



Purfresh helps Chilean produce growers and exporters stay competitive in global marketplace

Freshness and safety management solutions drive value through food supply chain by enhancing food safety, extending shelf life, and reducing waste of fresh produce

Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced the availability of its cold chain solutions —Purfresh Cold Storage, Purfresh Wash, and Purfresh Transport, all integrated with Intellipur, the company's next-generation information management tool — in Chile. Coupling proven science and advanced information technology with practical application, Purfresh solutions have been proven to maintain quality, reduce chemical usage, extend shelf life, and enhance food safety—to help Chilean growers and exporters stay competitive and maintain the value of fresh produce grown in Chile.



Today's consumers expect a year-round supply of safe, high-quality produce. With global trade on the rise, availability expands as does the risk of contamination and spoilage. These risks are further exacerbated by the limited information available regarding the handling and storage conditions of produce while it makes its way from the farm to the market. Proven and cost-effective, Purfresh cold chain solutions are designed to help businesses in the fresh food industry stay competitive while adapting to a changing world—a world that calls for reduced waste, greater demands for accountability, a reduction in the use of harsh chemicals, and an ever-increasing requirement to deliver safer, higher-quality produce to consumers.

"Global competition is on the rise, and the pressure on our local growers and exporters has never been more intense. Implementing advanced technologies that can help deliver the freshest and safest produce to the worldwide market is imperative," said Mr. Gustavo Yentzen of Yentzen Consulting. "It is both encouraging and exciting to see a company like Purfresh designing and delivering innovative solutions that offer practical application, making it manageable for Chilean produce providers to benefit from the latest technologies."

Purfresh Wash provides packers and processors with a cost-effective solution to enhance food safety, while reducing or eliminating the use of chemicals; Purfresh Cold Storage keeps produce fresh and safe while in short- or long-term storage by minimizing decay, controlling ripening, and reducing foodborne pathogens; Purfresh Transport promotes higher-quality arrivals by maintaining freshness and extending the shelf life fresh produce during ocean transport; and Intellipur provides a next generation software service that includes strict operational control, web-based data historian, diagnostic monitoring, reporting, and automated alarming for Purfresh's cold chain solutions.

"The science behind our solutions is designed to maintain freshness and help ensure safety of fresh produce consumed worldwide," said Mr. David Bouchard, general manager, post-harvest and transport solutions for Purfresh. "We are pleased to provide our advanced, cold chain solutions to Chilean growers and exporters to help sustain and increase the revenue of the fruits and vegetables grown in Chile."

Scientifically engineered and 100% residue free, Purfresh cold chain technologies all use an active form of oxygen—commonly referred to as ozone—to kill molds, yeasts, bacteria, and viruses in water, in the air, and on surfaces, as well as to consume and regulate ethylene levels. Certified organic and approved by the USDA and the FDA, ozone acts as a powerful, residue-free disinfectant that immediately reverts back to oxygen, leaving the product's taste, texture, and smell characteristics in their natural state. For packing, storing, and shipping fresh produce, Purfresh science-based solutions deliver what none other can—the ability to extend freshness, minimize decay, and reduce pathogens without the use of chemicals.

Purfresh solutions are used around the globe by growers, packers, processors, distributors, exporters, and importers to maintain quality and promote the safety of fresh produce.

Publication date: 8/25/2010