

# SHELFY by VITESY

THE SOLUTION TO FIGHT FOOD WASTE  
IN EVERY HOME

# 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.





# Your food will last longer with Shelfy

1

## INCREASES

The **shelf-life** of fresh products stored in refrigerators **up to 12 days**

2

## ABATES

The **bacterial load** in the food you eat down to 10 times lower

3

## REDUCES

**Odours**, degrading **up to 80%** of the molecules causing it thanks to the washable filter





# Shelfy - Key Features



Washable & reusable filter



Rechargeable Battery  
(battery life up to 3 weeks)



Temperature & Door opening sensors



VITESY HUB app  
(sensor readings & remote control)



Connection via  
Wi-Fi & Bluetooth



Compatible with  
Google Home and  
Amazon Alexa





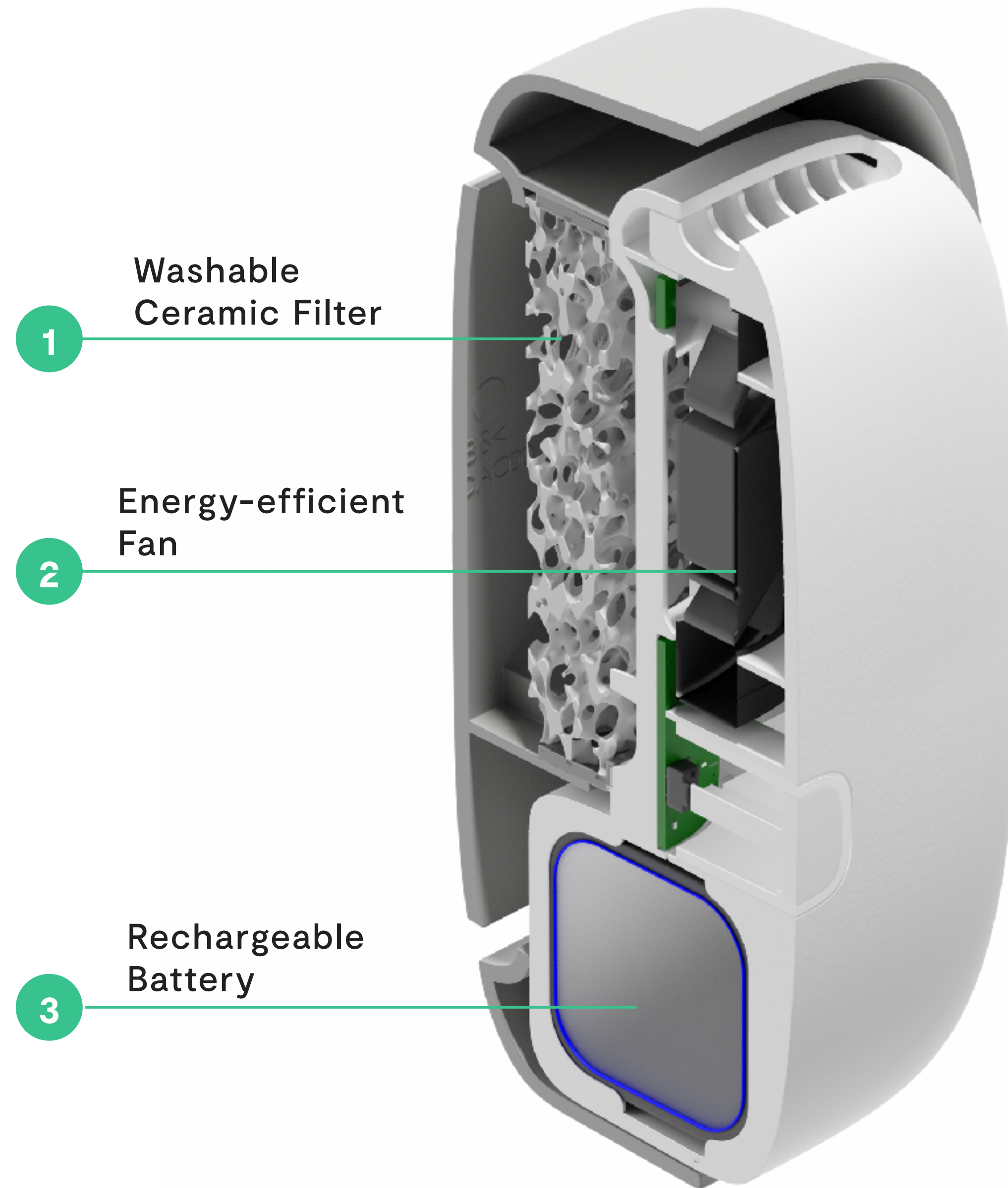
# The power of photocatalysis

[Shelfy](#) uses an **innovative and sustainable photocatalytic technology**. The filter doesn't need to be replaced, just washed under running water.

Photocatalysis is a safe chemical reaction that absorbs air pollutants and turns them into harmless elements. Say goodbye to bad odors, bacteria, molds, and microorganisms inside the fridge.

