

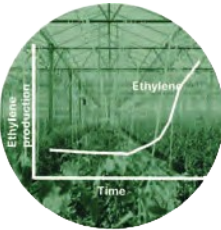
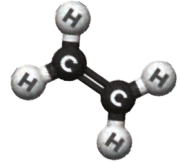
RYPEN

ETHYLENE
MODERATING
TECHNOLOGY

Pad for fresh berries and prepared fruits in retail

Ethylene

A natural plant hormone that governs the ripening process. Selective exposure to ethylene is essential for the development of taste, aroma, colour and texture; too much though leads to over-ripening and spoilage. Ethylene concentrations can build rapidly in storage and transit settings - leading to accelerated and uncontrolled ripening and ultimately a loss of shelf-life.

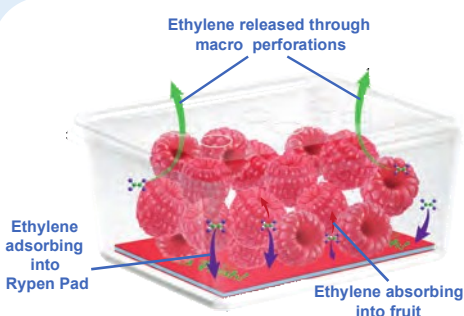


Ryphen Technology

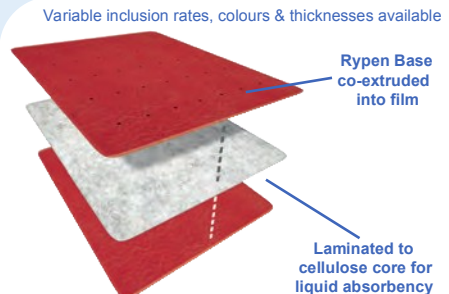
Selectively captures ethylene and locks it away, moderating the exposure levels. This slows the ripening process rather than stopping it, allowing the sensory attributes to continue developing, ensuring the best eating experience for the consumer.

The dual-purpose pad solution

Conventional pads only absorb the liquid released by berries and cut-fruit, but have little impact on the rate of ripening - this can result in high wastage throughout the supply chain. The Ryphen Pad delivers both liquid absorption and selective ethylene capture capabilities.



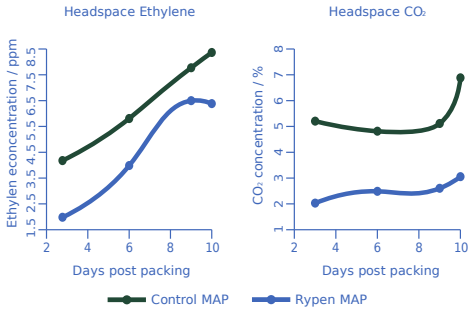
Mode of action



Ryphen Pad

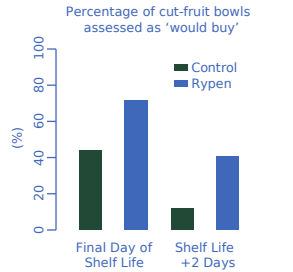
Reduce wastage and drive increased purchase intent

+3 days shelf-life extension



The Rypen Pad manages ethylene in both low and high-emitting varieties. Trials also currently underway showing benefits in blueberries.

+2 days shelf-life extension



*60 cut-fruit bowls assessed on best before date and 2 days later

On the final day of selling, almost 2x as many bowls of cut-fruit were rated 'I would buy' versus the control and 4x as many, two days later.

Rypen technology independently tested



Stacey Loader | Head of Global Retail Sales
 Tel: +44 7425 598 279 | E-mail: stacey.loader@rypen.io
 Web: www.rypen.io

