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Janssen PMP and Fresh Inset partners to commercialise Vidre+

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Janssen PMP, a division of Janssen Pharmaceutica NV, and Fresh Inset have partnered to exclusively commercialise Fresh Inset's Vidre+ technology in Europe.

Fresh Inset and Janssen PMP initially worked together to evaluate the Vidre+ technology for post-harvest storage and transportation of fruits and vegetables. The technology, in the form of the Vidre+ stickers and pads, proved to have a great impact on the quality of produce during storage, transportation and retail display. Vidre+ technology helps to extend the freshness and shelf life of produce, effectively offering a solution to some of the most pressing challenges for growers, packers, distributors, retailers and consumers.

Vidre+ provides growers, packers, distributors and retailers with a new and unique management tool, so they can deliver just harvested freshness quality on a year-round basis. Furthermore, it enables retailers to increase their revenue and consumer satisfaction with fresh, high-quality produce, while minimising food losses at the same time.