

THE FUTURE OF FRESHNESS

[WITHOUT WETNESS]

For over 40 years the ProdeW team has designed and manufactured the best solutions to help maintain the freshness of perishable products. One of ProdeW's newest technologies is the FogMist Bar. The FogMist Bar preserves freshness without the wetness associated with traditional misting. Rather than spraying short bursts of mist with large water droplets, the FogMist produces a fine, dry fog that maintains high humidity levels throughout the entire display.



Even Humidity Distribution



Maintains Weight



Maintains Relative Humidity




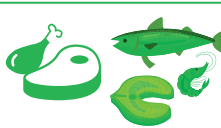


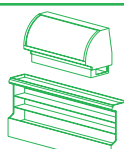

Extends Shelf Life



No Wetness

WHAT IS FOGMIST?

FogMist Systems are the best technology in the industry for maintaining vital humidity levels to extend product shelf life, appearance and reduce food waste. Our unique system creates a visually pleasing fog, perfect for produce, meat, seafood, deli and floral displays. The FogMist Bar is easy to install without the costs or the intensive maintenance associated with competitors' systems.

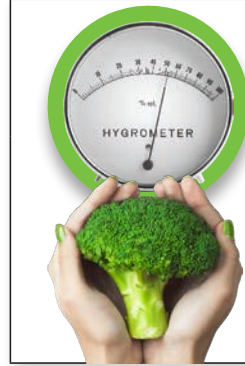
 <p>Produce</p>	 <p>Meat & Seafood</p>	 <p>Deli & Cheese</p>
 <p>Floral</p>	 <p>Display</p>	 <p>Storage</p>

The Benefits of FogMist™ Systems



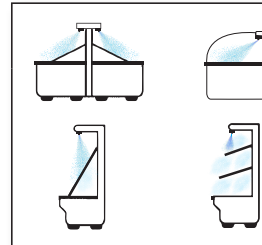
LESS PRODUCT SHRINK

Product shrink is reduced by the effectiveness of the Fogmist at maintaining humidity levels in any sized case, and because the product isn't sitting in water, which leads to wilting and rot.



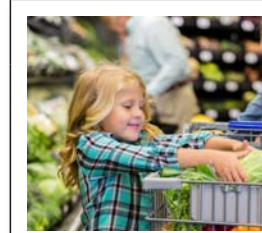
ALL PRODUCTS BENEFIT OPTIMUM HUMIDITY TO MAINTAIN FRESHNESS

FogMist maintains humidity throughout the case, so even products in the back of the shelves stay fresh and crisp. Product doesn't get too wet, which pleases customers.



FOR ALL CASE STYLES

For all case styles, including multi-shelf, extremely fine fog reach all areas to maintain optimal humidity levels throughout the case.



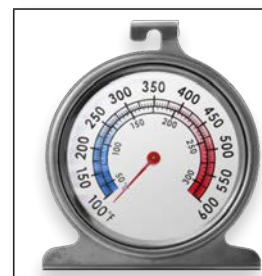
CUSTOMER FRIENDLY

Customers appreciate the ability to reach for produce through the fog without getting wet. The fog also provides visual appeal to customers of all ages.



NO DRAIN IS NEEDED

Historically, the case drains would clog due to the volume of water carrying debris that was going to the drain. **The need for the drain is eliminated** due to the fine fog's ability to be absorbed and evaporate quickly, leaving no wetness.



EVAPORATIVE COOLING BENEFITS

FogMist™ produces extremely small water droplets that are absorbed into the air flow. This promotes evaporative cooling. The need for refrigeration is not needed in many cases.



ELIMINATE PLASTIC WRAPPING

The FogMist™ fine fog preserves the produce and prolongs shelf life without the need for plastic packaging. This reduces cost, labor and the ecological consequences of using plastics.



LESS WATER CONSUMED

FogMist™ uses less water in comparison to traditional misting systems, hand-watering and ultra-sonic fogging equipment.



NO NEED TO RELOCATE PRODUCE AT NIGHT

The produce can stay in the case over night; it doesn't need to be relocated to the storage coolers. **The FogMist™ system will maintain product freshness during off-hours.**



NO CARPETS NEEDED

The floor in front of the case stays dry both because there isn't overspray from the system and customers don't shake excess water from their produce onto the floor.



REDUCE CROSS-CONTAMINATION

Reduce the risk of food borne illnesses from microbial cross-contamination. FogMist's fine, dry fog eliminates excess water on shelves and products to avoid dripping to items displayed on the lower shelves.



