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Press Release

Del Norte Distribution Offers Customers Enhanced Produce Quality and Shelf Life with Purfresh Intelligent Cold Storage Solution

Distributor Promotes Dedication to Quality and Safety with Quality by Purfresh Seal

FREMONT, Calif.--(BUSINESS WIRE)--Purfresh, a global leader in providing clean solutions for the food and water industries, today announced that Del Norte Distribution, a California-based cold storage and logistics service, has integrated Purfresh Cold Storage as a key component of the company's chemical-free cold chain management system. Purfresh's intelligent atmosphere solution, which incorporates ozone-based technology, enhances produce quality and extends the shelf life of Del Norte's oranges, apples, and bananas by reducing decay, cross-contamination and controlling ethylene levels in its storage rooms.

"Del Norte is building a strong name in the distribution and logistics industry; safety, quality and consistency are vital to our growth," said Jim Sullivan, general manager of Del Norte Distribution. "Purfresh provides an effective and reliable storage solution that enables us to deliver the best possible product to market."

Del Norte Distribution, located just outside the port of Los Angeles, has more than 2,000,000 cubic feet of refrigerated storage and works with international produce companies to deliver high-quality produce to grocers around the U.S.

Purfresh Cold Storage, now installed in Del Norte's facility, is designed to maintain optimal preservation conditions without the use of harsh chemicals. Using Purfresh's ozone-based technology, Del Norte has successfully reduced chemical use and improved working conditions throughout its operations. Del Norte proudly promotes their commitment to safe and clean operational practices by marking their high-quality product with the distinguished Quality by Purfresh seal.

"The Quality by Purfresh program is designed to promote best practices within the food industry and allows companies to demonstrate their commitment to innovation, quality assurance and sustainability," said David Cope, president and CEO of Purfresh. "Displaying the Quality by Purfresh seal gives companies the opportunity to differentiate their businesses by promoting their quality practices to the market."