

Purfresh expands logistics network

Carl Collen | 08 October 2009



The food preservation specialist has increased its international logistics network to make its Purfresh Transport system more widely available

Purfresh has announced that it has responded to growing global demand for its Purfresh Transport food and water preservation system by expanding its worldwide network of logistics partners.

As a result, the system is now available at major ports across more than 15 different countries, utilised for both long and short-term trade on routes including New Zealand to the UK, the US to Dubai and Chile to Hong Kong.

The Purfresh Transport system is designed to be a cost-effective way for fresh produce shippers to extend shelf-life, minimise waste, maintain quality and enhance food safety.

"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 Mohamed El Kady, general manager of Purfresh's Egyptian representative Agro Trading. "With Purfresh Transport, my customers are able to deliver a higher-quality produce, reduce loss and related claims, and expand their business opportunity by reaching broader foreign markets."

Purfresh president and CEO David Cope said that the system is proving to be the new, innovative food preservation solution that the shipping industry has been looking for.

"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 on the market," he said.
