



Project Information Sheet

LASER MARK

Programme area:	Eco-labeling of agri-food products
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Website:	www.lasermark.eu
Benefits (max. 150 characters incl. space):	Reduction the use of resources / waste, reduction energy consumption, reduction of GHG and PM10 emissions, assurance of property rights emissions.
Keywords:	Eco-Labeling, Agri-food, laser – technologies
Sector:	C10.3.9 - Other processing and preserving of fruit and vegetables
Type of solution	Processing Service
Duration:	09/06/2010 – 09/06/2013 09.06.2010 - 09.06.2013
Budget:	1.273.411 € (EU contribution: 50%)
Contract number:	Eco/09/256169

Summary

LASER MARK proposes an alternative to paper stickers labelling of fruits and vegetables and reduces the environmental impacts caused by this procedure. The project is addressed to processing industries of fruits and vegetables. This new process consists in the marking of fruits and vegetables with a substance which turns coloured when activated by a laser. The duration of project is three years, the starting date was 9/06/2010.

This process has multiple environmental benefits as the reduction of waste of resources such as ink, plastic, glue or paper; avoid of the GHG emissions generated by the transport of the stickers. Besides, in contrast to the stickers, this technology guarantees permanently the right of European consumers to be inform about the producer and origin of their products.

Despite its benefits, the end users of these technologies (fruit processors) are still reluctant to adopt it as there is some uncertainty about consumer reactions to this innovative labelling. The objectives of the project are to demonstrate that the product and process is commercially ready and that suits the customers' needs.

Expected and/or achieved results

Please list the key outcome, impacts, expected uptake and potential market of your project

- **Environmental Impacts:** Reduction of harmful environmental impacts and more efficient use of resources. If compared with the stickers procedure:
 - Reduction of paper waste. 100% of the total used before. During the project duration: 106660,54 m²
 - Reduction of plastic waste. 100% of the total used before. During the project duration: 106660,54 m²
 - Reduction of glue waste. 100% of the total used before, 5925,59 kg
 - Reduction of energy consumption: 35% of the standard production.
- **Economic impacts:**
 - Speed up the market penetration of the technology due to the testing by several fruit processors.
 - Faster labelling of the fruits: 900 pieces the standard method v. 1000 the LASER MARK solution.
 - Decreasing of the cost of the labelling due to the attainment of economies of scale
 - Increase of flexibility of change in labels and logos.