



Press release  
October 3, 2014

**Dutch innovation that extends freshness of fruits and vegetables nominated for the European Business Awards for the Environment**

**The Dutch company PerfoTec is nominated out of more than 150 candidates for the European Business Awards for the Environment (EBAE) along with 17 other companies. For this price, only the most eco-innovative companies that successfully combine innovation, competitiveness and outstanding environmental performance are selected.**

PerfoTec owes this nomination to the successful results already achieved with the shelf life extending technology at leading growers and retailers. By measuring the respiration of fresh fruits and vegetables and adjusting the packaging with the exact amount of micro-perforations, PerfoTec has managed to reduce waste at UK retailer Marks & Spencer with 50%. This increased the shelf life of grapes from 5 to 7 days, and strawberries and raspberries from 3-4 to 5-6 days. On top of the reduction in waste it also leads to a reduction in cost and an increase in sales. Based on these results M&S decided to switch to the PerfoTec system together with all its soft fruit suppliers.

With this technology food waste can be reduced because the quality of fresh fruits and vegetables will last longer. The annual Dutch Fresh report, the main score card for Dutch retailers on fresh produce, shows that consumers find the quality and freshness of fruit and vegetables at retailers very important. This fact is also reflected in practice, because after implementing the PerfoTec system with M&S, sales increased due to the improved quality.

Ivo Hendriks, Commercial director of PerfoTec: "This nomination is an acknowledgement that our shelf life extending technology helps to make the fresh food sector more sustainable. The coming period PerfoTec will therefor focus on showing growers and retailers how they can benefit from the advantages that the system brings." The awards ceremony of the EBAE will take place on December 1st, 2014 during the Pollutec exhibition in Lyon.

*About PerfoTec's Respiration Control System*

*Fruit and vegetables need oxygen to stay fresh, but the amount of oxygen needed varies by type and changes through the seasons. PerfoTec's Respiration Control System measures the exact level of oxygen needed and adjusts the packaging accordingly with micro-perforations. Several retail pilots, that include Marks & Spencer, show that this way in-store waste can be reduced with 50% while increasing sales.*

**For more information you may contact:**

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Link to the official press release of the European Commission:  
[http://europa.eu/rapid/press-release\\_IP-14-1028\\_en.htm](http://europa.eu/rapid/press-release_IP-14-1028_en.htm)

