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PRESS RELEASE

Campden BRI in EU shelf-life-extending packaging project

A new EU funded project (ISA-Pack), which started in January, aims to develop a novel packaging material with integrated active and intelligent systems for extending the shelf life of a variety of products. To demonstrate applicability to real food situations, the material and technology will be tested within industrial packaging production processes for modified atmosphere and stretch wrap packaging of fresh beef steaks. Lynneric Potter, from Campden BRI's packaging team, explains more:

"The project will develop a novel unsaturated polyhydroxybutyrate copolymer material, identify synergistic combinations of active food preservation chemistries that may be grafted within polymeric materials, and develop an accurate and reliable intelligent indicator system that may be directly printed onto packaging materials.

The ultimate aim is to reduce retailer supply chain wastage of fresh food produce by 75%."

The **ISA-Pack** project brings together research and development effort from five countries. European companies and research organisations will collaborate over a three year period to create innovative sustainable materials, accurate and reliable indicator systems and cost benefits to both supply chain and consumer.

The ISA-PACK project comprises of the following partners:

UK MatRI, United Kingdom

University of Birmingham, United Kingdom

Campden BRI, United Kingdom

Instituto Tecnológico del Embalaje, Transporte y Logística ITENE. Spain

Domino Printing Sciences Plc, United Kingdom

Biopac (UK) Ltd, United Kingdom

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Fkur Kunststoff GMBH, Germany

Omniform SA, Belgium

Intrex, Poland

Centro Tecnológico del Calzadoy del Plastico de la Region de Murcia (CETEC), Spain”

For further information on this project or for any other packaging related issues, contact Lynneric Potter
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*** Ends ***

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Notes to editors

1. An accompanying photograph is available from Mrs. Sue Hocking, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. s.hocking@campden.co.uk +44(0)1386 842225
2. [Campden BRI](#) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, [labelling](#) and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:
 - a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology

- b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
- c. 800 sq m of dedicated training and conference facilities