

Purfresh Appoints Robert A. Hayes Vice President of Engineering

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Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced the appointment of Robert A. Hayes as vice president of engineering. As Purfresh's science-based solutions are increasingly utilized worldwide for pre- and post-harvest applications, Mr. Hayes will be responsible for the continued development of current products as well as spearheading future innovations.

"Robert brings a new perspective to Purfresh, and his insight and experience will be a strategic asset to Purfresh's executive team. His extensive engineering and manufacturing background will be tremendously valuable as our pre- and post-harvest product lines continue to evolve," said David Cope, president and CEO of Purfresh, Inc. "Robert will play a critical role at Purfresh as we continue to expand our global footprint, bring new products to market, and increase our manufacturing capacity to keep up with growing demand."

"Purfresh has clearly established itself as an innovator in the market by developing unique, ground-breaking technologies," said Hayes. "I'm excited to be a part of a company that has a strong customer base and is experiencing dramatic growth, and am eager to drive the development of next-generation technologies to further assert Purfresh's leadership."

Mr. Hayes brings more than 25 years of engineering, operations, and manufacturing experience to Purfresh, most recently serving as president and co-founder of Veraloft.

Prior to Veraloft, he served as vice president of technology for Chroma Medical Systems. Previously, Mr. Hayes held senior positions at Everex Systems Inc. and CellNet Data Systems. Mr. Hayes earned a master's degree and a bachelor's degree in civil engineering from Rice University.