CASE-CLEANING ALMOST ELIMINATED

Since there isn't any accumulation of residual water under the case, the weekly cleaning process has almost been eliminated. What once took 45 minutes per 8' case, now takes less than 10 minutes. **This saves 70 minutes per week, or roughly \$2500 per year.**

THE FOGMIST DIFFERENCE

FogMist™ Humidification Systems



Fine, dry FogMist with droplet size of 6-12 Microns



SCAN ME
FOR MORE INFO

VersaFresh™ Misting Systems



Traditional Mist droplet size of 100 Microns

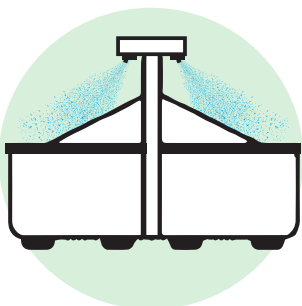
DISCRETE AND MODERN DESIGN

The FogMist Bar is designed with clean and slim profile to ensure the system looks polished and professional. We crafted our FogMist Bar to be as unobtrusive as possible. The FogMist Bar is also customizable to fit into any case, creating a sleek and seamless look.

The nozzles can be independently pointed into any direction and every nozzle has a convenient shut off valve.



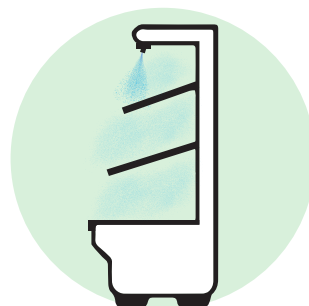
CUSTOMIZABLE TO EASILY WORK WITH ANY STYLE CASE OR ENCLOSURE



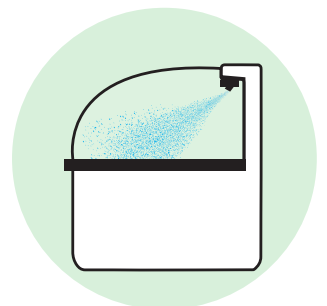
ISLAND



CANOPY



MULTI-DECK



CLOSED CASES

WHAT PRODEW CUSTOMERS HAVE TO SAY ABOUT FOGMIST

A produce director of a large retailer, who tested our system and compared it to a regular misting system, said they would need to throw away a high percentage of their remaining parsley at the end of the business day. Since installing the FogMist system, their parsley stays fresh for many days.

**REDUCE
FOOD
WASTE**

A produce director of another large retailer told us that with their previous misting system, they would need to throw away the majority of their radishes that still had the greens attached at the end of each business day. Since installing the FogMist system, they no longer lose their radishes.

NORTH AMERICAN PRODUCE MANAGER

- The fog is very well received by people who don't like getting wet when trying to select their greens.
- Customers appreciate that the product isn't just soaked when they buy it. This was our biggest complaint with the old system.
- Kids like it because it looks cool.
- The system itself has improved overall quality.
- Nothing is drying out but nothing is overly soaked.
- We don't see as much spoilage with the peppers not drying out. The roots also maintain and don't get waterlogged.

CANADIAN PRODUCE MANAGER

- Doubles the life of the products.
- 75% reduction in losses
- Almost no more losses on peppers, parsley, coriander, etc.
- Vegetables stay firmer and crunchier for longer. Example: Before 1 pepper could last 1 day (now we are talking about more than 2 days of lifespan).
- The FogMist system is much more efficient than the ultra-sonic systems.

Ensure Maximized Return On Investment

Savings of Prodew Systems compared with traditional misting

Greatly reduce product loss and extend shelf life	at least \$8,000
Improve products' fresh appearance for increased impulse sales	at least \$5,000
Case cleaning drastically reduced - Less calcium & mud build up	\$6,000
Save labor costs	\$2,000
Efficient water usage leads to 35% less water consumption	\$350
Customer satisfaction and repeat business	Priceless
TOTAL YEARLY SAVINGS* <small>(per store in USD)</small>	\$17,850+

* Estimates based from several produce directors of large retail chains who used Prodew FogMist systems and compared it to traditional misting.

Prodew leads the way in innovation, providing you with superior products at the lowest cost. We take pride in our line of preservation solutions. Our team will help with all your perishable preservation needs, from custom-designing the perfect solution for your needs to installing and servicing your equipment.

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