

***Taking Your
Cold Chain HACCP/ISO
protocols to the next level***
&
**reducing your carbon footprint in
the process!**

as proposed by Polar Africa



Assumption

If the end goal of your business philosophy is to deliver a fresh, safe, affordable, appetizing food product that has **Five Star Quality radiating from it**

.....then you are invited to continue with this presentation



What needs to be done? ...

Recognise that your current cold chain HACCP/ISO protocols may require an overhaul, if the shelf life of your cold chain produce, is to be significantly extended!



So what's the problem with a typical cold chain?



you are losing money!.....



Why

- **During peak work shifts, hot air entering a cold chain, creates **excess moisture** which wets the internal air, which in turn wets the contents of the cold room**
- **Conversely, during off-peak shifts, the evaporator fans **dry out the air** resulting in cold room fresh produce having to give up moisture, causing shrinking, shrivelling and loss of quality**
- **Ethylene gas kick starts the ripening process of sensitive fresh produce leading to a **shorter shelf life & eventual food spoilage****
- **Airborne bacteria settles on wet produce giving rise to **mould, yeast & bacterial growth****

Familiar sight in cold chains?



Consider improving your Cold Chain HACCP protocol by

- ✓ ***removing ethylene gas***
- ✓ ***removing airborne bacteria***
- ✓ ***maintaining humidity above 78%***
- ✓ ***maintaining desired temperature***

... in your cold chain even if produce is only kept for a few hours in cold storage.

How – are you asking?



By installing



A 100% natural mineral humidity & bacteria control filter which will:

- ✓ **maintain humidity between 78% & 88% by absorbing excess moisture & desorbing same when air becomes too dry**
- ✓ **absorb & retain ethylene & pectin gases**
- ✓ **absorb & retain airborne bacteria (including staphylococcus aureus – the only airborne food poisoning bacteria)**

..... resulting in no or significantly less produce:

- ✓ **weight losses**
- ✓ **spoilage**
- ✓ **wilting &**
- ✓ **trimming wastage**



How do



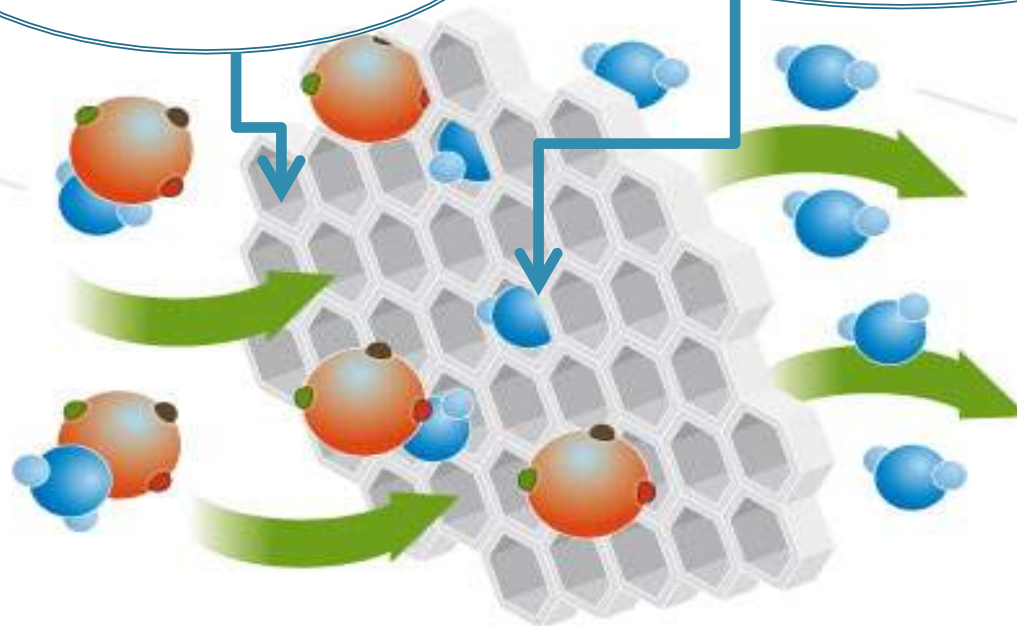
filters work?

Airborne bacteria, ethylene & pectin food spoilage gasses, and acetic acid retained in mineral

Sorbite is a 100% natural mineral



Water molecules contaminated with airborne bacteria, food spoilage gasses pass through 100% natural mineral



Much purified water molecules exit with 82% less airborne bacteria, 79% less ethylene gas and 95% less acetic acid

When excess humidity is present the mineral retains same, releasing moisture naturally when conditions become too dry

The filters are exchanged by  personnel every 4 weeks to remove the food spoilage gases & airborne bacteria that have accumulated in the mineral

What do they look like



Sorbite Filter
(size of a laptop)

The Sorbite mineral is contained in a polypropylene bag which rests in an aluminium or plastic tray fitted with magnets.

