

Vidre+[®]

FreshInset

Wish your raspberries were more resilient? Apply post-harvest protection from Vidre+[®]

Make innovation part of your day-to-day business

Vidre+ is an innovative delivery system that provides 1-MCP (1-Methylcyclopropene) post-harvest freshness protection for fruits and vegetables in a simple to use sticker format. One sticker per clamshell or box will protect raspberries from the negative effects of ethylene to optimize the freshness and quality of your produce.

Vidre+ allows you to easily administer the right dose for your pack size with the only patented timed and gradual release technology that maximizes efficacy and delivers the highest possible protection in storage, during transport and at retail.

Maintain the quality and value of your raspberries

Vidre+ protects raspberries throughout the supply chain by:

- slowing respiration
- reducing weight loss
- preserving firmness and color quality
- maintaining higher antioxidant and vitamin C content



Vidre+ Eco-nomics

Increase profits while reducing food waste

Decrease Weight Loss

Weight loss reduction	1%	3%
Pounds per box	20	20
Weight saved	0.2	0.6
Raspberry wholesale price	\$6.08	\$6.08
Vidre+ Value - weight loss reduction (per box)	\$1.22	\$3.65
Vidre+ Value - Weight Loss Reduction ROI	305%	1116%

Minimize Markdowns

Reduced markdown occurrence by	4%	8%
Pounds per box	20	20
Upgraded weighted average price	\$5.62	\$5.75
Vidre+ Value - reduced markdowns (per pound)	\$0.12	\$0.24
Vidre+ Value - reduced markdowns (per box)	\$2.43	\$4.86
Vidre+ Value - Reduced Markdowns ROI	711%	1521%

Realize a Return

Cumulative value	\$3.65	\$8.51
Cumulative value on 100,000 boxes	\$364,800	\$851,200
Vidre+ Value - Cumulative ROI	1116%	2737%

Reduce Shrink at Retail

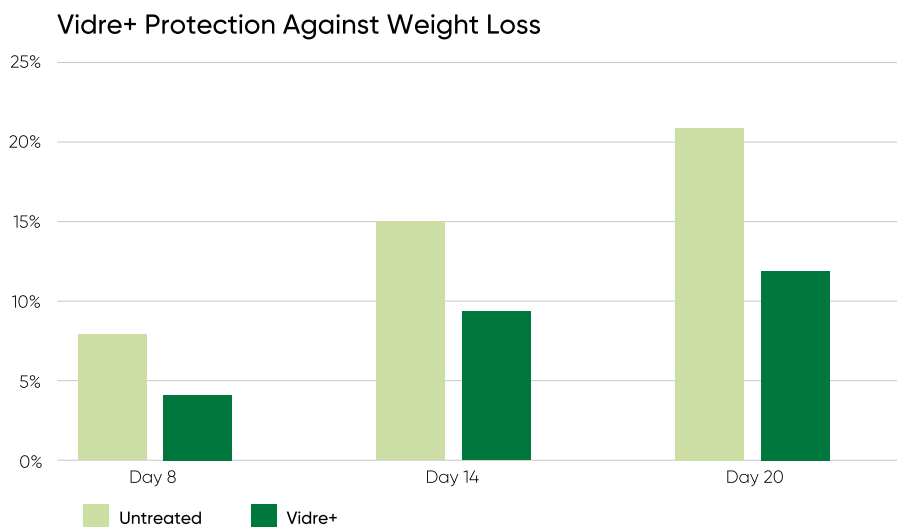
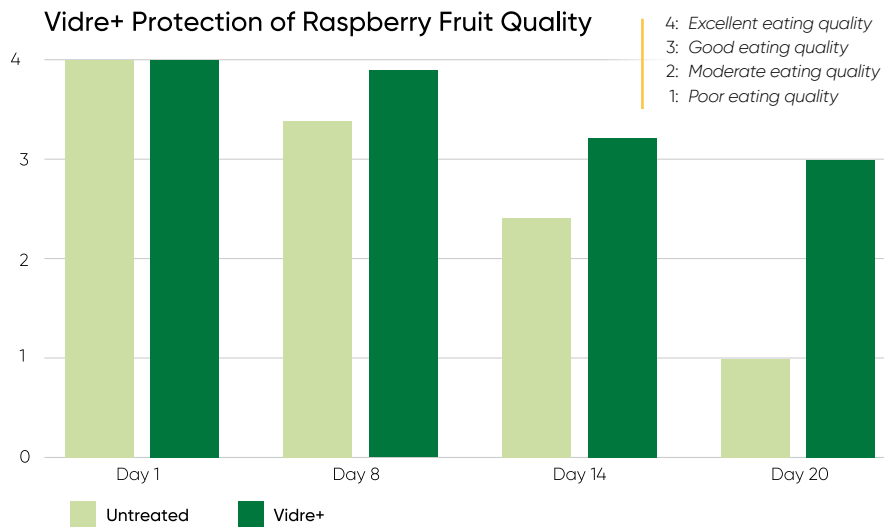
Shrink reduction	2%	4%
Pounds per box	20	20
Shrink saved (pounds)	0.4	0.8
Raspberry retail price	\$8.01	\$8.01
Vidre+ Value - shrink reduction (per box)	\$3.20	\$6.41
Vidre+ Value - shrink reduction (100,000 boxes)	\$320,400	\$640,800
Vidre+ Value - Shrink Reduction ROI	968%	2036%

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Trial results reveal significant freshness protection benefits

A twenty-day study at the University of Life Sciences in Poland placed harvested raspberries in clamshells along with Vidre+ stickers inside the clamshell. Product was then placed into cold storage. Packages with Vidre+ maintained retail quality for 5-10 days longer than untreated raspberries. Untreated fruit began to soften after 4 days and rapidly lost firmness and color after 10 days of cold storage.

Throughout the test, Vidre+ treated raspberries lost only half the weight of the untreated fruit. This treatment doubles the life of the fruit from harvest to retail with improved quality in appearance, weight and nutrient value.



How to use Vidre+: Protect your raspberry post-harvest quality and shelf life by applying one sticker to each box or clamshell package of raspberries.

To learn more, please visit freshinset.com or contact kevin.frye@freshinset.com.

Beyond freshness, Vidre+ makes innovation simple, affordable, flexible, and profitable so that you can protect your produce and future-proof your business.