

Dole Sunshine CompanyÂ Launched Nutritional Ink for Printed Malnutritional Labels

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Designed to spark conversation and action, *Malnutrition Labels: Nutritional Ink*, launched by the [Dole Sunshine Company](#) (DSC), calls attention to the low nutritional value in some of Britain's favourite snacks and on-the-go food options by printing ads using ink made almost entirely of fruit. A [launch film](#) captures the campaign's innovative approach to communication and consumer education, showcasing posters across the city printed with ink containing more nutritional value than many of the snacks consumed daily around the world - think fast food, sweets and more.

Bompas & Parr Studio said "The creative research and development process in creating a cutting-edge culinary innovation like nutritional ink has been a fascinating one. From carefully balancing the ingredients to create vibrant colours, to modifying the textures to ensure they were compatible with screen printing techniques, we managed to show that a traditional chemical-based process can be re-produced in a sustainable plant-based way, with actual nutritional value, as well."

As part of the campaign Dole Sunshine donated products to FareShare, the UK's largest charity fighting food waste and hunger, which will be redistributed to its network of nearly 9,500 charities and community groups across the UK. As well as food banks, these charities provide wraparound services for people who are often struggling with issues including unemployment and low income, debt, homelessness, family break up, and dependency.

DSC's [Malnutrition Labels](#) were first introduced in a series of larger-than-life projections meant to call attention city- and nationwide to the alarming nutritional issues affecting us. Next, *Malnutrition Labels: Food Waste* helped to transform the symbol of waste into a valuable tool supporting food waste reduction and fighting hunger, appearing on big belly smart waste and recycling bins, trash bags and waste removal trucks in New York City.

DSC win award for Malnutrition Labels Campaign Lands in London