

## M-Products Applauds Purfresh Transport Technology

by Connie Bordanaro, Purfresh Inc.

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Fremont, Calif. – August 3, 2010 – Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced exporter M-Products was able to meet the high-quality standards of citrus importers in the Far East, United States, and Europe employing Purfresh® Transport for marine shipments which ranged from 38 to 45 days. Applauding the arrival quality of the Mandarin oranges originating from South America, importers have requested the continued use of the active cargo protection solution from Purfresh.

"As exporters of citrus fruit and fresh berries, we tested Purfresh Transport and we are very satisfied with the arrival quality of our shipments," said Mr. Rodrigo Martinez of M-Products. "Our exports to the Far East, United States, and Europe have arrived without problems of fungi, rot, and firmness even after being in transit up to 45 days."

Based on patent-pending technology, Purfresh Transport is an active cargo protection system that uses an active form of oxygen—commonly referred to as ozone—to kill molds, yeasts, and bacteria in the air and on surfaces by up to 99%, as well as to consume and regulate ethylene levels. Using the clean power of ozone, Purfresh Transport offers the unparalleled combination of ripening control with 100% residue-free decay prevention and enhanced food safety. An ideal solution for shipping climacteric and non-climacteric produce, Purfresh Transport delivers what no other solution can—a chemical-free approach to extending shelf life, minimizing waste, and maintaining the quality of fresh produce during long-range transport.

"Global demand for fresh produce, such as citrus fruit, continues to grow at an accelerated rate, and Purfresh Transport offers significant opportunities for the import and export trade to reach broader markets," said Mr. David Bouchard, general manager, post-harvest and transport solutions for Purfresh. "Unlike traditional atmosphere management systems, which are known to be effective for up to 40 days, our Purfresh Transport system constantly monitors the environment inside the container throughout the trip and has been proven to maintain produce freshness during voyages as long as 54 days. This level of protection significantly expands the market opportunity of global shippers."

Purfresh Transport is offered as a per-trip service from most major shipping lines, making it a cost-effective solution for protecting organic or conventional produce including kiwifruit, berries, stone fruit, tropical fruit, avocados, melons, and ginger. The Purfresh Transport system is optionally integrated with Intellipur®—a next-generation informatics service that offers unparalleled insight into the transportation segment of the food supply chain. Intellipur provides on-trip tracking, monitoring, alerting, and reporting enabling a previously unattainable level of insight into, and control over, the conditions of produce being shipped in refrigerated marine containers.