

A recyclable hygienic surface mat for safer eating made from impermeable biodegradable paper which assists in the elimination of the spread of germs, bacteria, and viruses found on common surfaces used by adults and children.

Summary

Profile type	Company's country	POD reference
Business request	United Kingdom	BRGB20230424015
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
<u>Annamaria DI PATRIZIO</u>	24 Apr 2023 23 Apr 2024	24 Apr 2023

General Information

Short summary

UK SME developing a recyclable disposable hygienic surface mat made from biodegradable and impermeable paper which eliminates the spread of bacteria and germs found on common eating surfaces. The SME would like to target this at schools, hospitals, restaurants and aviation companies and is seeking support from marketing and sales agents via a commercial services agreement.

Full description

The portable foldaway surface mat is made up of an outer recyclable coated board carry case containing multiple disposable sheets of impermeable biodegradable paper. The whole product is recyclable in the paper recycling stream when finished with and made from sustainable sources.

The idea came about when seeing young children eating snacks and dry food directly from dirty café tables on paper serviettes. This idea moved on as seeing it for older children and adults eating sandwiches and snacks in the same way or from paper sheets on dirty café/restaurant trays and any outlet where food on the go is served. When one sheet is removed after food use, it is peeled away to reveal a next clean sheet for use.

Airline tray tables have been proved to be one of the dirtiest areas on a plane. They are not routinely cleaned or

sanitised, as turnaround time between flights is insufficient and limited, yet passengers continually eat from them as an unprotected surface. Train tables are the same. Many people who are unaware eat food in a café or fast food restaurant from a surface contaminated previously by using a dirty cloth and spray cleaner, being used from table to table, transferring all germs and debris for a cycle of table usage.

Due to the coronavirus pandemic in 2020 the world we live in today has become more health and hygiene conscious. Coupled with the environmental issues of recycling and single use wastage of products containing plastics, the UK SME believes the concept of this product will fulfil the criteria for hygiene and sustainability and wish to bring this to market. Potential is there for the Health Care environment such as hospitals and care homes. The sustainability and recyclability elements of the product are equally as important as the hygiene benefits. The UK government is tackling the banning of plastic plates/cups/cutlery meaning this could be the perfect time to enter the market.

The UK SME sees the market opportunity as vast and varied. From parents carrying one in their bags, to travellers using on trains and planes, for retailers, fast food outlets, airport shops and as an “add on” for multi branding advertising. Any location where there is “food to go” is an opportunity for the product.

The company has had samples made by a food packaging company, but are not at the stage where they can manufacture, market or retail the disposable mat.

The UK SME is now seeking to collaborate with sales, agents and marketing companies in the food and beverage industry that can help them target restaurants, hospitals, care homes, schools and aviation organisations whom they are aiming at. This is envisaged via commercial services agreement.

Advantages and innovations

- 100% Recyclable
- Made from impermeable bio degradable paper and board
- Fully Disposable
- Made from sustainable sources
- Can be used as an advertising opportunity and/or complimentary item
- Improves brand and customer image for organisations willing to adopt and use this

Technical specification or expertise sought

Type of Organisations;

- Sales, Agents and Marketing organisations

Desired Sectors:

- Food and Drink
- Education
- Health and Medical
- Aviation

Desired Applications:

- Restaurants
- Fast food outlets
- Airports
- Planes
- Bars
- Schools and Universities
- Hospitals and Care Homes

Stage of development

Available for demonstration

IPR Status

Secret know-how

Sustainable Development goals

- **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

Type of Organisations:

Marketing and Sales companies

Support with targeting sectors listed below:

Food and Drinks (restaurants, fast food)
Education (schools and universities),
Aviation and
Health and Medical (hospitals and care homes)

Role of desired partner:

Support with identifying key markets and a target list with support in contacting the companies recommended for testing, trialling and routes to market (sales) via a commercial services agreement.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **R&D Institution**
- **SME 50 - 249**
- **Big company**
- **Other**
- **SME 11-49**

Dissemination

Technology keywords

- **10003004 - Recycling, Recovery**
- **008003 - Nutrition and Health**
- **08002002 - Food Microbiology / Toxicology / Quality Control**

Market keywords

- **07003002 - Health food**
- **07005006 - Other consumer services (including photo processing)**
- **05007001 - Disposable products**
- **05007007 - Other medical/health related (not elsewhere classified)**
- **07001007 - Other leisure and recreational products and services**

Targeted countries

- **World**

Sector groups involved

- **Agri-Food**
- **Health**