

VITESY



# SHELFY by VITESY

THE SOLUTION TO FIGHT FOOD WASTE  
IN EVERY HOME

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LANGUAGE: ENGLISH  
REVISION 2023/01

# The problem

Food waste at households & bad food storage conditions in refrigerators

74kg

The food wasted **each year** by an **average household**: mainly **fruits and vegetables**.

This domestic waste accounts for **61% of the total**, which **globally** amounts to a terrifying **931 mln tonnes**

\$2k

Per **average household** is the **annual economic impact** of wasted food.

**Globally**, the annual cost of food waste is **\$240 bn**

7.7%

**Global greenhouse gas emissions** associated with wasted food, equal to approximately **3.3 bn ton of CO<sub>2</sub> equivalent** per year *(N.B. data refers to year 2007)*

46%

It's the % of **refrigerators with above-average bacteria & mould concentrations**: thus, almost 1 in 2 fridges is subject to bacterial contamination and to potential health risks.

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# Shelfy

## Our Solution

**1. Increases**  
the **shelf-life** of  
fresh products up to  
**12 days longer**

**2. Abates**  
the **bacterial load** in  
the food you eat  
**down** to a level **10**  
**times lower**

**3. Reduces**  
**odours**, degrading  
**up to 80% of** the  
molecules causing it



# Shelfy - Key Features



Washable & reusable filter



Battery life up to 30 days



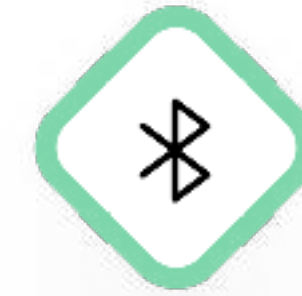
(Refrigerator's) Door opening sensor



Compatible with VITESY HUB app



Connection via Wi-Fi



Connection via BLE (Bluetooth)



Compatible with Google Home and Amazon Alexa



# Shelfy

## How it works

Shelfy is a purification system that sucks in the **polluted air** inside the refrigerator and **purifies** it with an innovative **washable photocatalytic filter**. It breaks down the pollutants responsible for food spoilage, reduces odors and bacterial load.

In addition, thanks to the **door aperture sensor** and the VITESY HUB App, Shelfy will help you **monitor the energy consumption of your refrigerator**, giving you advice on how to reduce consumption, save money and preserve the quality of your food.

