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Press Release

Orgacure boosts Productivity in Fresh business

Solution to mitigate growth limits.

Rotterdam, Netherlands, September 12, 2024: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, reports it offers its Orgacure EX product in small size custom packaging to suit small fresh-cut producers better, saving them preparation time by eliminating the need for weighing and exact dosing. Small fresh operators fighting with scarcity of experienced and knowledgeable staff and Orgacure tries to address the issue by offering shelf-life and food safety literally 'out-of-the-box'.

The new custom size is 375 grams (13 oz) available from 800 pcs per pallet. Own market research shows that this size suits very well fruits and vegetables business having small fresh-cut convenience operations as a service element. The added value by Orgacure's new offering outweighs the higher price of customization, because Orgacure serves as enabler and is a 'must have' in this part of the business. The new customized offering is also an entry point for new entrepreneurs trying to explore the very positive growth perspectives the fresh food business has. Supermarkets with on-site fresh operations and fresh-food chains operating locally with a few outlets are also on our scope. Orgacure custom comes at 20 packs per case and 40 cases per pallet and is simple and very long to store. The 375 grams package is sturdy and space saving and fits for one hand operation. It's perfectly protected from outside humidity and moist which adds to the overall long shelf-life of the product. "Lasting 36 months from date of production customer will never run out of shelf-life or disappointed by an expired product", says Roger Bierwas, CEO of Orgacure B.V. "It's easy: Just stock up, use and forget", adds Roger.

New customer can order free samples on the Orgacure website to try-out. They can request login to the Orgacure client portal, e.g. to access Orgacure database of more than hundred applications for various fruits and vegetables. There, productivity tools e.g. Orgacure AppliAssist™ are free of charge to use to calculate fruits and vegetables applications and associated cost to assure being informed. Orgacure's productivity tools helping fresh operators to plan accurately and process fruits and vegetables more efficiently and with less waste.

For Release: immediate

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Pictures:



Sources:

<https://en.orgacure.com/>

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