



Oct. 6, 2009

Broad adoption of company's proven technology increases the safety and quality of fresh produce shipped around the world

US: Strong Market Demand for Purfresh Transport Drives Expansion of Worldwide Partner Network

Purfresh, a provider of clean technologies that purify, protect, and preserve our food and water, today announced that in response to strong global demand for its Purfresh Transport solution, the company has expanded its worldwide network of logistics partners. Increasingly requested by the world's leading importers and exporters, Purfresh Transport is now available at major ports in more than 15 countries and is being utilized for both short and long trade routes including New Zealand to the United Kingdom, the United States to Dubai, and Chile to Hong Kong. Proven and cost-effective, Purfresh Transport helps shippers extend shelf life, minimize waste, maintain quality, and enhance the safety of fresh produce.



"Shipping fresh produce around the world is a growing market, and importers and exporters need to know their shipments will arrive fresh and safe," said Mr. Mohamed El Kady, general manager of Agro Trading for Trade Agencies, representing Purfresh in Egypt. "With Purfresh Transport, my customers are able to deliver higher-quality produce, reduce loss and related claims, and expand their business opportunity by reaching broader foreign markets."

With the increase of global trade, time to market is becoming longer and more complex—putting perishables at risk for decay and over-ripening. For many types of produce, as much as 30% can be negatively impacted during transit. A changing and growing world requires new ways to look at solving problems. Purfresh Transport provides a new, science-based approach to an age-old problem and consistently outperforms traditional alternatives, such as gas-injection controlled atmosphere (CA) systems and antimicrobials. Purfresh delivers what none other has—an unparalleled combination of superior ripening control with 100% residue-free decay prevention and enhanced food safety.

Purfresh partner Mr. Luis K. Valverde, director of international business for Talbutsit Agricultural Trade and Marketing in Ecuador said, "In tropical regions, post-harvest decay is our biggest enemy and excessive use of chemicals isn't the answer. With Purfresh Transport, we have seen a significant reduction in mold in our shipments—even on the longest trade routes. The science, combined with the simple logistics, puts Purfresh Transport in a class by itself."

"The shipping industry has been hungry for a new, innovative solution that maximizes the quality, safety, and freshness of produce, and easily integrates with existing processes and reefers. Purfresh Transport pulls all of this together and eliminates the limitations of traditional solutions," said Mr. David Cope, president and CEO of Purfresh, Inc. "We've experienced phenomenal success since we introduced the product, and I'm pleased to say that Purfresh Transport is now one of the hottest solutions in the market."

As the industry's only active atmosphere management solution with Load Protection Monitoring™ (LPM™), Purfresh Transport constantly monitors and dynamically manages the environment inside the reefer throughout the voyage. Certified organic and approved by the USDA and FDA, Purfresh Transport uses an active form of natural oxygen—precisely controlled—to kill molds, yeasts, and bacteria in the air and on surfaces by up to 99%, as well as to consume and regulate ethylene. Purfresh Transport is offered as a per-trip service from most major shipping lines, and is an ideal solution for shipping climacteric and non-climacteric—organic and conventional—produce including citrus, berries, stone fruit, tropical fruit, melons, and rhizomes.