

Rio Roses® Uses New NASA Technology To Extend Enjoyment Value of Roses

Miami, FL "In our ongoing commitment to improve the consumer enjoyment value of Rio Roses we thoroughly tested the **AiroCide™** Technology before installing it in our refrigeration-warehouse facility," announced Nick Trujillo, Equiflor's CEO. "As an industry leader focused on providing the consumer with maximum enjoyment value, we are continually investing in new technology that will help us enhance the quality and longevity of Rio Roses.

"The University of Wisconsin and the Wisconsin Center for Space Administration developed the technology for NASA's Space program. Adapted for the post-harvest treatment of perishable products, the **AiroCide** Technology protects roses from losses due to airborne mold and other contaminants. It stops Botrytis from spreading in the air, kills 92% of gray mold and powdery mildew, reduces Ethylene gas in refrigerators, and is effective at all temperatures and humidity levels.

"In testing the **AiroCide** technology we found that it significantly increased the quality and lasting-characteristics of Rio Roses. While the lasting quality of roses is somewhat related to each variety, processing Rio Roses with this technology almost doubled the enjoyment value of some of the varieties. Overall, it made an impressive improvement in all varieties," Trujillo explained.

Developed by the Atlanta based KES Science and Technology, the patented AiroCide process is a unique combination of ultraviolet light and photocatalytic oxidation technology. "The **AiroCide** process is applicable in any operation dealing with perishable products. Produce department have found that it reduces the spoil factor for fruits and vegetables and increased the shelf life for produce. It reduces the mold in greenhouse operations and significantly increases the lasting characteristics of fresh flower products," Kris Morlan, director of Marketing & Communication for KES explained. "Working with Rio Roses in testing and installing the **AiroCide** process in their storage and warehouse facilities we found it to be highly effective in extending the quality and life of roses."

"The **AiroCide** process is an affordable way to add consumer value to Rio Roses," stated Trujillo. "I recommend that all Rio Roses Wholesalers and Retailers take advantage of this technology. It is very simple to install, has no filters or chemicals, is easy to maintain and only requires plugging in for operation."

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