



a.
56%
WEIGHT LOSS
REDUCTION

fresher
LONGER

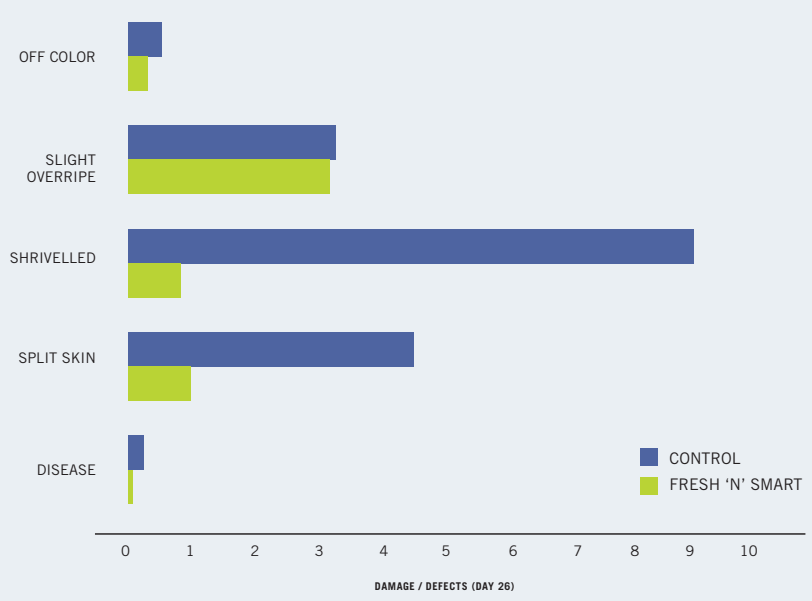
b.
34%
MORE FIRM

- + EXTEND SHELF-LIFE**
- + MAINTAIN FRESHNESS**
- + REDUCE WASTE**

Fresh 'n' Smart® Technology contains a unique blend of natural minerals and polymers that have been developed to provide a safe and convenient way to extend the life of many fresh fruits and vegetables – Naturally!

These materials are carefully selected for their particular physical properties to create a perfect breathable environment that fresh produce needs to stay fresh.

Our entire Fresh 'n' Smart® line of products are designed to increase our clients produce sales by offering their customers a superior product experience while reducing unnecessary losses and expenses throughout their supply chains..



a. 56.5% Weight Loss reduction (from 3.84% on a naked pallet to 1.67% in Fresh'n'Smart® pallet hoods)
 b. 13.4% more plump/firm berries in Fresh'n'Smart® over 26 days storage/transport

+ HANDLING

- Fresh 'n' Smart® hoods can be easily used for storage and/or transport with no changes to the packing and cooling practice
- Improved strength and elasticity of our hoods: less prone to tear and puncturing giving a durable and effective film

+ TRANSPORT/RETAIL

- Reduction in product weight loss
- Fresher appearance: firm, juicy, no skin splits
- Extends selling season and balances crop flushes and shortages
- Allows normal refrigerated transport for long distance markets
- Stabilises post-packaging life compared with CA higher quality fresh produce enhancing customer experience

QUALITY + SHELF LIFE

- Significantly lower percentage of shrivelled and split berries compared with control: under 1% in Fresh 'n' Smart® samples compared with 9.2% and 6.6% respectively for Control
- 13.4% more plump/firm berries in Fresh 'n' Smart® over 26 days storage/transport
- Statistically significant difference in weight loss after 17 days
- 56.5% Weight loss reduction (from 3.84% on naked pallet to 1.67% in Fresh 'n' Smart® pallet hoods)



FRESH 'N' SMART
DAY 26



CONTROL
DAY 26