WATCH THE VIDEO

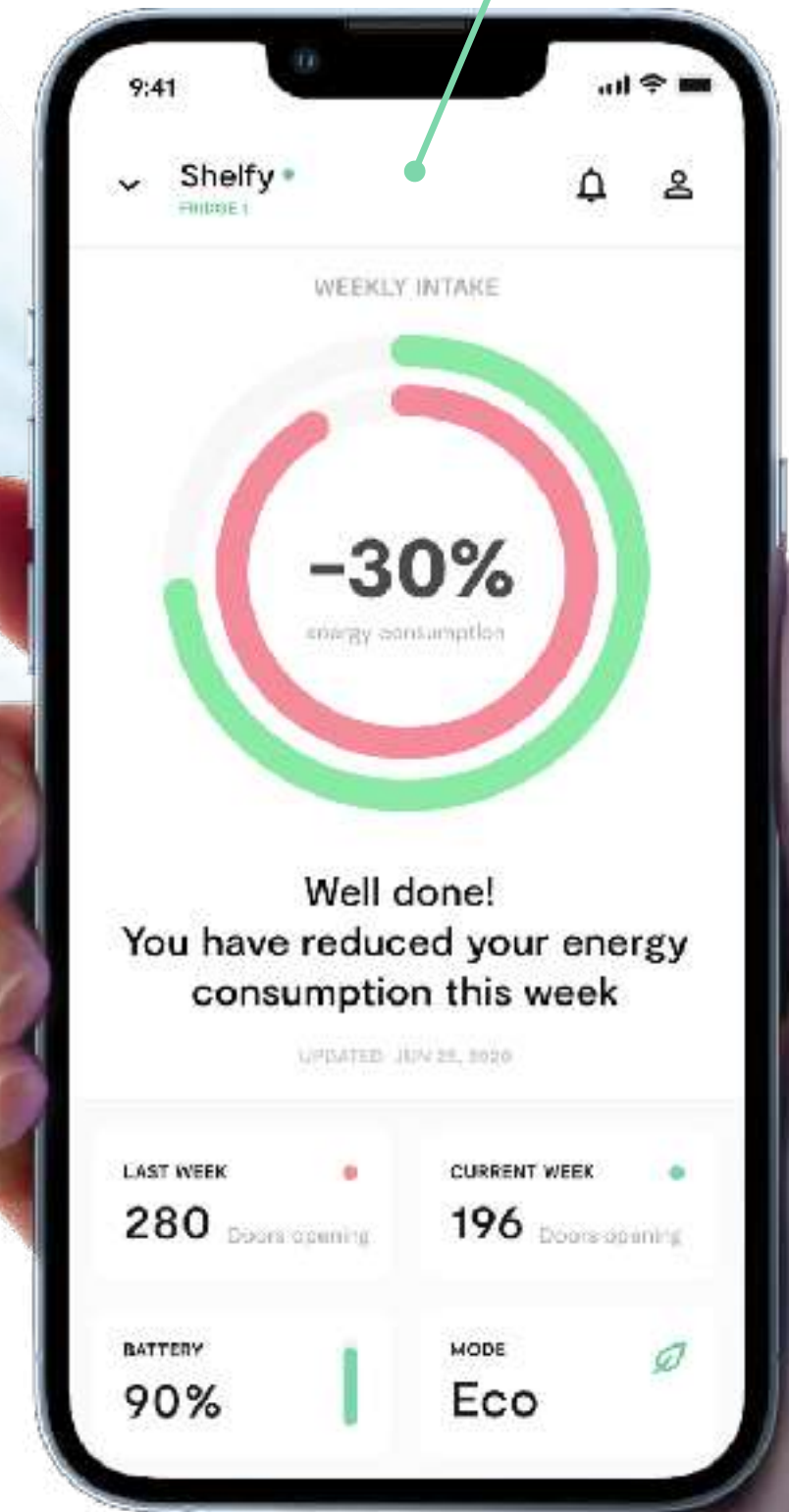
Washable photocatalytic filter

Rechargeable battery

Sensors & electronics

Adjustable fan

App VITESY HUB



# Preserves the freshness of your food

Days and state of preservation in a normal refrigerator



Days and state of refrigerated storage **with Shelfy**



Tests conducted at [CSI SpA](#) - FPM Laboratory (Food Packaging Materials)

[FULL REPORT](#)

# Preserves the freshness of your food

Our **laboratory tests** show that thanks to Shelfy, **bacterial and fungal contamination is about 10 times lower** than in a normal refrigerator with the same products stored. In addition, **bad odors are reduced by over 80%**.

