

# SHELFY by VITESY

## Presentation for Retailers

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, again, mainly fruits and vegetables.

**At the global level**, 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*)







# 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





# 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)



# 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.

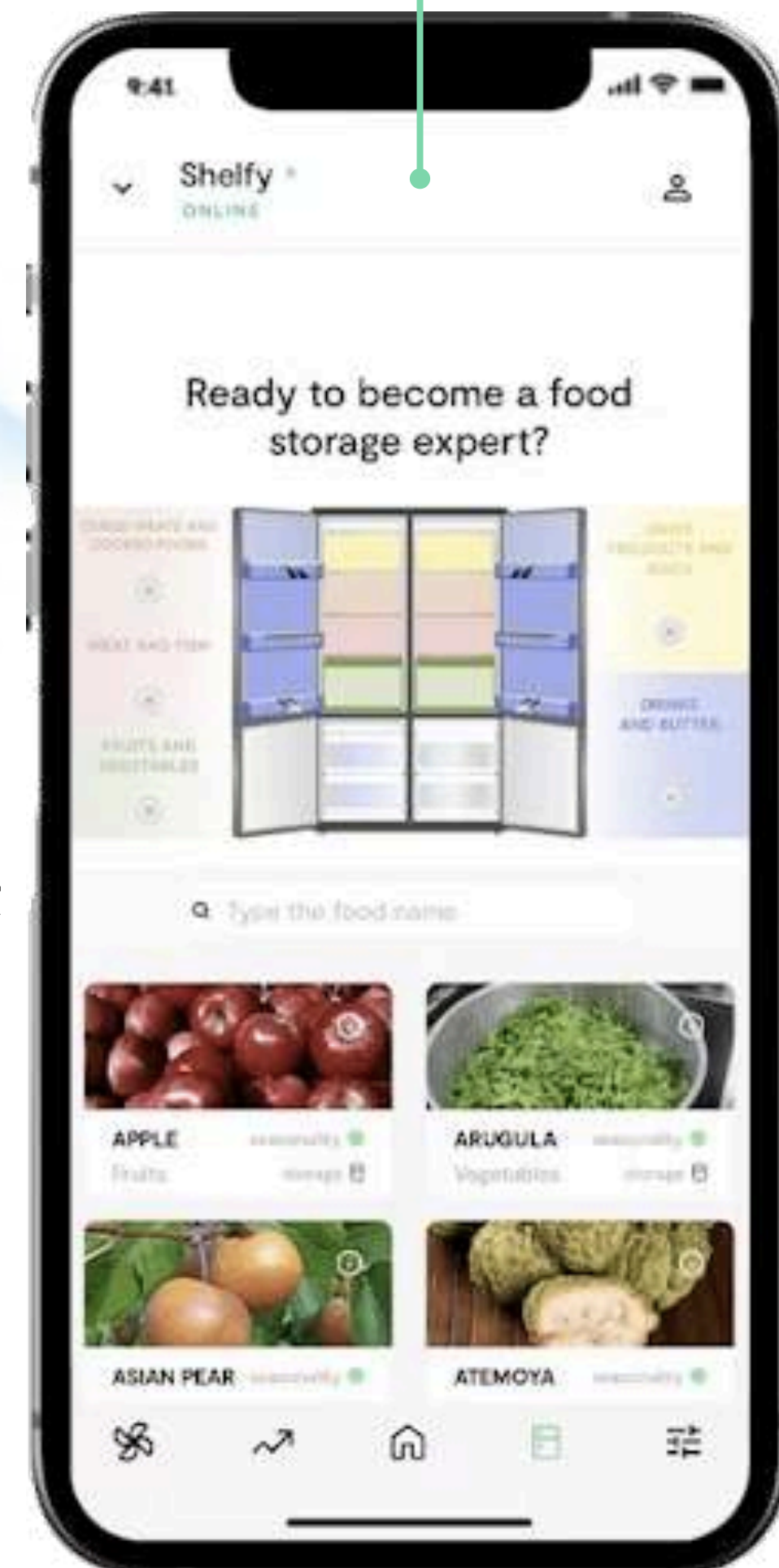
Photocatalysis is a safe chemical reaction that absorbs air pollutants and turns them into harmless elements. Say goodbye to bad odors, bacteria, molds, and microorganisms inside the fridge.

