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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 launch of its Purfresh-Cold Storage product line. This latest evolution of the company's patented technology assures an unprecedented level of food quality and safety in cold storage rooms by combining a scalable, plug-and-play ozone-based solution specifically tailored for cold storage environments along with Purfresh's recently announced Intellipur, a powerful information management package that includes environmental sensing, web-based monitoring, alerting, data reporting and analysis along with remote control and diagnostics.

"Whether for days or months, most of the world's food is stored," said David Cope, president and CEO of Purfresh, Inc. "While in storage, these fresh foods are vulnerable to losses due to decay and over-ripening along with an increased risk from food borne pathogens. These inefficiencies hurt the entire market from grower to consumer. Our new Purfresh-Cold Storage product line is the industry's first truly intelligent system that can be easily implemented into existing facilities to reduce decay, control ripening, enhance food safety and provide the documentation for process improvement and data management."

Purfresh's patented line of distributed ozone solutions deliver controlled concentrations of ozone that kill and prevent the growth of microorganisms, such as molds, yeasts and bacteria, eliminates ethylene to control ripening for long storage and shelf life and provide an overall enhancement of food safety practices. Made by electrifying the natural oxygen in the air, ozone does its work and then quickly degrades back to pure oxygen. All of the treatments Purfresh provides are approved by the EPA, certified organic and may be used to reduce or eliminate many traditional, harmful chemicals.

Purfresh-Cold Storage is more compact than previous versions and adds Intellipur's data capabilities along with features that enable easy scaling for any size storage facility. The system incorporates its own integrated air preparation, ozone generation and distribution functions, as well as local, closed-loop control for safety purposes. In addition, it uses a wireless network to communicate to Intellipur's monitoring, remote control, data reporting and reporting features to improve system efficacy and efficiency.

"At Auvil Fruit Company, we pride ourselves on the high quality and excellent taste of our products, and on our environmentally safe growing

practices,” said Walt Hough, plant operations manager at Auvil Fruit Company in Washington State. “The Purfresh-Cold Storage and Intellipur platforms allow us to protect our produce and deliver the high quality product our customers have come to expect from us.”

*SOURCE: Purfresh*

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