

FOOD SAFETY • MADE SIMPLE

What if we're scanning the wrong information?

| A simpler way to check food recalls.

Numeline doesn't change food recalls — it changes how you get to them. Scan the lot number and get an instant, reliable answer, drawn from the official recall data (FDA / USDA) meant to protect consumers.

THE ACTION

Scan the lot, **get the answer**

TOMATO KETCHUP

Squeeze bottle • 20 oz (560 g)

Ingredients: tomatoes (158 g per 100 g of finished product), vinegar, sugar, salt, corn starch, spices.
Store at room temperature. Once opened, refrigerate and use quickly.

BARCODE

Identifies the product.



3450970103260

EAN-13

Distributed by Great Lakes Foods Co. • USA
Consumer helpline: 1-800-555-0142

LOT NUMBER

What Numeline checks.

LOT R206

EXP 25/01/2027

EMB 35360A • 17:42

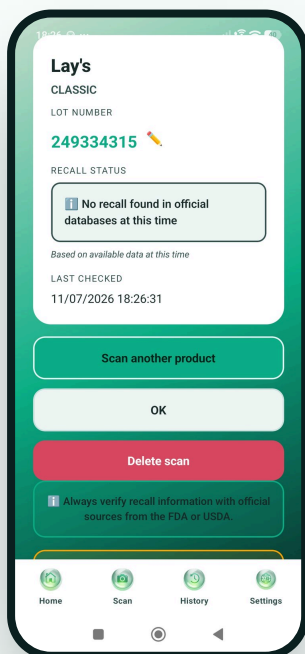
TODAY

Checking a food recall still takes several steps.

The information exists, and it's official. But to know whether the product in your hand is affected, you have to go through a whole series of steps — and compare tiny lot numbers yourself.

THE CURRENT PROCESS

- 1 Scan a barcode
- 2 Search for the product
- 3 Open the recall notice
- 4 Compare the lot numbers
- 5 Decide whether your product is affected



A clear, instant answer. After reading the lot number, Numeline shows right away whether the product is subject to a recall — based on official data.

With Numeline, the process gets far simpler.

Scan the lot number. Get an answer right away. Information meant to protect consumers is only truly useful when it's immediately clear and actionable.

2 steps

instead of five, for the same official information.

TWO PATHS

The same official information, two experiences.

TODAY 4 manual steps

Scan the barcode



Search for the product



Compare lot numbers



Verify

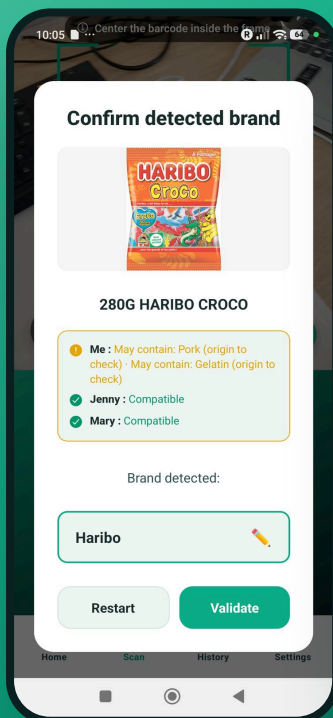
WITH NUMELINE 2 steps

Scan the lot number

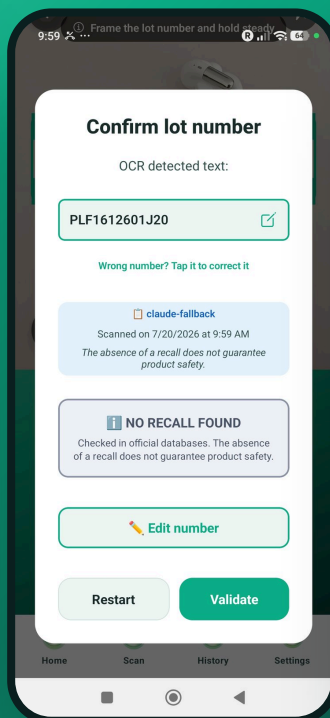


Instant answer

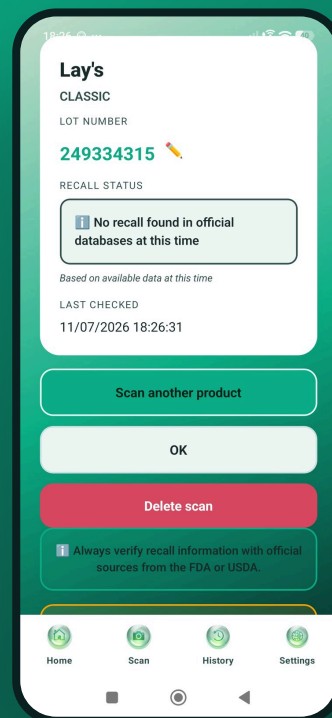
The product is identified, the lot is read and checked against active recalls — with no manual comparison.



1 • Brand detected



2 • Lot number read



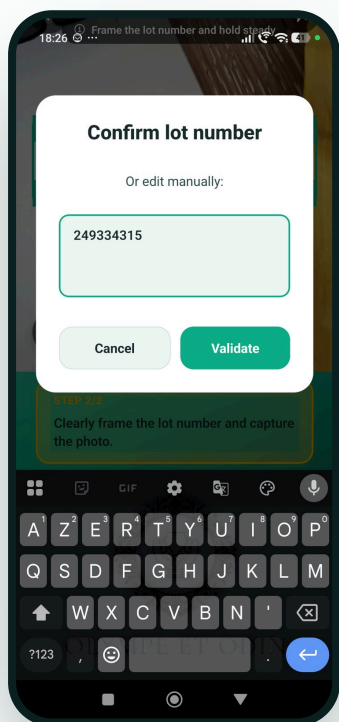
3 • Answer

Same official information. A completely different experience.