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



App Vitesy Hub for advanced functions





# 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





# 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](#)



# Easy Maintenance

## Washable Filter & Rechargeable Battery



**1** **Separate shells** to avoid water spilling on the electronics: opening is quick and easy.

**2** Super easy **cleaning!** Simply rinse the filter **inside the plastic shell** under running water once a month.



**3** Recharge the **Battery** using the included USB-C cable and a 15w charger.





# 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?

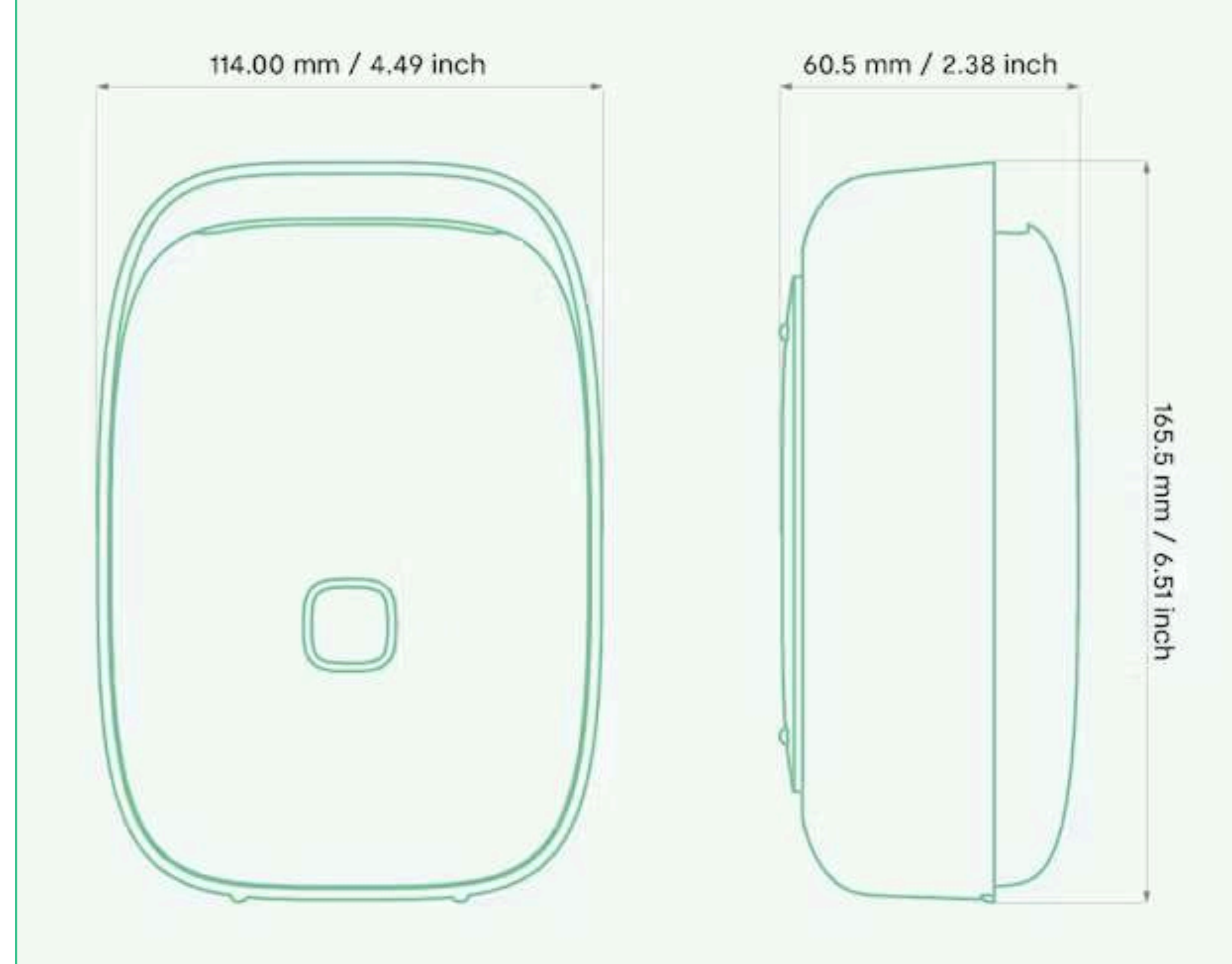
- ▶ **3 Clear Benefits:** Shelf-Life Improvement, Sanitization and Odor Abatement
- ▶ Product that **intercepts current** market and consumer **needs**
- ▶ **Significant savings** on an annual basis **per household**
- ▶ **Sustainability at 360°:** fights food wastage with its action and waste production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





