



Sielsa installs Purfresh cold storage in its new facility in Costa Rica

Monday, 07 June 2010

Purfresh, a provider of clean technologies that purify, protect, and preserve food and water, announced that Sielsa, the largest produce distribution warehouse in Costa Rica, has integrated three Purfresh® Cold Storage systems as a key component of the company's new state-of-the-art facility.

The warehouse, which opened in April, will house multiple commodities including bananas, pineapples, and melons for export, as well as imported apples, stone fruit, and table grapes.



Sielsa installed Purfresh Cold Storage to reduce mold and diseases, control ripening, and eliminate cross contamination from one company's product to another. "When we committed to building a new distribution center, our main objective was to create a leading edge facility by imploring proven industry-leading solutions that would increase efficiencies, enhance food safety, and protect produce quality", said Mr. Richard Loeb, president of Sielsa. "By installing Purfresh Cold Storage, equipped with Intellipur, it validates our commitment to helping our customers provide the highest quality fresh produce possible to consumers around the world".

"Given the competitive landscape and pressure that produce exporters and importers are currently experiencing, it is crucial for warehouse facilities to offer the most advanced technologies and optimal conditions to help deliver the best product to market," said Mr. David Bouchard, general manager, post-harvest and transport solutions for Purfresh.