Food wastage due to oxidative spoilage has resulted in losses of US$ 250 billion yearly. A portion of this spoilage is because of the limitation of existing packaging films. Our product enhances the current films, reducing the rate of spoilage by lowering the oxygen and moisture transmission rate. Perishable food can now be stored fresher and longer.

**MARKET**

*Total Market:* Global High Barrier Coating Market  
~ USD 4.1 billion

*Potential Market:* High Barrier Coating for SEA+ANZ  
~ USD 141 million

**COMPETITORS**

- Dou Yee barrier coating
- PVOH
- Aluminium coating
- EVOH
- PVDC
- PE/PP
- Modified
- Atmospheric Packaging

**BENEFITS**

Maximizes Freshness

End Consumers’ Confidence  
(Transparency)

**RECOMMENDATION:** Further research and development needed to obtain better product differentiation to compete in this market.