

Leading Ecuador Pineapple Shipper Hubimeza S.A. Picks Purfresh for Improved Quality

Purfresh's active atmosphere solution deployed to naturally and effectively reduce mold and improve freshness

Menlo Park, Calif. —Sept. 25, 2012—Purfresh, Inc., the industry leader of active atmosphere and supply chain management technologies that optimize the quality of fresh produce as it moves around the world, today announced that Hubimeza S.A. has deployed Purfresh's active atmosphere solution to protect the quality of pineapples shipped via ocean transport from Ecuador to Denmark. Utilizing the Purfresh technology, Hubimeza S.A. is able to reduce decay and control the presence or appearance of mold in pineapples shipped via ocean transit while taking a market leadership position.

"Today is about the appropriate use of advanced technologies that deliver the best product to the market, and the Purfresh system has helped us to better preserve color and freshness of our pineapples," said Ms. Katherine Ubilla, Export Manager for Hubimeza S.A. "In particular, with Purfresh, we have gained better quality and appearance of our fruit along with less mold and longer shelf life. We anticipate deploying the system for future, longer voyages to reach high demand markets that were previously unattainable via ocean."

Highly susceptible to mold and decay-causing pathogens, as well color change, pineapples are at risk of quality degradation during long distance voyages. Purfresh's active atmosphere solution delivers consistent and precise concentrations of ozone, a natural form of oxygen, allowing Hubimeza S.A. to maintain fruit quality by reducing decay, killing bacteria, and removing ethylene during maritime transit. Purfresh's cargo- monitoring software, Intellipur, constantly monitors the environment inside the reefer throughout the voyage including temperature, relative humidity, oxygen, carbon dioxide, and controls ozone levels remotely—providing the ability to ship even highly sensitive fruits and vegetables long distances with confidence.

"Shippers of fresh produce choose our patent-pending technology to mitigate risk, open new markets and reduce transport costs—all while protecting valuable cargo," said Mr. Miguel A. Gómez, Sales Manager of México, Central America and Ecuador. "Given the global pressure that fruit growers and shippers are experiencing today, along with the shortcomings of traditional alternatives, everyone—from the exporter to the consumer—benefits from safer, higher-quality produce, reduced losses, and a more sustainable global food supply chain."

Purfresh is offered as a per-trip service from most shipping lines.