



## **Pineapple company using Purfresh technology**

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The owner of Maui Gold pineapples is seeing good results from recently installed equipment from Purfresh Inc., Fremont, Calif.

Kahului, Hawaii-based Hali'imaile Pineapple Co., formerly known as Maui Pineapple Co., is using Purfresh Cold Storage and Purfresh Wash in its new packing facility, according to a news release.

The technology uses ozone to preserve quality and extend the shelf life of the pineapples.

"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," Brian Igersheim, director of quality control for Hali'imaile Pineapple, said in the release.

"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."