

Purfresh solutions to benefit Chile

[Carl Collen](#) | 25 August 2010

Country's exporters could see freshness and safety management solutions help drive fresh produce value

Food and water preservation and purification specialist Purfresh has announced the availability of its range of cold chain solutions in Chile, helping growers and exporters maintain quality, reduce chemical usage, extend shelf life and enhance food safety.

The range, which incorporates Purfresh Cold Storage, Purfresh Wash and Purfresh Transport, all integrated with information management tool Intellipur, will help the country's fresh produce industry stay competitive and maintain value, Purfresh noted.

"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 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."

Making up the Purfresh offering is Purfresh Wash, providing a cost-effective solution to enhance food safety while reducing or eliminating the use of chemicals; Purfresh Cold Storage, which protects produce while in storage by minimising decay, controlling ripening and reducing foodborne pathogens; and Purfresh Transport, which promotes higher-quality arrivals by maintaining freshness and extending shelf life.

Purfresh cold chain technologies all use ozone to kill moulds, yeasts, bacteria and viruses in water, in the air and on surfaces, as well as to consume and regulate ethylene levels – effectively acting as a residue-free disinfectant that immediately reverts back to oxygen, leaving product taste, texture and smell in their normal state.

"The science behind our solutions is designed to maintain freshness and help ensure safety of fresh produce consumed worldwide," said David Bouchard, general manager for post-harvest and transport solutions at 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."