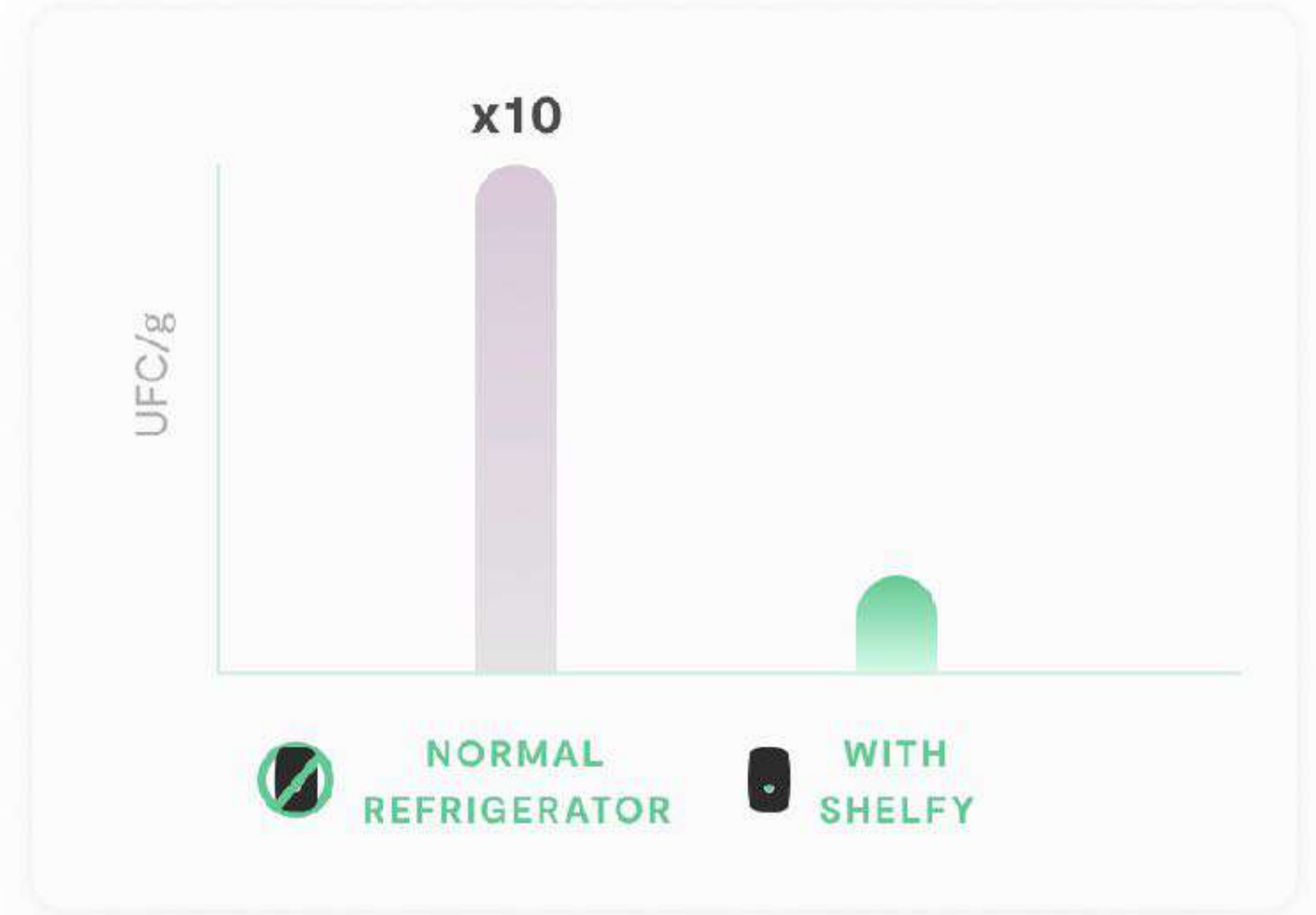
## Odor abatement



Tests conducted at [INSTM](#)

[FULL REPORT](#)

## Reduction of bacterial load



Tests conducted at [CSI SpA](#) - FPM Laboratory (Food Packaging Materials)

[FULL REPORT](#)

# Maintenance

Washable, easy-to-load filter

1



**Shells** made with recycled plastics and glue-free assembly: opening is quick and easy.

2



**Filter** made of ceramic and treated with nano-materials. Designed for a long service life.

3



Super easy **cleaning!** Simply wash the filter under running water every 6 months.

4



**Battery** life of up to 30 days, it recharges in about 2 hours using a USB-C cable.



# Sustainability

SHELFY is **Made in Italy** and is made from **high-quality recycled plastic**. The **washable filter** greatly **reduces both waste and costs** compared to a disposable one.

Moreover, it is designed to be **easily recyclable and repairable**: all parts are assembled with **interlocking joints**, thus avoiding the use of glues.

Finally, thanks to our partnership with *Eden Reforestation Projects*, **we plant 10 trees for every product sold**, combining ecological and social impact.

*We've already reached the milestone of 100,000 trees planted and we won't stop!*



## Why Shelfy?

- ▶ **3 Clear Benefits:** Shelf-Life Improvement, Sanitization and Odor Abatement
- ▶ Product that **intercepts current** market and consumer **needs**
- ▶ **Significant savings** on an annual basis **per household**
- ▶ **Sustainability at 360°:** fights food wastage with its action and waste production through ecological manufacturing practices

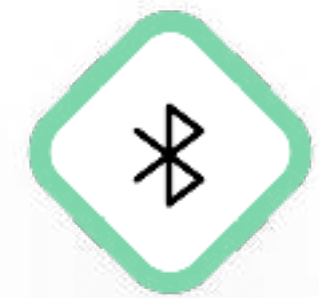


# Discover our ecosystem

Devices for sustainable well-being



Works with VITESY HUB App  
+ Alexa & Google Home



Wi-Fi & Bluetooth  
Connectivity



Natede Smart

[Discover more](#)



Natede Basic

[Discover more](#)



Eteria

[Discover more](#)



Shelfy

[Discover more](#)

INDOOR AIR PURIFIERS & AIR QUALITY MONITORS

PLANT-BASED line

COMPACT line

FOOD PRESERVATION  
DEVICE for refrigerators

VITESY



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