

TransFRESH highlights Tectrol Technology at first Global Berry Congress



Explosive worldwide demand for fresh blueberries is opening new markets and applications for TransFRESH, the world leader in modified and controlled atmosphere technology for the fresh food industry. The rapid expansion of blueberry production in South America and other growing points is largely due to positive health news surrounding blueberries as a strong source of antioxidants.

Working with regional growers, global shipping partners and retailers worldwide, TransFRESH is providing transport and storage solutions to the blueberry trade in South America, Mexico, North America and Africa through the application of its controlled or modified atmosphere technology. Both the TransFRESH TECTROL modified atmosphere pallet bag and container controlled atmosphere technology has proven beneficial to the blueberry industry. According to TransFRESH Vice President of International Services, Teresa Scattini, Argentine and Chilean fresh blueberry exports are forecasted to almost double between the 2007-08 and the 2009-10 shipping seasons.



A personalized introduction to this innovative technology can be arranged May 15-16 at the Global Berry Congress at the Hilton London Canary Wharf in London. The conference is presented by Eurofruit magazine. Scattini said she and Claudia Mardones, General Manager Transfresh Chile, will be on hand at the UK Global Berry Congress and available to meet with interested attendees.

TransFRESH serves the US, UK and European markets with controlled atmosphere (CA) technology and TECTROL Modified atmosphere Pallet Bags for use in long reefer container voyages in ocean refrigerated containers. TECTROL Modified Atmosphere Pallet Bags have also proven successful in the storage of fresh blueberries. For example, Blueberries have been successfully stored for 65 days in Tectrol Modified atmosphere pallet bags.

Based in Salinas, California, TransFRESH has almost 50 years of experience in perishables transport. TransFRESH has long been at the forefront of the controlled and modified atmosphere and logistic solutions industry. TransFRESH technology offers the most beneficial atmosphere for blueberries maintaining carbon dioxide levels between 15 and 20 percent.

"Because our technology delivers better quality arrivals and allows for longer periods of transit," said Scattini, "and therefore allowing ocean transit versus high costs air transport, our US, UK and European customers will be able to realize a significant cost savings to expand volume to realize better prices and profits."

Scattini says TECTROL is an effective quality management tool. "Because both the Tectrol modified atmosphere pallet bags and controlled atmosphere systems guard against the natural elements that cause loss in quality and over-ripening, our product helps minimize business risk. With demand for blueberries at an all time high, and transport issues being a primary concern the TransFRESH technologies can really benefit its stakeholders," said Scattini. "In addition our technology offers customers a flexible marketing tool because product arriving in Tectrol Modified atmosphere pallet bags can also be stored -at the recommended temperature-- at shipping point if market conditions make that economically attractive."

TransFRESH works with customers around the world providing customized solutions to help improve the overall quality of fresh produce, increase profit and sales, reduce costs and shrink, and provide new opportunities for dynamic growth.

Over its long history, TransFRESH has successfully developed and provided the perishable industry with systems and processes for refrigerated ocean containers and sealed pallet bags. TransFRESH continues to market its controlled and modified atmosphere processes under the trade name TECTROL Modified and Controlled Atmosphere and to invest in the development of new solutions to further extend the quality and life of perishable products. TransFRESH Corporation's TECTROL Modified Atmosphere Pallet Services were first introduced in 1968. Since inception, continual packaging, equipment and sealing process innovations have established TECTROL Atmosphere as the industry standard.

TECTROL Atmosphere is the trademarked brand name for TransFRESH's family of proprietary Modified and Controlled Atmosphere systems and processes developed and owned by TransFRESH. Regardless of the type of system or process, each TECTROL Atmosphere consists of a mix of carbon dioxide, oxygen, and nitrogen which is tailored to specific commodity needs. The Tectrol Atmosphere and Tectrol Controlled Atmosphere Systems are listed by the Organic Materials Review Institute for the use in production of organic food and fiber.

To make an appointment to meet with Teresa Scattini or Claudia Mardones during the World Berry Congress, please visit www.transfresh.com.

Publication date: 4/28/2008
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