

PR Purfresh Cold Chain Solutions Help Hali`imaile Pineapple

by Connie Bordanaro, Purfresh Inc.

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Fremont, Calif. – June 21, 2010 – Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced that Hali`imaile Pineapple Company, previously known as the Maui Pineapple Company, has integrated Purfresh® Cold Storage and Purfresh Wash in their new packing facility. The intelligent atmosphere and disinfectant solutions from Purfresh combine clean, state-of-the-art ozone-based technology with web-based informatics to preserve quality and extend the shelf life of Maui Gold pineapples.



“We’re focused on delivering high-quality pineapples to our customers, and Purfresh’s clean solutions have been instrumental in eliminating mold and reducing chemical use in our operations,” said Mr. Brian Igersheim, director of quality control for Hali`imaile Pineapple Company. “With Purfresh, we replaced chlorine with ozone, have eliminated all shell and crown mold, and haven’t experienced any customer rejections as a result of decay since we implemented the systems. In addition, because ozone is certified for use on organic produce, we’re able to run our conventional and organic pineapples on the same line.”

Purfresh Cold Storage and Purfresh Wash enable packers and distributors to eliminate pathogens, preserve quality, and manage ripening throughout their operations. Using targeted doses of ozone, the solutions preserve and protect fresh produce through processing while reducing the use of traditional chemicals. Hali`imaile Pineapple Company, committed to using methods that naturally promote quality and safety, is now recognized as a “Quality by Purfresh” customer.

Grown on 1,000 acres of volcanic soil in Hawaii, Hali`imaile Pineapple Company is the only commercial grower of the Maui Gold variety anywhere in the world. The fruit is large in size, golden in color, low in acid, and extra sweet with a hint of tropical fruit flavors and aromas. These characteristics distinguish it from other more common and less distinctive varieties of pineapple.

“Purfresh continues to be a leader in delivering effective results with our cold chain solutions,” said David Bouchard, general manager, post-harvest and transport solutions for Purfresh. “With worldwide competition and demand for fresh and safe produce, delivering the best product to market is crucial for our customer’s success. Today, Purfresh customers span a variety of commodities and geographies around the world, and we’re proud to recognize Hali`imaile Pineapple as a Quality by Purfresh customer by taking an industry leadership position in providing high quality pineapples to the U.S.”

Purfresh solutions are sold throughout the world by Purfresh and its network of certified resellers.