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Press Release

Orgacure GREEN Spray

Reusable Spray System to keep Perishable Foods Safe and Fresh.

Rotterdam, Netherlands, July 27, 2021: 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 food cleaner which works with regular water only and is effective and economic in use while reducing package and transport cost. Orgacure GREEN is powered by (food-) cleaner cartridges activated on-site and ready within seconds. "GREEN enables reuse hundred times the volume and empty cartridges are mailed back to Orgacure for refill and reuse in a cycle. Orgacure's cartridge system is in-line with the move into a circular economy." says Roger Bierwas, CEO of Orgacure B.V.

Food cleaners aren't new in the segment and either low effective, too harmful but always altering the native taste of the treated (food-) products which is a no go for serious chefs. In addition, with skyrocketing food to home deliveries and continuing consumer demand, food safety is a challenge. "Orgacure GREEN has the growing market for meal and grocery deliveries serviced by for instance Uber Eats, Amazon Fresh or Delivery Hero, in mind. These platforms having a vital interest that food delivered is microbial safe and appealingly fresh. Anything less would destroy confidence in their service which then harms the brand and its partners. "Orgacure GREEN meets today's and future requirement for packaging and energy wise food safety on premise, on the go and at home catering for a superior consumer experience." says Roger. "We add resilience to the fresh chain." adds Roger.

To excel in business adoption of its new GREEN spray, Orgacure build a web shop open to industry and professionals with distributors in Switzerland, South Korea and Japan. Group discounts and product supply agreements are also part of Orgacure's sales strategy to meet volume customer. To make things round Orgacure can be ordered worldwide over the renowned IMPA network for marine purchasers. "Orgacure's extensive catering industry expertise rolls out now to the food professional which lifts their restaurants and deliveries food safety and freshness to the next level." Roger is delighted. Best of all, businesses order free of charge samples on the Orgacure website without prior registration or questions. "Let's talk about Orgacure for your business!" Roger calls.

For Release: immediate

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Pictures:



Sources:

<https://orgacure.com/>

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

<https://orgacure.com/shop/Orgacure-GREEN-600ML-Spray-Starter-Set-p374639617>

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