# Technical Specifics and Directions for Use

- ▶ **Dimensions** : 114 \* 60,5 \* height 165,5 mm – **Compact**, fits easily in all refrigerator ;
- ▶ **Positioning** : both vertical and horizontal positioning are possible, for maximum flexibility ; the **shape of the shells ensures air circulation** in all situations ;
- ▶ **Rechargeable Battery** : high-capacity battery (10.400 mAh) chargeable with USB-C cable; **individually replaceable** to extend the life of the device ;
- ▶ **Washable Filter** : ceramic sponge with **photocatalytic nanocoating activated by visible light** (safe and effective) ;
- ▶ **3 Modes** : **Eco – Crisper** (specific for fruit and vegetable drawers) – **Performance**.



- ▶ **Sensors & 'Vitesy Hub' App** : advanced sensors monitor the **temperature** inside the fridge, as well as **door openings**. The **statistics** from the sensors and the **device itself** can be **remotely controlled** via the **free 'Vitesy Hub' app**.



VITESY

# Packaging Shelfy

Retail Pack with  
Outer Strip

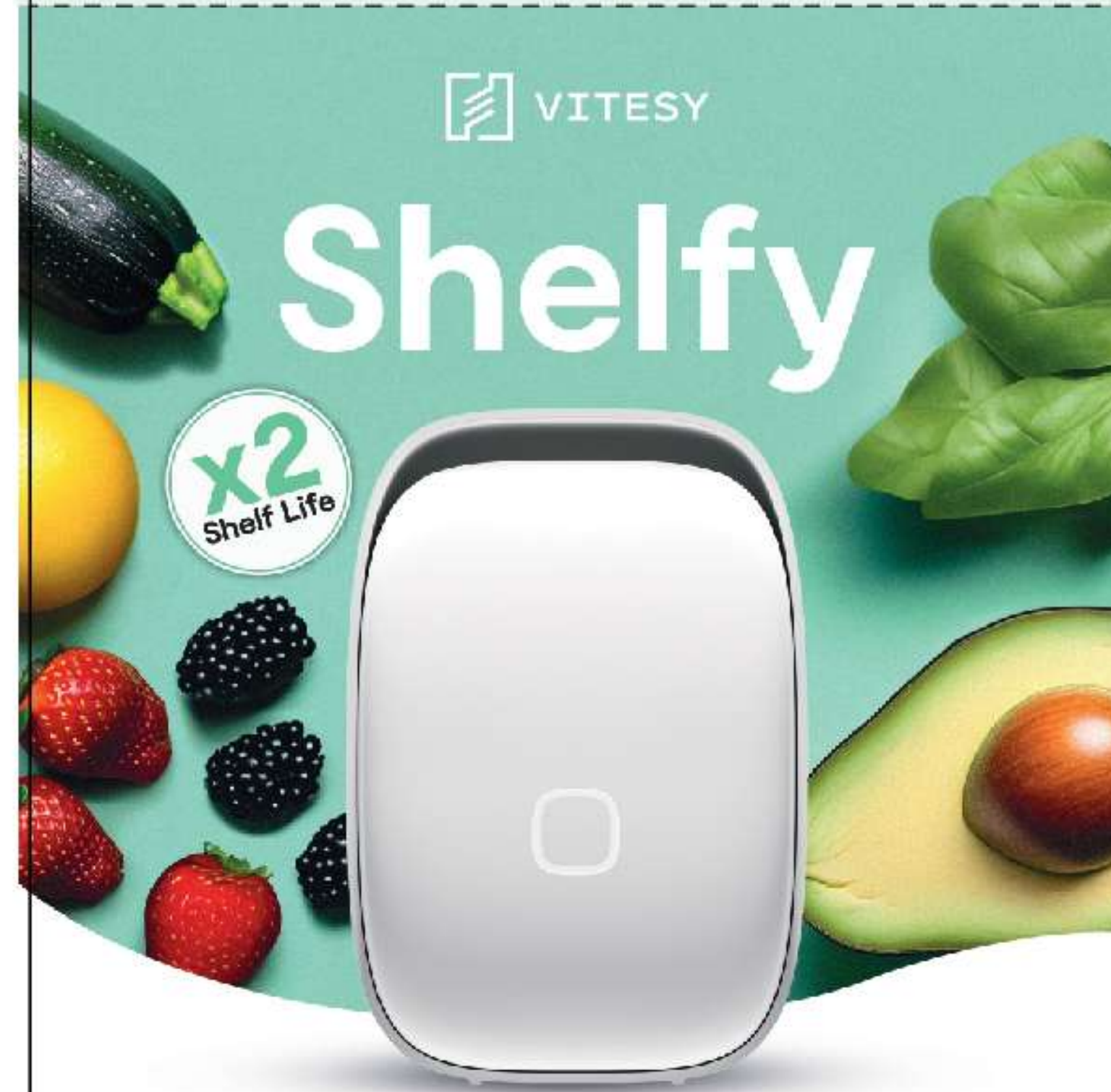
Dimensions: 200 \* 150 \* 95 mm /  
Weight: 750 gr



You can make a **real difference**, starting from your fridge



For all the details on our laboratory tests visit [vitesy.com](https://vitesy.com)



**Makes your food last longer**  
Your fridge purifier

