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Livermore, CA Purfresh, formerly known as Novazone, Inc., a leading provider of clean solutions for food and water, recently announced the market release of Intellipur, an easy-to-use, web-based software solution that allows water, food storage and transport managers to actively monitor and control the safety and quality of processed water and food in cold storage rooms, wet disinfection and shipping containers.

“As concern over the safety of our food supply grows, food transport managers, distributors and retailers need reliable tools that ensure food safety and monitor every link in the increasingly global supply chain,” said David Cope, president and CEO of Purfresh, Inc. “By adding intelligent data collection and system controls to our existing line of distributed ozone solutions, we can ensure that our customers achieve the highest level of food safety and freshness. Intellipur offers the food and water industries an unprecedented degree of control and precision.”

Intellipur has been added to all of Purfresh’s ozone-based applications, which actively kill food- and water-borne pathogens, control decay and stall food ripening through the use of minute quantities of electrified oxygen, or ozone. Intellipur uses in-situ sensor arrays that provide real-time monitoring of water, food disinfection, storage and transport conditions. The information is collected by a proprietary software package that issues alerts and reports, creating an auditable data trail and allowing for auditable process control.

For Purfresh’s water and food applications, Intellipur works with ozone-based water disinfection, Purfresh-Cold Storage and Purfresh-Transportation to deliver highly controlled concentrations of ozone. The system significantly kills and controls the spread of water and food borne pathogens, reduces product loss and improves food quality and safety, while enabling remote, web-based management of conditions in multiple controlled atmosphere sites from one supervisory portal.

Purfresh’s food wet-disinfection applications use ozonated water as a powerful, natural disinfectant, killing microorganisms in wash water and on produce surfaces without the use, residue or disposal issues of traditional harmful chemicals such as chlorine compounds.

“Purfresh Intellipur enables our customers to achieve two of their highest-priority goals: a guarantee of food safety and purity, and protection for their

brand,” Cope said.

SOURCE: Purfresh, Inc.

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