

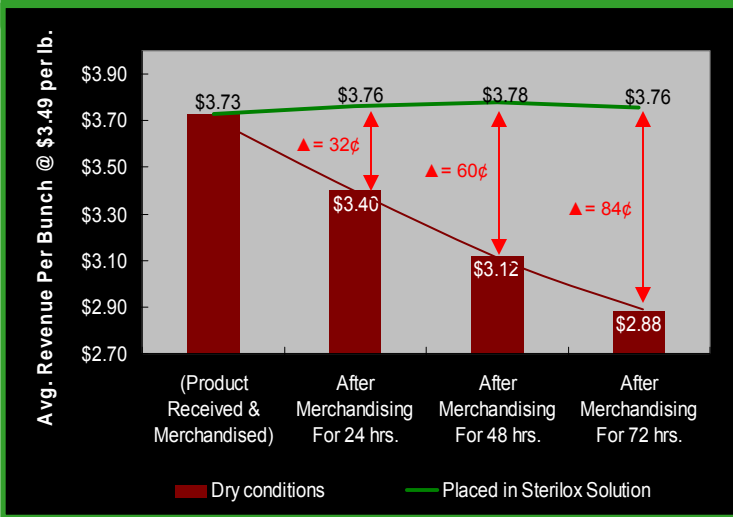
Maximize Your Margins On Asparagus—Safely

Many retailers, at the expense of quality and margins, have moved towards merchandising asparagus dry to mitigate food safety concerns. Retailers using the Sterilox System can safely get those lost margin dollars from dehydration back by merchandising asparagus in Sterilox Solution. Merchandising asparagus in Sterilox Solution:

- Maintains quality and reduces category shrink
- Maximizes margin and improves the top line by 32¢ to 84¢ per bunch
- Controls cross contamination and maintains sanitized merchandising containers

Maintain Quality & Reduce Shrink

Average Asparagus Revenue Loss From Dehydration
(Revenue Loss per Bunch @ ASP of \$3.49 per lb.)



Reference: Sterilox 2011; Dr. Mark Sampson et al

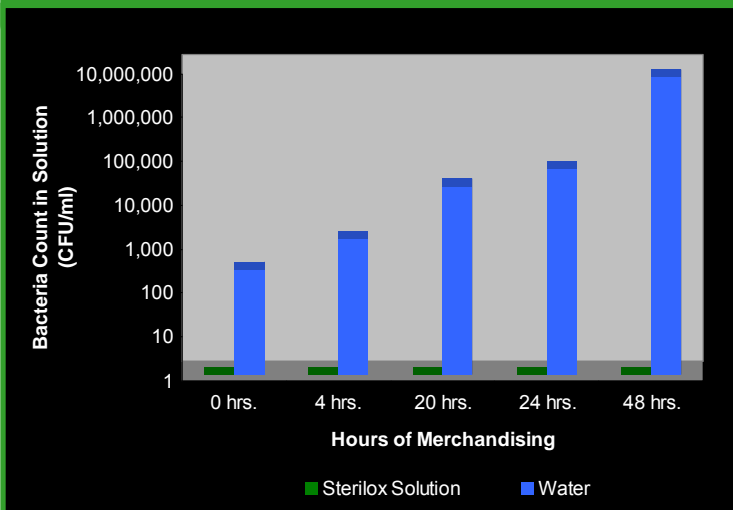
Maximize Margins & Top Line

Additional Value of Sterilox Solution In Produce

Average Case(s) Sold Per Day Per Store	1 case/day
Asparagus Bunches Per Case	24/case
Average Weight Per Bunch	1.1 lbs./bunch
Annual Sales Volume	9,636 lbs./yr
Average % Reduction in Weight Loss	6.5%
9% weight loss in 24 hrs at 67 °F (mass display)	
4% weight loss in 24 hrs at 43 °F (case display)	
Asparagus Average Selling Price Per Lb.	\$3.49/lb.
Annual Margin Gain Per Store	\$2,186/yr.
Daily Margin Gain Per Store	\$5.99/day

Control Bacteria & Merchandise Safely

Bacteria Recovery From Merchandising
(Compare Water Vs. Sterilox Solution Over 48 hrs)



Reference: Sterilox 2011; Dr. Mark Sampson et al

Improve Customer Loyalty

Visible Difference In Quality
(After Merchandising Over 48 hrs.)





Keep Asparagus Fresher, Longer and Win With Your Customers



Small Size Asparagus Home Life Study

Merchandised Dry (No Water)



After **1 day** of Home Life

Merchandised In Sterilox Solution



After **4 days** of Home Life

Standard Size Asparagus Home Life Study

Merchandised Dry (No Water)



After **3 days** of Home Life

Merchandised In Sterilox Solution



After **6 days** of Home Life