



# Sustainable Solutions through Innovative Technology



**FreshTech**  
SOLUTIONS

## Inspired by nature to reduce food waste

More than 40% of the beautiful crops that grow on our fields are wasted and do not end up on a plate.

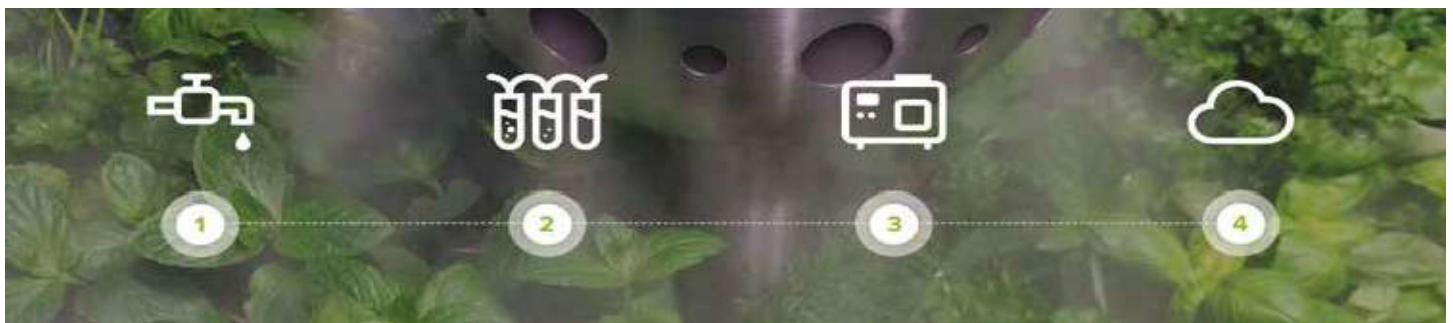
This is not acceptable in a world with a growing population and so many mouths to feed.

We have to stop the ridiculous waste flow of fresh food.

We want to cut this waste flow in half.

This is why we have introduced **Dry Misting technology** to the US.

**How does it work? Our answer is actually pretty simple:**



We start with  
your local  
water supply

Fresh RO Water  
Process

Ultrasonic  
Nebulizing  
Technology

Creates Nature's Fog:  
2-3 Micron  
Water Droplet

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# Driven by inspiration to keep food fresh

**FreshTech Solutions is your source for Dry Misting Sales, Service, and Support within the retail grocery and food service industry throughout the United States.**

**Dry Misting has had incredible success worldwide with proven benefits of reducing food waste, keeping fresh food fresher, and drive sales & profitability in the retail grocery space.**

**FreshTech introduced Dry Misting to the US in 2021 and has proven this technology in the US market. Will you be the next to join us in our mission?**



**Produce**



**Meat**



**Seafood**



**Floral**



**Cold Storage**



**Supply Chain**

***Scan the QR Code for Installation Videos and More!***





# Dry Misting in Retail Produce: Both Multi-Deck AND Ambient Displays!





# Farming, Cold Storage, Specialty Displays, AND MORE!



We can help you throughout your produce supply chain, but Dry Misting will also help you significantly reduce shrink in:

- Fresh Meat
- Fresh Seafood
- Floral
- Bakery
- Wine & Liquor Barrel Storage

If ANY product benefits from increased humidification, we've got you covered!





## Are you STILL using wet misting systems in your stores?

Wet misting systems, created in the 1980's were a great innovation at the time. We all know that produce needs to stay hydrated to prevent food waste. Allowing for water to be automatically sprayed periodically on produce was very helpful to increase shelf life.

### **BUT, this innovation has come with plenty of drawbacks!**

- Wet Misting Systems spray large droplets of water (similar to rain) for a few minutes every hour to add moisture to leafy greens and a small number of other vegetables.
  - This process creates an excessive amount of water which is either wasted or built up within the case.
  - **Our Dry Misting technology uses ultrasonic nebulization to create 1-3 Micron water droplets (a fog) that runs all day long. Our process allows the produce to rehydrate and stay fresh while using less water!**
- Excess water produced by Wet Misting Systems creates multiple maintenance issues and reduces the lifespan of your equipment.
  - Cases that utilize wet misting should be cleaned multiple times a week to avoid the buildup of still standing water which can harbor harmful bacteria.
  - The design of wet misting systems leads to increased risk of bacteria buildup within the system.
  - Over time, wet misting systems will damage your equipment and components within the case, leading to expensive reskinning or the need to replace your wet rack sooner than other cases in your stores.
  - Excess water produced by wet misting systems also leaks onto your sales floor, causing the need for carpeting or signage to avoid slip and fall accidents. **Dry Misting eliminates the risk of Slip and Fall due to excess water!**
  - **The dense fog created by Dry Misting technology significantly reduces the buildup of excess water, allowing you to save on labor costs and equipment repair or replacement!**
  - **Our design is open and does not use nozzles that can buildup bacteria. This design combined with our hourly water flush and nightly automatic sanitization prevents the buildup of bacteria!**
- Wet Misting Systems, while inexpensive are limited to your wet rack, leaving thousands of dollars of produce left to waste
  - **Dry Misting can expand your shrink savings and increase sales on MOST fresh fruit and vegetables. Items like mushrooms, asparagus, peppers, apples, and even bananas benefit greatly from the addition of Dry Mist!**
- In addition, because of our dense fog, **Dry Misting is PERFECT for cold storage, fresh meat and seafood, flowers, and plenty more!**

**So, why are you STILL using wet misting systems???**





**FreshTech Solutions is your source to reduce food waste, enhance your customer's experience and increase your bottom line!**

## **We are here to help you!**

Our offerings include:

- Detailed store surveys ensuring our product works perfectly with your applications
- Customized solutions for all applications and needs
- Help with ROI calculation based on labor and maintenance reduction, reduced shrink, and increased sales!
- Expert Installation directly or through qualified contractors
- Pilot programs with consistent support as you see the benefits of Dry Misting
- Help with marketing to ensure your customers know you are making an effort to reduce food waste while providing them with a better shopping experience.
- Options for annual service and support that include covered service calls and an equipment lifetime guarantee!
- And plenty more!

***We don't want to simply sell you equipment. We want to be your partner in innovation for your stores and the entire supply chain!***



FreshTech Solutions is Proud to be your source for Dry Misting Service, Installation, & Support  
For Additional Information contact [Sales@FreshTechSolutions.com](mailto:Sales@FreshTechSolutions.com)

