

Freshinset



Freshinset

45%

of fruits and
vegetables
are wasted

\$46B

Total Market Size
(smart packaging, post-
harvest market)



Freshinset

One Team One Vision

A world where every package keeps produce fresher for longer, unlocking more time to ship, store, and sell.



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Head of Operations



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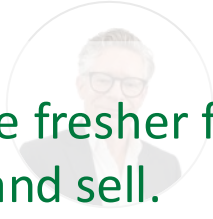
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Log

PL: Business
& Operations

Biz Dev:
USA | UE
| Canada

Biz Dev:
LATAM | UE

PL:
Production



Food Waste

Freshness is the **most perishable asset** in the food supply chain

45%

of fruits and vegetables
are wasted

\$88B

fresh **produce waste**
forecast for 2026

Each time

100

fruits are produced

Consumers only eat

55

of them



Growers

lose significant part of their
harvest, rejections



Distributors

short storage life,
long-distance is impossible for
many crops



Retailers

short shelf-life,
consumer complaints,
quality markdown



Consumers

lower food quality,
food waste

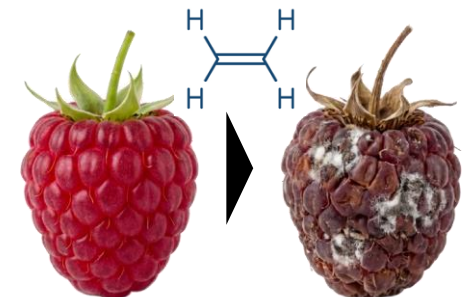
WHY?

Ethylene – plant phytohormone and a main cause of produce ripening and spoiling

Accelerates ripening
and triggers biochemical degradation

Stimulates other plant cells to
increase their ethylene production

Increases decay and spoilage



Vidre+[®]

Active packaging technology
extends the freshness, quality
and nutritional values
of fresh produce and flowers.

Beyond Freshness...





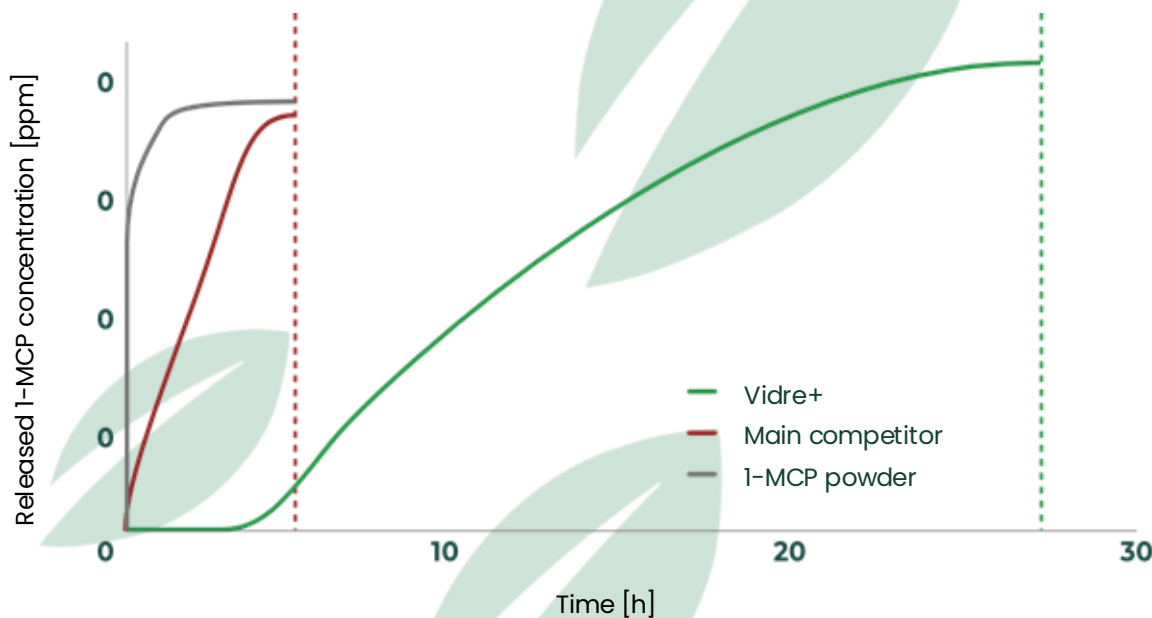
Competitive Advantage

Timed & Gradual Release

The combination of timed and gradual release of 1-MCP addresses two crucial aspects for effective freshness maintenance: **optimal dose rate** and sufficient **exposure time**.

The gradual release of active ingredient continues for up to 30 hours: **7x longer than with other solutions.**

PATENTED



□ Exposure time

□ Dose rate

Wide range of off-the-shelf stickers

Easy adoption and cost-effective pricing model



Proven in commercial trials – 7 months after harvest

Vidre+ integrated with MAP technology

MCPB^{Bag}
POWERED BY **Vidre⁺**



Vidre+ effect
Broccoli



Broccoli trials in USA
Results after 24 days of storage,
Vidre+ (no ice) vs. Control Hydrocool with Ice (no Vidre+)

Vidre+ effect: **+6 days** of peak quality

Table Grapes

Vidre⁺

25.07%

less stem browning

12.46%

less Grey mold

Grapes in liner bag in a 20 L box
25 bunches per replicate
6 reps per application



CUSTOMER TRIALS IN SOUTH AFRICA
Results after 42 days at -0.2°C

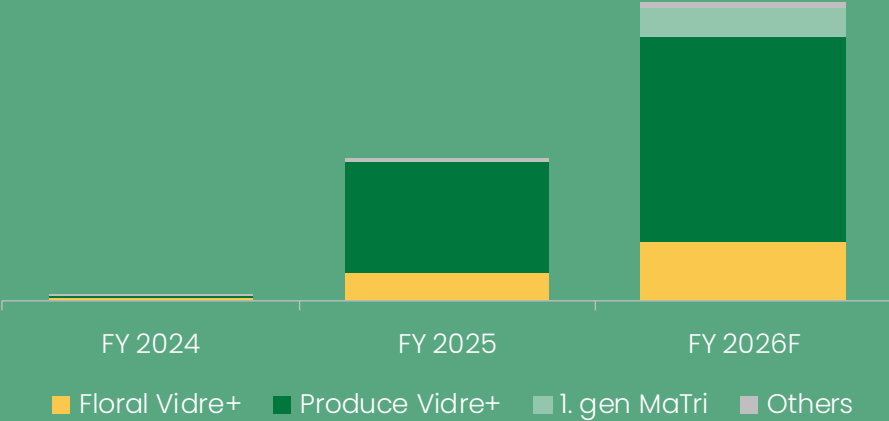
Control
sample



Global expansion

Vidre+ on the market

Segment Revenue Summary (M PLN)



We commercialize innovations across five continents, generating recurring revenue on three of them.

Revenue per region 2025



11 mld

(USD)
Post-Harvest
Market 2024

+

35 mld

(USD)
Functional
Packaging 2025

Market potential

Smart, functional packaging offers a major value opportunity, with Fresh Inset leading this untapped market.



Freshinset

Let's talk

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