



## **New Purfresh™ Transport Service from Carrier Transicold**

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- Carrier Transicold has launched the Purfresh™ Transport service under an exclusive agreement with Purfresh, Inc., which provides a cost-effective, chemical-free means to protect produce cargoes from spoilage.

Purfresh Transport technology purifies air and surfaces inside the container, helping to eliminate moulds, yeasts and microscopic bacteria that can attack and ruin a container-load of perishables. Produce quality is preserved without the use of undesirable chemicals, resulting in better firmness, weight, sugar content, taste and value.

"The Purfresh Transport system can help assure goods reach their destinations in optimal condition, maximising our customers' return on investment." said Luke DiMaggio, Carrier Transicold general manager, Global Service Operations, Container Products.

The Purfresh Transport service can improve customer profitability by reducing typical loss related to decay and food degradation, thus improving the yield of perishable cargoes, according to DiMaggio. "Globally, up to 20% of post-harvest losses on average occur during transit. Purfresh technology utilises ozone to help eliminate bacteria that spoils cargo and profits for growers, exporters, importers and shipping lines," he said.

Carrier will lease Purfresh Transport active purification systems to customers on a per-trip basis as part of its SeaCare™ Solutions programme, saving customers the expense of large capital outlays.

Carrier's worldwide network of service centres will handle logistics, installation and removal of the Purfresh Transport systems on refrigerated containers prior to loading and after unloading at their final destinations.

Purfresh Transport service will be available in the first quarter 2010, starting with shipping lanes originating in Chile and serving ports on the US West Coast. Carrier plans to roll out the Purfresh Transport service globally throughout 2010.