



Ozone International buys Purefresh Cold Storage Division, expands in seafood pathogen control

SEAFOOD.COM NEWS by John Sackton - Jan 5, 2011

There has been some consolidation among suppliers of high tech ozone systems to disinfect seafood production facilities, which protect against listeria, salmonella and other bacteria.

Effective January 1st, Ozone International of Seattle acquired the Cold Storage division of Purefresh, based in Fremont California.

Ozone international has been in business for nine years, and has over 350 installations at food manufacturing facilities in over 20 countries. The purchase from Purefresh will add about 150 systems in ten countries.

Purefresh is a venture funded startup, that has gone through several rounds of venture capital funding since 2010, amounting to nearly \$15 million. The latest injection of funds was an additional \$400,000 that closed on December 22nd. Purefresh is retaining its other divisions such as its transportation division, which is not affected by the sale. There is no on-going relationship between Purefresh and Ozone International.

According to Jon Brandt, the company CEO, "with the purchase came all of the application, design, research and other intellectual property of the division. Purfresh still operates their Transport Division." The terms of the purchase were not disclosed.

"OI is now responsible for additional 150 systems in 10 countries that were sold and installed by Purfresh. We also now manufacture, sell, install and service (We have a team of field service people throughout North America with trucks tools and parts) their entire product line. We have our own online monitoring program so we will transition all of their Intellipur customers over to our platform over the next 6 months."

"The main impact on seafood is that these systems can be used for airborne and surface disinfection of facilities. We have been dealing a lot with Listeria and odor control in our aqueous ozone division and I think this is a good place for us introduce this approach as an added anti-microbial hurdle for facilities. "

"The main point of the purchase was the opportunity it presents in the seafood industry for pathogen control and hygiene improvements."

John Sackton, Editor And Publisher
[Seafood.com News](http://Seafood.com) 1-781-861-1441
[Email comments to jsackton@seafood.com](mailto:jsackton@seafood.com)
Copyright 2012 Seafoodnews.com

Source: Seafood.com News