

PERFOTEC[®]

BEST FOR FRESHNESS



Maintain the best quality

for your produce for the longest
amount of time with PerfoTec's
shelf life extending technology



www.perfotec.com

Maintain the best quality for your produce for the longest amount of time

The fresh produce departments in the retail stores are of a key importance for all retailers, for their quality reputation, sales and profit generation.

Controlling waste and maintaining quality of all perishable products continues to be challenging. PerfoTec provides the knowledge and tools to maintain the best quality for your produce for the longest amount of time. Retailers and their suppliers worldwide gain from the benefits: more sales, reduced costs and the reduction of food waste.

PerfoTec in conjunction with packaging machinery specialists and regional distributors aims to become the primary technology partner to retailers and their suppliers for extending the freshness of fresh produce.



Fruits



Flowers



Vegetables



Reducing food waste with PerfoTec freshness extension tools

The Perfotec Laser Perforation System is an innovative Next Generation system to optimize the quality and shelf life of fresh produce while improving productivity and versatility of use and reducing waste and costs. Along with complimentary PerfoTec freshness extension tools, such as our PerfoTecO2Control and the Fast Respiration Meter 4.0, the Laser Perforation System offers great potential for a chain-wide approach to reduction of food waste.



How it works

Fruit and vegetables need oxygen to stay fresh but the respiration rate varies by variety and through the seasons making it difficult to design the optimal packaging properties.

PerfoTec supplies the equipment to quickly measure the respiration rate of fresh produce and adapt the packaging accordingly. By slowing down the natural respiration rate it effectively puts the fresh produce to sleep, extending the freshness considerably.

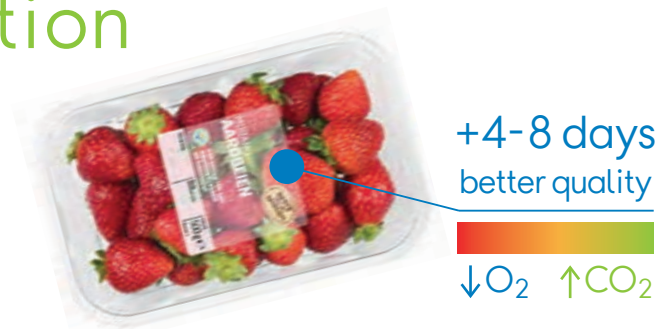
“Putting fresh produce to sleep
to boost shelf life”

PerfoTec implementation

Smart packaging solution for Fresh Produce

Actively Modified Atmosphere Packaging (AMAP)

- AMAP extends the shelf life of fresh produce by optimizing the permeability of the packaging



Our CLMS system contains our patented AMAP Software

- Use the pre-settings for fresh produce type based on AMAP knowledge database
- Easily create your own settings based on your fresh produce type, weight per pack, chain temperature & respiration rate*



