

Media: M2 Communications

Date: 04/10/2018

Category: Generalist

Circulation: 2 700

URL: <http://www.m2.com/m2/web/story.php/20188201830>

Country: UK



New and improved NutriTab smart kitchen scale gets a makeover

LONDON — In response to growing consumer demands, Terraillon, the French reference in connected health and well-being products has announced a new version of its NutriTab nutritional scale, now available in Cranberry Red, complete with new features to facilitate access to nutritional information on the food we eat.

The NutriTab is a next generation scale that connects seamlessly to Terraillon's Wellness Coach – Health application. Simply place food on the scale to display its data in real time: weight, calories, Daily Intake Reference (protein, carbohydrates, fat, fibre and sodium).

The Wellness Coach – Health app calculates the nutritional value of each food based on the amount weighed. Thanks to its “scan” function, users can scan barcodes and add more than 250,000 food products purchased in stores to their nutritional diary for simple but precise control of their meals. Users can therefore adopt the app to set energy goals and targets for long-term monitoring.

Know more about your daily food intake thanks to the “Nutri-Score”

The new NutriTab allows users to gain a better nutritional understanding of the products they consume through the “Nutri-Score” function, a labelling system introduced by the French government under the 2016 Health Act, that uses simple colour codes to inform consumers on the nutritional value of food products.

NutriTab users can now expect to be able to access this information in the Wellness Coach – Health application by simply scanning their product's barcode. Using its expertise in well-being, Terraillon allows consumers to compare the nutritional qualities of food and achieve their objectives.

Use “Smart Research” to facilitate the search for information

Another new feature has been added: the “Smart Research” function was designed to make it easier to search for products in the Wellness Coach – Health app. This latest feature gives users access to information much faster in order to identify food far more quickly.

The NutriTab smart kitchen scale will be available from November 2018 at £50 (RRP).

About Terraillon

Terraillon is an international company based in France that positions itself as the ultimate partner for daily well-being. True to the avant-garde spirit that led to its creation in 1908, this European leader in the kitchen and bathroom markets designs and manufactures innovative products that offer real benefits. Through its exclusive Wellness Coach applications, the brand offers a complete range of connected products that focus on the five key elements of well-being – diet, exercise, weight, sleep and heart rate. The range of pastry utensils created with World Champion Pâtissier, Christophe Michalak, reflects the company's ability to invest in new markets to meet the needs of all generations. Terraillon has received numerous international awards for the design and innovative quality of its products: iF Design, Good Design, Red Dot Design, Janus de l'Industrie, Grand Prix of Innovation at the Foire de Paris, etc.

For more information, please visit: <http://www.terraillon.com/en>