Thanks to its **high-capacity battery** (10.400 mAh – double the one of your average laptop), Shelfy has an **autonomy of up to 3 weeks** and is easily recharged with a type C USB plug.

SEE IT IN ACTION



# Preserves the freshness of your food

Days and state of preservation in a **normal refrigerator**



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



[CHECK THE FULL REPORT](#)



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



# 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%**.

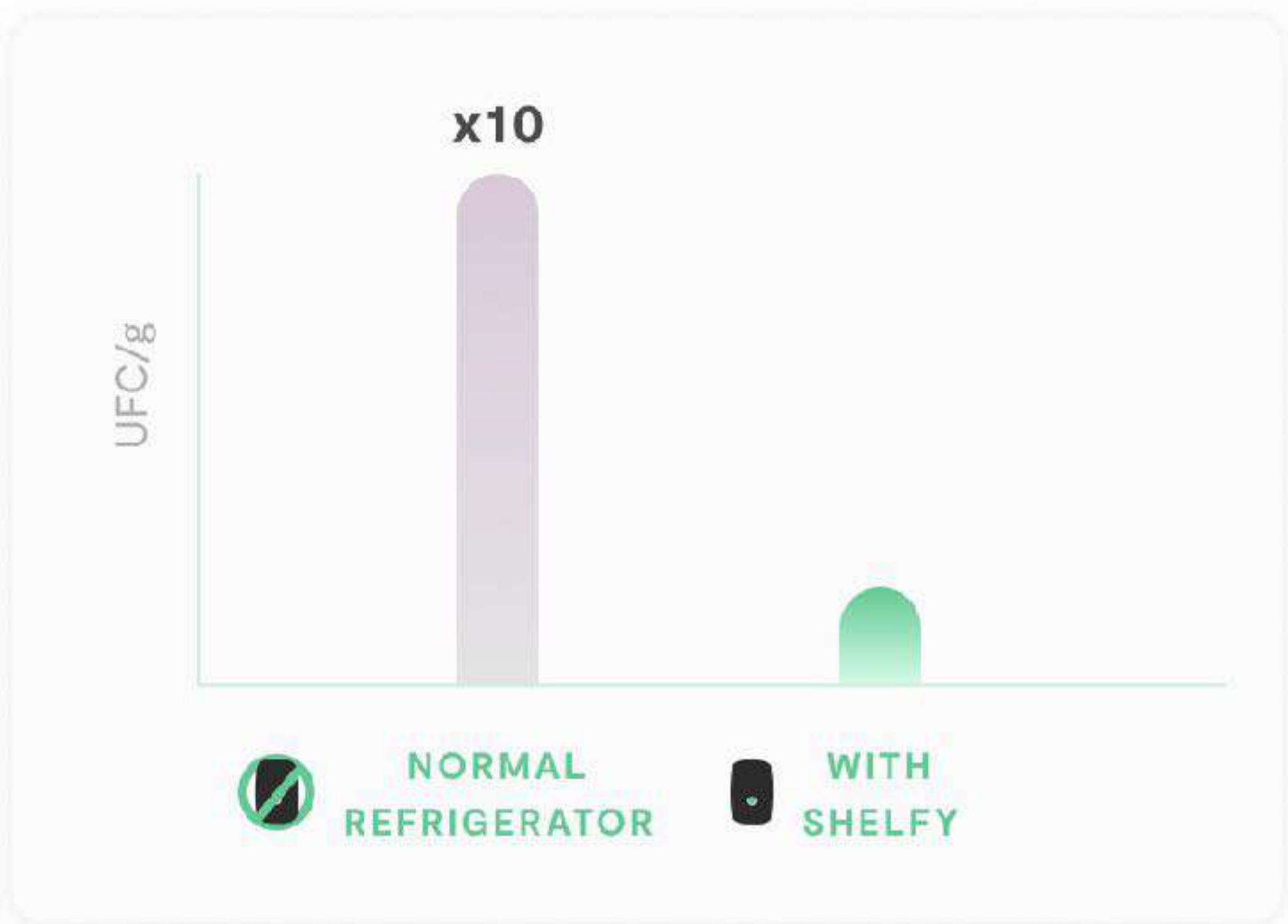
## Odor abatement



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.



# We compensate CO<sub>2</sub> and support environmental protection projects.

Thanks to our collaboration with Up2You, we **compensate CO<sub>2</sub> for each order and support 4 projects** that help to protect forests, encourage 100% renewable energy generation, preserve the ecosystem, and involve the local population.

In addition, we manufacture our products **following strict eco-design criteria**: washable filters, recycled materials, glue-free assembly.

[Discover more](#)





# 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





# Vitesy eco-system

Devices for sustainable well-being



Natede Smart



Natede Basic



Eteria



Shelfy

**Indoor air purifiers** for medium-sized rooms

**Food preservation  
device** for fridges

Vitesy air

Vitesy food







Thank you!

## Laboratori Fabrici S.r.l.

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