



# **ThermaWare**

## **By Fresh Alert**



# Introducing ThermaWare





# ThermaWare



Consumers currently have no easy way to see how long food has been in the fridge, so leftovers are often forgotten. ThermaWare solves this by using color-changing, eco-friendly plastic that shifts from green to red as time passes, giving a clear visual freshness cue. Its secure, lid-locking design keeps food fresh while the changing color alerts users to eat older items—even those hidden in the back of the fridge.





# Product Details



**3 sizes:** 8oz, 16oz, 32oz.

**\$39.99 - Pack of 3**

**Rationale:** We priced Thermaware at \$39.99 because it offers a luxury aspect for consumers and profitability for our team. This price fits well within the competitive range for similar kitchen and food-storage products. Plus, pricing makes \$39.99 feel noticeably cheaper than \$40, encouraging more people to buy.

**Reference:** When compared to the leading brand, a 3-pack of standard food storage containers without ThermoWare's technology retails for \$32.00.







# Positioning Statement



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For people frustrated with forgotten leftovers and wasted food, ThermaWare is the food container with reusable color changing indicators that show how long food has been stored. Using thermochromic pigments engineered to shift from green to red over a 72-hour cycle, that helps users eat food sooner, reduce waste, and stay organized.



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# Trial Potential Results



## Strengths

- **Relevance: 72% T2B** (3.94 M) They see it solving their food waste problems.
- Uniqueness: 81% T2B** (4.25 M) ThermaWare truly stands out which helps with Point of difference.
- Liking: 75% T2B** (3.90 M) Strong initial appeal and curiosity.


## Weaknesses



- Believability: 67% T2B** (3.80 M) Confusion about the color-change led us to explain we slowed the thermochromic reaction for better believability.
- Purchase Intent: 36% T2B** (2.66 M) Consumers like the idea but hesitate to replace their current tupperware.

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**Conclusion:** Overall, the results are strong, showing that people can envision using ThermaWare, which drives appreciation for its uniqueness, while adoption can be improved with better design, clarity, and material.





# Sales Channel



## Target

Capturing the everyday consumer in our target segment - and giving us immediate reach to a large audience seeking practical, everyday household solutions.

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## William Sonoma

This captures the more luxury consumer, those in our segment looking to buy more luxury solutions for their food-waste problems.



## Whole Foods

We chose Whole Foods to capture grocery shoppers in our segment that are less price-sensitive.










# Promotion Plan



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For our promotion plan we will be creating short form video ads on Tik Tok, IG Reels, and Youtube that explain how the product works with short demos as well as tips. The content will also be problem focused so that our consumers can see themselves in the ads. We will also be buying ads in the catalogs of Target, William Sonoma, and Whole Foods.





# Brand Elements

## Name: Thermaware

- Highlights the innovative ability to visually track food freshness
- Combines thermal technology with functional food-storage purpose
- Positions the product as a smarter next-generation solution

## Freshness You Can See

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- Communicates a clear and visible freshness indicator
- No apps, scanning, or digital tracking required
- Emphasizes simplicity, convenience, and ease of use
- Differentiates Thermaware from traditional and tech-heavy alternatives

## Color System: Clear → Green → Red

- Starts clear and transitions from green to red over time
- Green signals safe, fresh food
- Red serves as a universal warning that food is no longer suitable
- Enhances confidence by removing guesswork from food-storage decisions



## Logo

- Icon of a container visually reinforces the product category
- Alert symbol communicates reminders and time-sensitive freshness
- Green color represents safe, healthy, and fresh food





## Challenges with Awareness

### MARKET SATURATION

Consumers already have systems that store their food and there are solutions to food freshness tracking, but current ideas do not fully solve the problem and are too high effort.

### OUR SOLUTION

We plan to tackle this problem demonstrating how ThermaWare is a low-effort and high visibility solution to food storage and food freshness tracking. Promotional ads, short-form video ads, and word-of-mouth can spread this through our promotional mix.



## Challenges with Trial

### CHANGING CONSUMER HABITS

Consumers that already use standard food storage containers from the leading brand provided low purchase intent scores.

### OUR SOLUTION

We plan to tackle this problem by putting out short-form video ads that explain how our thermochromic pigments work along with demonstrations of the product changing colors. These visual ads will help with believability, therefore driving trial potential.