



ProdeW's FogMist Gaining Popularity

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Marietta, GA

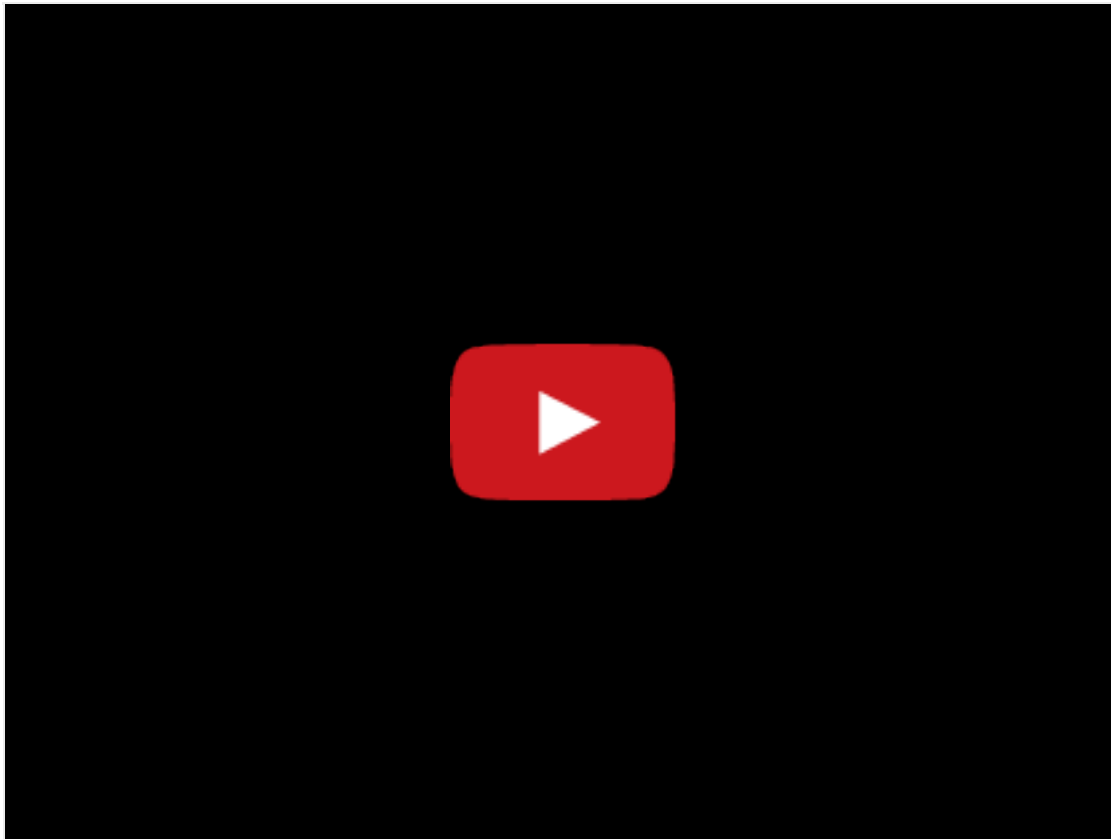
ProdeW recently introduced FogMist, the latest technology in freshness for the supermarket industry, and is quickly gaining popularity.



“Retailers tell us over and over again that the fog-like effect from ultrasonic systems signals freshness to consumers, but the equipment and maintenance costs are unreasonable,” said Itamar Kleinberger, Chairman of ProdeW.

Fog Mist helps to preserve freshness in produce, meat and seafood displays without visible moisture on the product. This revolutionary alternative to traditional misting creates a visually pleasing effect over the display that can be compared to ultrasonic systems of the past. Unlike ultrasonic systems however,

Prodew's system draws water directly from the water source in the store and has no standing water.



“We have designed Fog Mist to provide the cascading, fog-like mist that retailers want, at a fraction of the equipment costs and maintenance,” states Kleinberger. The technology stems from 25 years of experience and engineering innovation and combines the best features of the various systems available in the market today. Fog Mist uses 1/16 of the water versus traditional misting systems, and contains absolutely no PVC.

To view the FogMist system please click below:

[Prodew \(http://www.prodew.com\)](http://www.prodew.com)

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