BUILT FOR THE REAL WORLD

And when the printing isn't perfect?

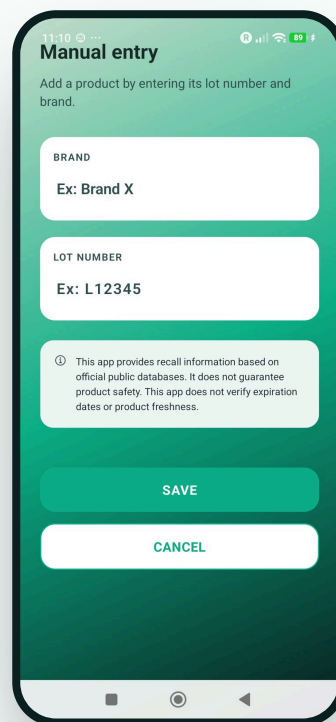
Packaging isn't always clean: dot-matrix codes, glare, worn printing. Numeline is built for these cases — to stay reliable, and always simple.



CORRECTION

Fix the lot number

The OCR reads the number automatically. If it gets it wrong, a single tap fixes it before you confirm — no re-typing everything.



MANUAL ENTRY

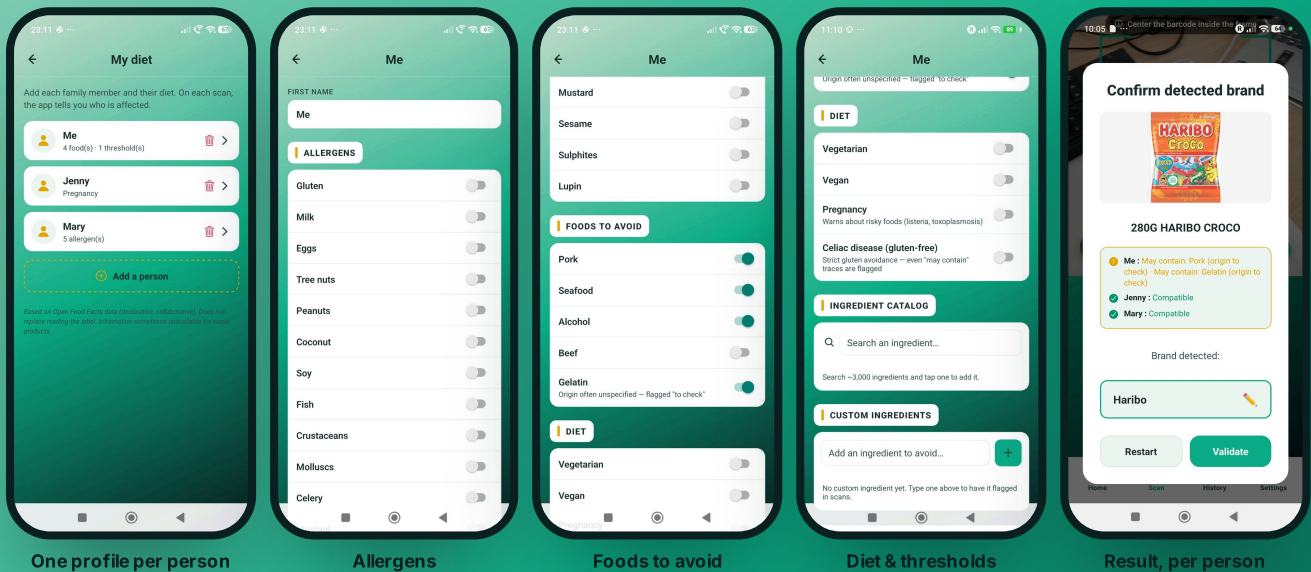
Search by brand + lot

Code unreadable, worn off, or missing? Type in the brand and lot number by hand to run the check.

ONE PROFILE PER PERSON

The right answer for every member of the family.

Everyone gets a profile: allergens, foods to avoid, pregnancy, vegetarian or vegan diet, and nutrient thresholds. On every scan, Numeline shows who the product works for — and who should skip it.



On every scan, Numeline shows **who can eat the product** — and who should avoid it.

Allergens

Pork

Alcohol

Seafood

Pregnancy

Vegetarian

Vegan

Sugar / salt / fat thresholds

WHY WE'RE TELLING YOU

Why we'd like to introduce you to Numeline.

We believe the best innovations are often the ones that simplify an everyday action.

Numeline doesn't create a new source of information. It makes official information — already meant to protect consumers — far easier to use.

We think this could interest your readers (listeners, viewers), because it solves a concrete difficulty people run into during food recalls.

We'd be glad to let you explore and test Numeline freely, and happy to talk if the topic catches your interest.

**VIDEO DEMO**

See Numeline in action

A short video shows the full journey, from scanning the lot number to the instant answer.

► Watch on YouTube: youtube.com/shorts/AObdQe4dQ8s

THE FOUNDERS

Sofia Ait-Bahate & Vincent Gaillard

Founders of Numeline

We look forward to hearing from you.

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