



## **SYFT TECHNOLOGIES GAINS MOMENTUM IN FOOD & FLAVOUR**

*Press release, 5 December 2007, Syft Technologies Ltd, Christchurch, New Zealand: Syft Technologies Limited (Syft) targeted entry into the Food & Flavour industry is creating waves on both sides of the Atlantic. Two universities and two USA based commercial entities in the food production and food safety industries have signed agreements for the delivery of Syft instruments.*

**With four Voice instruments playing key roles in the development of new applications in the Food sector, the opportunities for Syft to become a major player in the industry are immense.**

If there's any industry that understands the power of the consumer more than any other, it is the food and flavour industry. Poor quality or defective ingredients can cause significant brand damage, hence the need for robust testing methodologies.

While there are some current methods to ensure food is fresh and safe, Syft's patented SIFT-MS technology is unique in that, at the push of a button, researchers can measure and compare food and flavour compounds instantaneously and with high accuracy.

Last month Syft installed a Voice100™ unit in the School of Biosciences, Faculty of Science at the University of Nottingham for a one year research project covering Flavour Analysis using SIFT-MS. Master of Research student Richard Howden is working on a Research Studentship Grant project under the supervision of esteemed Food Flavour and Food Chemistry expert, Dr Andy Taylor, Professor of Flavour Technology at the University.

Dr Taylor says, "The collaboration with Syft to apply Selected Ion Flow Tube MS to the analysis of aromas and fragrances is an exciting development for our lab. By combining our skills in volatile analysis, with input from Syft personnel and the power of the Syft machine we expect to develop new methods for aroma analysis. The concept is to use the selective ionisation of Syft to not only follow the release of aromas but also give more detailed information about the identity of the ions monitored. Since we already have other technologies in the lab, we have the ability to benchmark Syft instruments against other industry techniques"

Richard Howden, the projects student says, "What immediately impresses me most about the Voice100™ is its ease of use, its reproducibility of results and how well it copes with the frequent knocks and power cuts associated with our busy laboratory environment. As I have had very little previous experience using Mass Spectrometry, as an analytical technique, I was very impressed with how user friendly the software was and I am delighted with the constant friendly technical support offered by the Syft team."

In the New Year Syft will install one of its Voice instruments in the Department of Food Science and Technology at The Ohio State University (OSU). Dr Jim Harper, a pre-eminent researcher in cheese, and Dr Sheryl Barringer, equally recognised in tomato and chocolate research, will be using the instrument to measure flavour in dairy, and to examine the effect processing has on fruits and vegetables in regard to flavour.

The Food Science and Technology Department at OSU is a well recognized research centre within both the business and industrial communities.

In addition to these two significant research arrangements, Syft has signed agreements with two key players in the USA Commercial Food sector. Unfortunately due to the competitive nature of this industry, strict confidentiality agreements are in place and Syft is unable to name these two organisations at the present time.

Geoff Peck, Syft Chief Executive Officer, is proud of Syft's recent string of successes. He says, "To achieve four agreements in one month with two universities and two organisations all specialising in Food and Flavour is evidence that our hard work in this potentially lucrative market is beginning to reap rewards."

"The ability to accurately measure the changes in flavour as food is being processed or digested is of intense interest to the Food Industry. We anticipate that the performance of the Voice instruments at Nottingham and Ohio State Universities will be closely monitored, and we're excited that our instruments have been chosen for such world class research."

For information about Dr Taylor and his current research at Nottingham University visit:  
[http://www.nottingham.ac.uk/biosciences/foodsci/lookup/lookup\\_role.php?id=MDUxMjk3&page\\_var=personal](http://www.nottingham.ac.uk/biosciences/foodsci/lookup/lookup_role.php?id=MDUxMjk3&page_var=personal)

For information about Drs Harper and Barringer at The Ohio State University visit  
<http://fst.osu.edu/>.

### **About Syft Technologies**

Syft Technologies Ltd ([www.syft.com](http://www.syft.com)) was formed in 2002 as a hi-tech spin off from the University of Canterbury, New Zealand. Its head office and Research and Development centre is based in Christchurch, New Zealand. Syft Technologies (UK) Ltd based in Daresbury, UK is home to its European Sales and Support Centre.

- Ends -

For further information and/or photography please contact:

Geoff Peck, Chief Executive Officer  
Syft Technologies Ltd  
Tel: 03 338 6701  
Mobile: 021 222 1135  
Email: [Geoff.Peck@syft.com](mailto:Geoff.Peck@syft.com)

Shelley Grell  
Communicate IT Ltd  
Tel: 03 381 6656  
Mobile: 021 747 355  
Email: [shelley@communicateit.co.nz](mailto:shelley@communicateit.co.nz)