


 Search: Tips

 Articles ▼

News
[Current Headlines](#)
[Supplier News](#)
[Analysis Archive](#)
Community
[Download Library](#)
[Discussion Forums](#)
[Events Calendar](#)
[Associations](#)
Tools
[Register](#)
[Free Newsletter](#)
Current Headlines
[Return to News & Community Home](#)
Novazone Introduces Clean Technology Product To Revolutionize Global Shipping Of Fresh Produce

4/26/2007

Livermore, CA - Novazone, one of the leading provider of clean technology solutions for food and water including advanced ozone-based applications, recently announced the launch of PurFresh, a solution for reducing decay, controlling over-ripening and enhancing food safety of fresh produce during transit.

PurFresh utilizes ambient oxygen from outside air and converts it to ozone, a natural form of electrified oxygen. Ozone is delivered continually by Novazone's PurFresh product into shipping containers, trucks and trains at a specific dosage where its concentrations are carefully maintained in the parts per billion ranges. When properly controlled, ozone is extremely effective in killing microorganisms such as mold, bacteria and viruses that lead to decay and food safety risks. In addition, ozone reacts with a ripening hormone, ethylene, to slow the ripening process naturally, leading to higher quality produce with longer shelf life. After doing its work, ozone instantly converts back into pure oxygen leaving no residue and having no impact on product appearance, taste and nutrition.



"Exports are the fastest growing part of the food industry," said David Cope, president and chief executive officer of Novazone, Inc. "With increased trade come longer times to market, multi-party interactions and a greater risk of decay and food safety issues. It is estimated that as much as 30% of fresh food is subject to microbial contamination and decay between harvest and the consumer. Imagine if you could use a clean technology such as oxygen to recapture a portion of that loss by stopping decay, extending shelf life and enhancing food safety for all produce shipped globally -- this is what PurFresh is all about."

PurFresh is easy to install, operate and maintain, and can be used in both regular and controlled atmosphere environments. PurFresh's preventative benefits are of particular interest when it comes to the transportation of organic produce, which has inherent decay risks due to the absence of powerful chemicals, such as fungicides, commonly used on conventional produce. Ozone is approved as a food contact substance by the FDA and certified organic by the USDA.

"Our Novazone system has enabled us to address our proactive determination to provide the safest product possible," said Andrew Marcelli, director of marketing for New York City-based Lucky's Real Tomatoes. "This system helps us keep our ripe, flavorful tomatoes clean, fresh and safe. We're excited to soon integrate Novazone's PurFresh solution to transport our product, in peak condition, in a manner that is both organic and environmentally responsible."

SOURCE: Novazone, Inc.

[Forward This Article To An Associate](#)

Enter all or part of a topic name in the form

 Go to **[Advanced Search](#)** (with **[Archived News](#)**)

[Food Online](#) | [VertMarkets, Inc.](#) | [Contact Food Online](#)
[Legal](#) | [Help](#) | [Privacy Statement](#)

[Copyright](#) © 1996-2007, VertMarkets, Inc. All rights reserved.