

# THE PRODUCE NEWS

NATIONAL NEWSWEEKLY OF THE FRESH PRODUCE INDUSTRY SINCE 1897

110 • The Produce News • October 23, 2006

## W. Newell & Co. to receive inaugural award from KES

KES Science & Technology announced its new Seal of Air Security certification program to recognize those in the perishables industries who use AiroCide PPT to provide advanced air quality protection.

W. Newell & Co., Supervalu's specialty produce company, is the first to be honored for its commitment to offer a superior product that lasts longer and stays fresher using environmentally friendly, energy-efficient technology. The award will be presented Oct. 22 at 1:30 p.m. at KES's booth (No. 2013) at the PMA Fresh Summit expo in San Diego. The SAS certification signifies the proactive steps members take to address airborne contamination, which is becoming an important issue to industry regulators. Program



members are divided into four categories — retail, distribution, processing-manufacturing and analytical laboratories — and are given tools to promote their air quality efforts to their customers and peers.

SAS members can display their certificate, with the shield-shaped logo, which explains how they provide an advanced level of quality assurance. They also have access to the SAS logo for use in their own marketing, as well as public relations support.

W. Newell & Co. was chosen for the 2006 Seal of Air Security Award for showing a commitment to air quality improvement and exhibiting superior efforts in food safety, quality assurance and shelf-life extension. The specialty produce company has used AiroCide PPT in its state-of-the-art produce facility in Champaign, IL, since it opened in 2005. The new company combines Supervalu's long-standing heritage in produce, extensive knowledge of produce retailing and market-leading position in food dis-

tribution and takes its name from Winston & Newell, Supervalu's parent company, which started selling produce in 1937.

AiroCide PPT is a NASA-developed technology that kills airborne mold and bacteria and removes ethylene gas without using chemicals, ozone or oxygen ions. Only clean, fresh air is released after being treated. Two known pathogen-killing techniques, photocatalytic oxidation and ultraviolet light, work together to destroy harmful airborne microbes. Clinical studies involving AiroCide technology in the produce distribution, winemaking and floral industries have documented airborne mold levels reduced up to 99 percent, with bacteria levels reduced as much as 100 percent in some environments.

AiroCide PPT is manufactured and distributed by Atlanta-based KES Science & Technology Inc. KES has supplied the grocery and other food industries with perishable preservation technologies for more than 20 years.