Removes bacteria

Reduces odors



Download the  
**Vitesy Hub app**



**Reasons you need Shelfy  
in your daily life**

- Less waste of food and money
- Sustainable washable filter
- Rechargeable Battery -  
Up to 4 weeks battery life
- Temperature and door opening  
sensors

Discover our sustainable  
air purifiers on [Vitesy.com](https://vitesy.com)  
All our products are **Made in Italy**



📍 Laboratori Fabrice Srl  
Pordenone Italy  
[vitesy.com](https://vitesy.com) - [support@vitesy.com](mailto:support@vitesy.com)

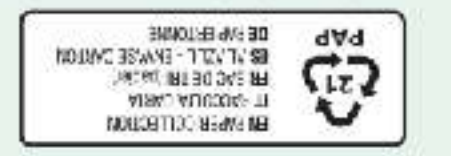
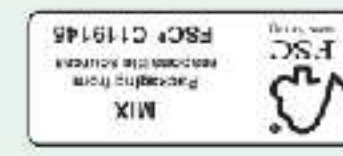
♻️ Designed and Made  
in Italy, with no glues  
but tons of love.



Scan the QR  
code to start  
your Vitesy  
experience

Space for retailer's sticker

Séparez les éléments avant de trier



Scan the QR Code for more information on the product and recycling procedures.

Verificare le disposizioni del tuo comune.



# Self-standing Retail Display

Standard  
Version

Interactive Version  
with built-in screen  
and product sample







# Retail Display for desk & shelf



Standard  
Version

Interactive Version  
with built-in screen  
and product sample





# 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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