Camera Controlled Laser System

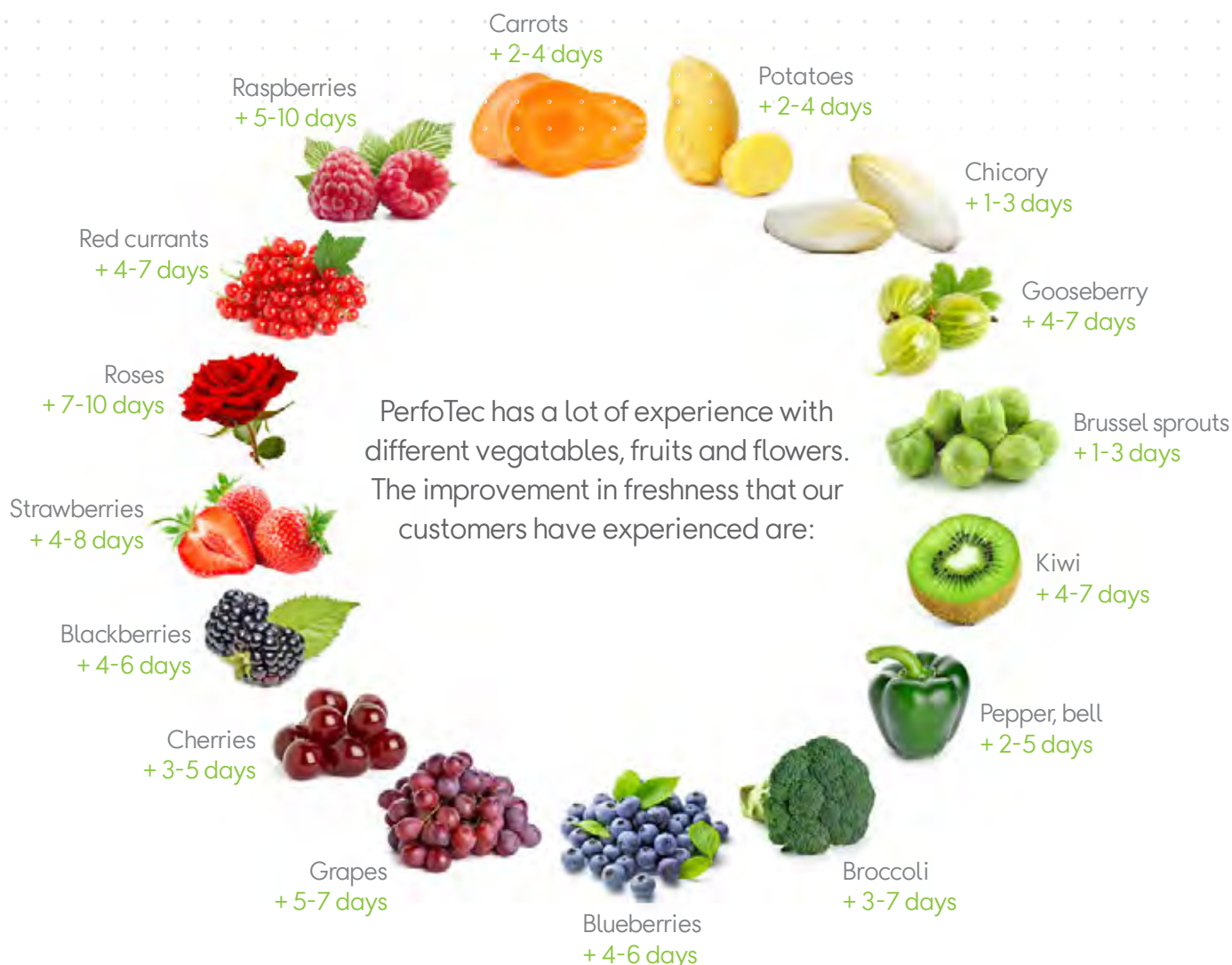
- Creates the micro-perforations to achieve the correct permeability
- Intelligent camera control with high accuracy
- Full traceability



*As measured by PerfoTec Fast Respiration Meter



The PerfoTec Effect



PerfoTec Experiences

"Perfotec has proven to deliver two days extra life on strawberries and three days on raspberries leading to significant reductions in store waste levels (up to 20 per cent) and an increase in availability without any detriment to quality." [M&S, Retailer UK](#)

YOUR M&S

"The back up and technical support we have received from PerfoTec has been excellent. They are a company that works very hard at delivering what they have sold you."

[Managing Director, Drysdales, supplier of Brussels Sprouts UK](#)



"As well as offering two additional days' shelf life, the new packaging with the Perfotec technology has halved waste on the lines we have introduced it in since its launch. Following this success we're rolling it out across the whole Waitrose potato range, and it's already providing positive results, with a 30 per cent initial sales increase."

[Mark Wilcox, Technical Director, Branston Potatoes UK](#)



In-store solutions

PerfoTec extends the freshness of fresh produce in-store, by optimising the permeability of the packaging. The technology is used in over 25 countries with more than 200 different fruits, vegetables and flowers.

The benefits that our customers have experienced are:

- A better visual presentation in-store
- Increased consumer purchases
- Better tasting products
- Freshness up to 100% longer compared to conventional packaging



PERFOTEC

regular product



PERFOTEC

regular product



Case study MARKS & SPENCER

White Grapes



Marks & Spencer conducted several commercial scale pilots with fresh grapes, raspberries and strawberries. And managed to extend the shelf life from 5 to 7 days for grapes, 5 to 10 days for raspberries and 4 to 8 days for strawberries.

Due to the longer shelf life, in store waste was reduced by 50%, which created a major financial saving. For one product the in-store waste even decreased by 95%!

In addition the increase in product quality resulted in a double-digit sales growth.

Based on these results M&S has implemented the PerfoTec technology for all soft fruits.

“Our quality manager has now become our best salesperson”

