



Primaira, LLC Licenses Bluezone® Fresh Preservation Technology to Maersk Container Industry

Primaira, LLC, a product development company in Woburn MA, today announced it has licensed its Bluezone® fresh preservation technology to Maersk Container Industry, MCI, the container manufacturing unit of the [A.P. Moller - Maersk Group](#). MCI and Primaira are partnering to integrate the Bluezone air cleaning system into Star Cool Integrated refrigerated containers. Extensive testing of the Bluezone technology has demonstrated its effectiveness in extending shelf life, reducing produce loss, and maintaining produce quality.

“We see the Bluezone technology in the Star Cool reefer as a “game changer” for refrigerated transport” says Soren Leth Johannsen, chief commercial officer of MCI. “Just consider the economic and environmental upsides of converting today’s airfreight of fresh-cut flowers into reefer containers,” says Soren Leth Johannsen

For Primaira, LLC owners, Phil Carbone and Karen Benedek, the partnership is an exciting step in the commercialization of a technology initially developed for the US Army. “This partnership allows us to apply the Bluezone technology, tested to US military standards, into commercial shipping, achieving the highest levels fresh preservation in a cost effective, efficient and reliable configuration.” said Phil Carbone, Managing Partner of Primaira, LLC.

The Bluezone technology works by removing ethylene, a natural plant hormone, and microbes from the atmosphere of refrigerated containers. Removing ethylene and molds maintains the color, texture and taste of the fruits and vegetables for longer periods of time.

“We are thrilled to be working with MCI to bring Bluezone to the commercial container industry. The opportunity for this important partnership was built on work conducted with our program team from the DOD Combat Feeding Directorate, Natick Soldier Systems Center.” said Ms. Benedek.

The Bluezone technology has already demonstrated its great value in stationary cold storage. Kiwifruit across Australia now benefit from the Bluezone’s ethylene scrubbing and microbial reduction ability. "The science is now "in" on the effectiveness of this technology to extend the shelf life and reduce shrinkage in the supply chain for kiwi" says Keith Maggs, of Environmental Technologies Australia.

The anti-microbial effectiveness of the Bluezone has been established in pack house and cold storage trials. "We have witnessed significant reduction in airborne mold and mold growth in tomato pack houses. In pineapple trials, Bluezone technology reduced bacteria, yeast and mold counts on surfaces in just 13 days." said Mr. Maggs.

Please visit www.bluezone-technology.com , contact Primaira at info@bluezone-technology.com 781-937-0202.