“ (www.zugutfuerdietonne.de),
launched by the Federal Ministry for Nutrition and Agriculture (www.bmel.de).

THROW AWAY LESS FOR THE ENVIRONMENT

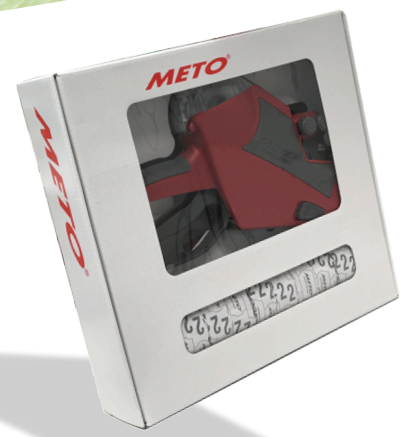
- ✓ Meto EAGLE S 1026/16 hand labeller datecoder
suitable for 26x16mm labels with date printing in the middle
- ✓ 10 rolls 26x16mm pre print labels
best before: often longer edible !!
Adhesive 5 suitable for fresh- and frozen goods

YOUR ADVANTAGES

- ✓ Mobile solution for the professional labelling on the product level at the POS
- ✓ High efficiency and long life
- ✓ Ready to use
- ✓ Patented printing technology for precise and consistent print quality
- ✓ Ergonomic handle for fatigue-free working
- ✓ Labels suitable for fresh- and frozen products

Starter Kit Meto EAGLE S 1026/16, date coding in the middle, immediately ready for use
10 rolls of 26x16 preprinted labels, adh. 5, for fresh and frozen area

Labels 26x16mm, adh. 5, suitable for fresh and frozen area
Pre print: **best before: - often longer edible !!**
1.200 labels per roll
available as: 36 rolls per box
18 rolls per box
6 rolls per box



best before:
30.09.2020
often longer edible !!

print sample

best before:
often longer edible !!