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For Immediate Release

NatureSeal has Fresh-cut Covered with First Step

Westport, CT (Oct 4, 2010) - NatureSeal, Inc. has added a new line to its successful product range designed for maintaining the quality and extending the shelf life in fresh-cut and minimally processed fruit and vegetables. First Step is the start in processing fresh produce. Based on a combination of fruit acids and minerals, First Step is a viable alternative to chlorine based washes without the concerns common with the storing and use of hazardous halogenated chemicals.

First Step was originally developed in conjunction with Environmentally Safe Solutions Limited (ESSL Ltd), to supersede their range of produce washes used as processing aids for the washing and decontamination of fresh produce. A formulated liquid concentrate is currently offered in the UK and Europe and is designed to be used in wash tanks providing vigorous agitation. First Step liquid has been validated in the laboratory and through extensive commercial usage. The concentrated liquid as well as reformulated dry products are now offered in the U.S.

First Step products are offered in both conventional and organic processing. Some formulations of the product have received approval from the UK Soil Association and most recently ECOCERT certification in France. U.S. OMRI certification is anticipated.

First Step provides many benefits to both conventional and organic processors alike. Unlike chlorine based treatments, which can leave an undesirable odor or even a taste taint, these products are odorless and tasteless, leaving the end produce with a more wholesome appeal. Furthermore, First Step is considered to be safer for workers and kinder to the environment.

First Step is a natural extension of the NatureSeal line of products designed to inhibit the browning of fresh-cut produce while maintaining its natural taste and texture. This product line has grown to over fifteen formulations which provide benefits to over thirty fresh produce items after processing. For products such as apples, pears, potatoes and avocados NatureSeal inhibits enzymatic browning and maintains the texture, while avoiding any off taste or odor. In the case of cut or baby carrots the blushing or whitening is inhibited by minimizing dehydration, therefore providing a brightly colored, more appealing product. As for cut melons and pineapples NatureSeal inhibits the liquid purge, keeping the moisture in the fruit instead of the bottom of the package. These formulations are comprised of vitamin/mineral blends which are sulfite-free.

About NatureSeal

NatureSeal, Inc. is a subsidiary of Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut. Mantrose is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. NatureSeal was originally co-developed and patented with the USDA.