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Press Release

Orgacure BLUE Spray Cleaner

Reusable Spray System for Economical Cleaning of Organic and Sensitive Surfaces.

Rotterdam, Netherlands, October 6, 2020: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, reports it has developed a non-alcohol/peroxide/chlorine cleaner which works with regular water only and is effective and economic in use while reducing package and transport cost. Orgacure BLUE is powered by cleaner cartridges activated on-site and ready within seconds. "BLUE enables reuse hundred times the volume and empty cartridges are mailed back to Orgacure for refill and reuse in a cycle." says Roger Bierwas, CEO of Orgacure B.V.

Reusable cleaners aren't new in the segment and either low effective, too harmful but always more expensive than the original diminishing the (cost-) advantages of a reusable system. "I want people stop buying cleaner filled bottles by using Orgacure BLUE saving them money from the first purchase on." says Roger Bierwas. To accelerate customer conversion, Orgacure has its own web shop open to professional and consumer and works with distributors in Switzerland, South Korea and Japan. "Additional an export only biocide of Orgacure BLUE is offered to non-EU/EEA/Swiss/CUSMA customer, an antimicrobial version of the BLUE spray powered by the smart cleaner cartridge system as well." adds Roger.

Since Corona the market for antimicrobial cleaner grows exponential and retail prices going through the roof, very much to the disadvantage of the consumer in urgent need of these cleaner. Orgacure also benefits from the situation but uses its technology to lower the entry barrier for consumers and professionals to effort effective surface cleaners at attractive prices while saving the environment with every reuse of its BLUE spray. "Only few governments succeeded in this crisis in protecting their citizens and equipped them with the tools to survive. Companies like Orgacure working hard during these outrageous but challenging times to improve people's life, because this is our business and concentrated passion, hence the motto on the label of our Orgacure BLUE spray 'Praeventionis et Praesidium'." remarks Roger.

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Pictures:



Roger Bierwas

Sources:

<http://orgacure.com/>

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

<https://orgacure.com/shop/Orgacure-BLUE-600ML-Spray-Starter-Set-EU-p221957070>