The number of filters per cold room is determined by the size of the cold room, type of produce in cold storage and average stock holding.

(MSDS available on request)





filters are attached to the ceiling of cold rooms ..



with magnets, no drilling required ...

Any proof that they work?.....



Lettuce on left and pineapples above after being stored for 5 days over 2014 Easter weekend in Port Natal's cold room at Durban Fresh Produce Market!



Durban ICC – October 2013 – mushroom 7 days in cold room!



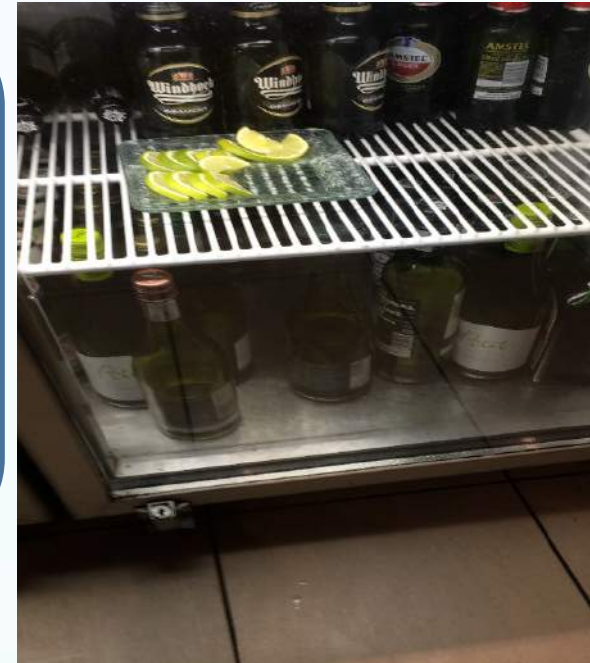
Celery Farm in Eastern Cape – Nov 2013 – celery on top in cold room with our filters for 8 days – one below in cold room for 8 days without our product!

Proof that they absorb excess moisture.....



**Under bar fridge
without Sorbite filters**

**The photos prove
conclusively that
Sorbite absorbs
excess moisture.**



**Under bar fridge with
Sorbite filters**

Our latest local testimonial goes like this

“ I am very pleased with the installation of Polar Africa’s filters in all of our fridges, not only has it increased our product life span as well as its yield usage, we further reduced our wastage and improved our financial bottom line”.

Desmond Davies, Executive Sous Chef – Durban International Convention Centre.

HACCP expert's opinion....

**MICHAEL PURCELL – IRELAND – HACCP CONSULTANT
commenting on a sorbite filter, marketed under the
HUMITECH/BIOSMART brand in the UK, IN 2009 ...**

“My first experience of this incredible product was in witnessing the extra shelf life of fresh cauliflower & broccoli. A staggering 3 weeks with the produce remaining perfect. With practically no humidity in the fridge the cleanliness was really great. I would have no hesitation in recommending this product as a vital tool in HACCP implementation.”

Investment required ...

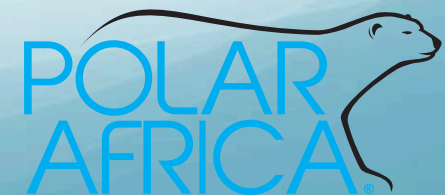
Sorbite Filters are only available as a monthly rental, as the mineral has to be exchanged once a month by Polar Africa personnel, to have the food spoilage gases and airborne bacteria removed from the mineral ..

..the mineral covers its monthly service fee over and over by reducing food wastage by between between 75% and 100%!



Immediate benefits?...

- ❑ **Qualitative condition of all fresh produce (fruit, herbs, vegetables, fresh fish, fresh meat, pastry, cakes, dairy products, etc.) will be retained during cold storage; cold chain will be free of airborne bacteria & food spoilage gases; internal air will be fresh and crisp with no odours; and trimming losses will be minimized**
- ❑ **Expect an increased retail shelf life of between 2 and 4 fold (depending on type, grade and quality of the perishable produce)**
- ❑ **Fresh produce deliveries can be reduced to once or twice a week (depending on holding capacity of cold room/s) as perishable stocks will last far longer than the norm!**



MISSION STATEMENT

www.polarafrika.co.za

“Our mission and commitment is to enhance and underpin your existing cold chain HACCP/ISO protocols, to procure a safe and extended shelf life for all of your perishable produce intended for human consumption, to well beyond the norm, at no cost to you!”



reduces your carbon footprint!

Too good to be true (you thinking)?

Well here is an offer you cannot refuse - why not try out our Sorbite filters on a free, no-obligation, month-long trial in your cold chain and marvel at the difference they WILL make to your produce and bottom line

