

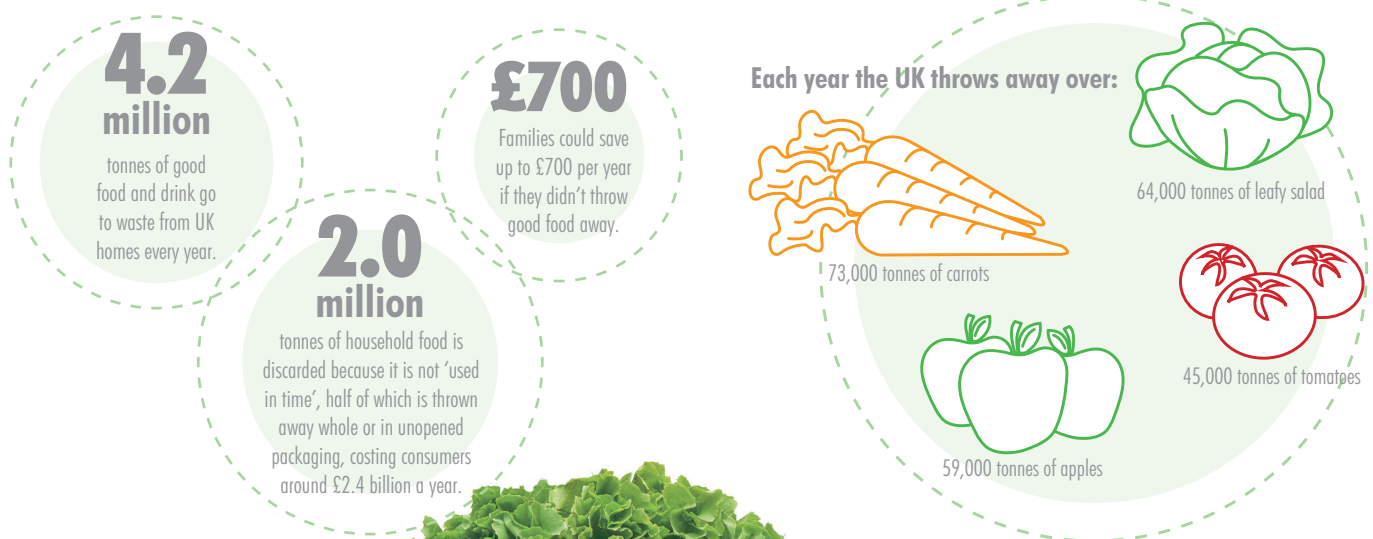
greensaver™

ACTIVATED CARBON SYSTEM

Waste less, save more with OXO's innovative new GreenSaver collection

Waste less, save more with OXO's innovative new GreenSaver collection; a revolutionary new carbon activated system that keeps your produce fresher for longer.

Did you know that 19% of the food we buy is thrown away?
According to our partners at the Love Food Hate Waste.



Head of Love Food Hate Waste
Emma Marsh says;

"Keeping your food fresher for longer is key to reducing the 4.2 million tonnes of household food that goes to waste every year. None of us want to waste food, busy lifestyles and changes in plans make it difficult sometimes. This tool will help consumers to buy a little extra time, making it easier for us all to save £60 every month."

There are three things that can cause fruit and vegetables to rot and spoil quickly: ethylene gas, improper airflow, and uncontrolled humidity levels. With the new GreenSaver collection, OXO's talented team of product designers have tackled all of these issues to deliver carbon activated product keepers that help prevent food from spoiling.

Made from coconuts, an all natural, non-toxic activated carbon filter located in the lid is filled with cleverly designed nooks and crannies to absorb ethylene gas, slowing down the ageing process and helping to keep produce fresher for longer.

A sliding date indicator tells you when its time for a new filter (lasting for up to three months), while the elevated inner basket not only promotes proper airflow, preventing moisture build-up that causes food to rot, but also doubles up as a handy colander. An adjustable vent slides open and closed for optimal humidity levels depending on what food is being stored. There's even a convenient chart for usage guidance included underneath the vent.

Available in three stackable modular sizes, the GreenSaver small size is ideal for berries and the medium size for lettuce, green beans, broccoli and grapes. The largest size easily accommodates longer produce such as carrots, cucumbers and celery.



PRODUCE KEEPER
– 1.5L
£14

PRODUCE KEEPER – 4.0L
£18

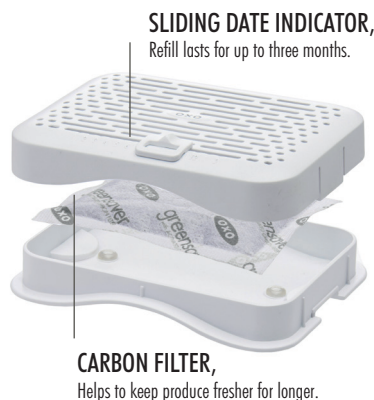
PRODUCE KEEPER – 4.7L
£22

Crisper insert

In addition to the revolutionary new GreenSaver collection, OXO has also created the crisper insert to keep food fresh.

The open-vent design ensures the activated carbon insert absorbs the maximum amount of ethylene gas, while the adjustable date slider indicates when it's time to replace the activated carbon filter, which also lasts up to three months. Suction cups or adhesive mounting allow you to simply attach to the wall of your crisper / fridge drawer or above the produce you want to keep fresh.

Each GreenSaver product keeper includes one activated carbon filter, with refills available for both the GreenSaver collection and crisper inserts in a pack of four.



SLIDING DATE INDICATOR,
Refill lasts for up to three months.

CARBON FILTER,
Helps to keep produce fresher for longer.



CRISPER INSERT
£8

CARBON REFILLS – 4 PACK
£12

Head over to www.oxouk.com to find out the best way to store your favourite fruits and vegetables, from peaches and figs, to ginger and parsnips. The list is available to print and store on your fridge, making it easy to prolong the freshness of your produce. Don't worry about forgetting when to change the carbon filter on your GreenSaver, register your details on OXO's website. Every three months OXO will send an email reminder 10 days before your filter should be replaced, so you can rest easy and waste less.

Visit www.lovefoodhatewaste.com for hints and tips about reducing food waste.

The OXO range is widely available from a selection of national retailers. For stockist details visit www.oxouk.com or call 0114 242 7295.

-ENDS-

For further information, recipes, samples or product images please contact:

Sarah or Francesca at The Lenny Agency on 01484 767 545 or email sarah@thelennyagency.co.uk / francesca@thelennyagency.co.uk