

Introducing...



Fresher. Better. Longer.



The Big Picture

- Eden is a patent pending, Antibacterial Fruit and Vegetable Wash system
 - Innovative formulation
 - Safe packaging
 - Proven dispensing
 - System value
- Offers significant advantages and enhancements not available competitively
 - User friendly program
 - Cost in use effective
 - Labor saving
 - High performance



Protection

- Employee handling safety
- Food cross-contamination
- Patron/customer protection
- Food service brand equity
- Loyal customer base
- owner equity



Cost effective solution = Operational value

Formulation Superiority



- Patent-pending lactic & phosphoric acid blend
- Soil-load tolerant formula
(Re-use for up to 8 hours)
- Superior bacterial efficacy
- "No-rinse" required formula
- All ingredients considered GRAS
(Generally regarded as safe) by the FDA
- Concentrated for optimum yield and lowest use-cost
- Simple pH monitoring procedure
(Below 3.0 \equiv , Above 3.0 X)



Packaging & Dispensing Superiority



Packaging Superiority

- 64 oz., lightweight bottle
- Closed system
- Lock-on, tamperproof, self-sealing cap design
- Flat-sided Bottle for added rigidity



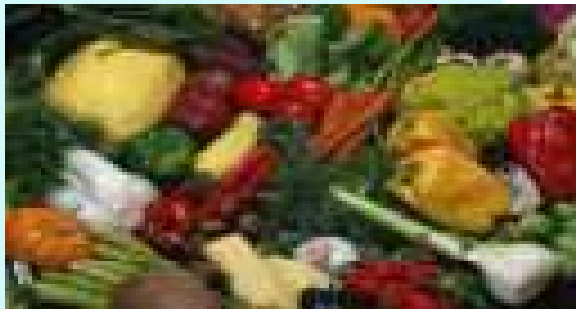
Dispensing Superiority

- Proven reliability of Precision dispenser Series
(P2100 - Eden - Part number 1201713)
- Pre-installed Venturi dilution tip (*olive green @ 1/8 oz/gallon dilution*)

System Value



- Complete "system" designed to deliver clean fruits and vegetables
- Enhanced portfolio for "One-Stop" Shop convenience
- Additional "Eden system" sales build invoice value
- Market innovation leadership
- Component of SafeKitchen Concept



Selling Direction

- All existing kitchen accounts, currently processing fruit and vegetables....
(Direct and Distributor Availability)
- All new customers proposals, when incorporated into an overall sanitation proposal package

Easy hits

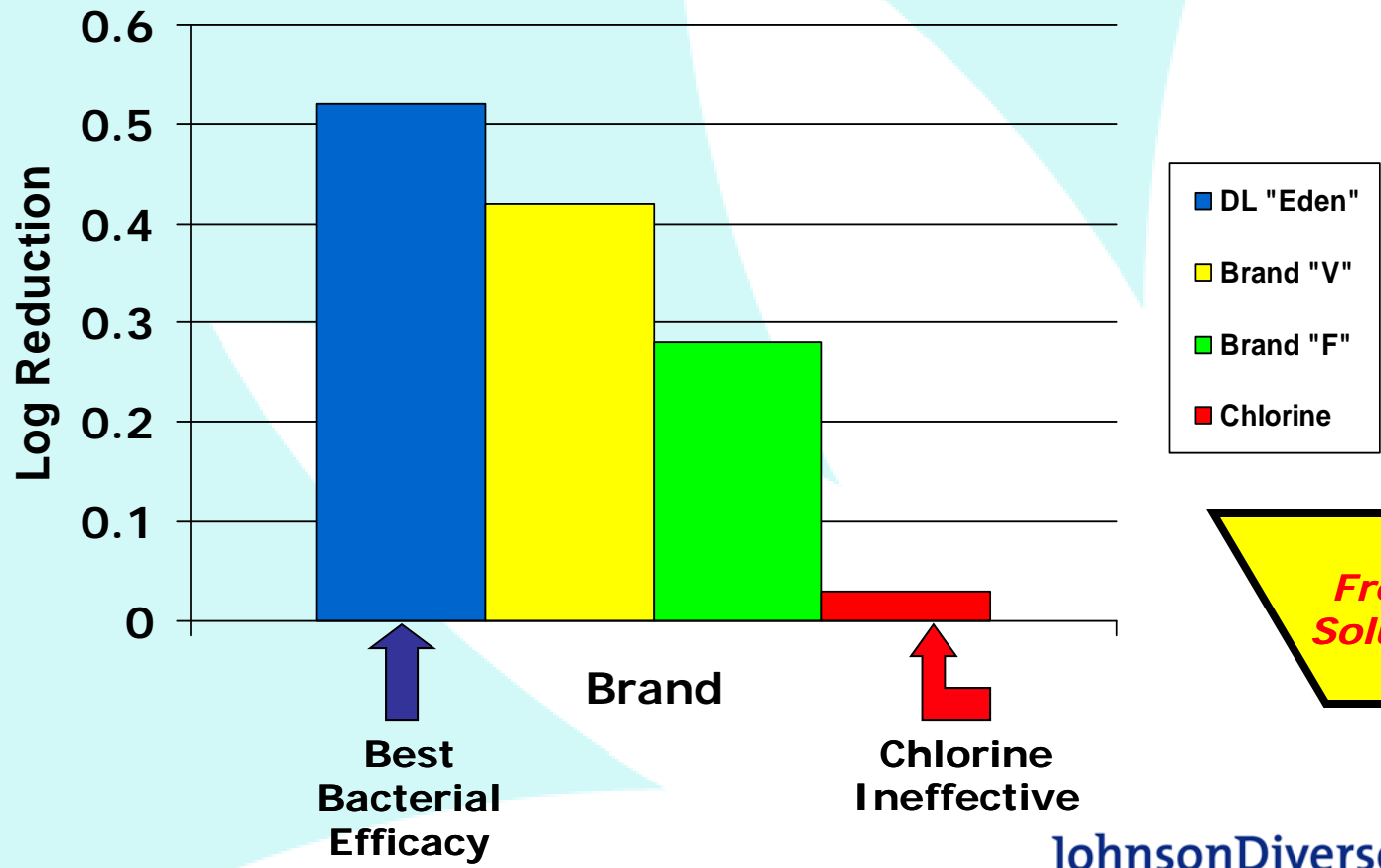
Applications wherever an account currently uses a competitive or chlorine based system



Bacterial Efficacy



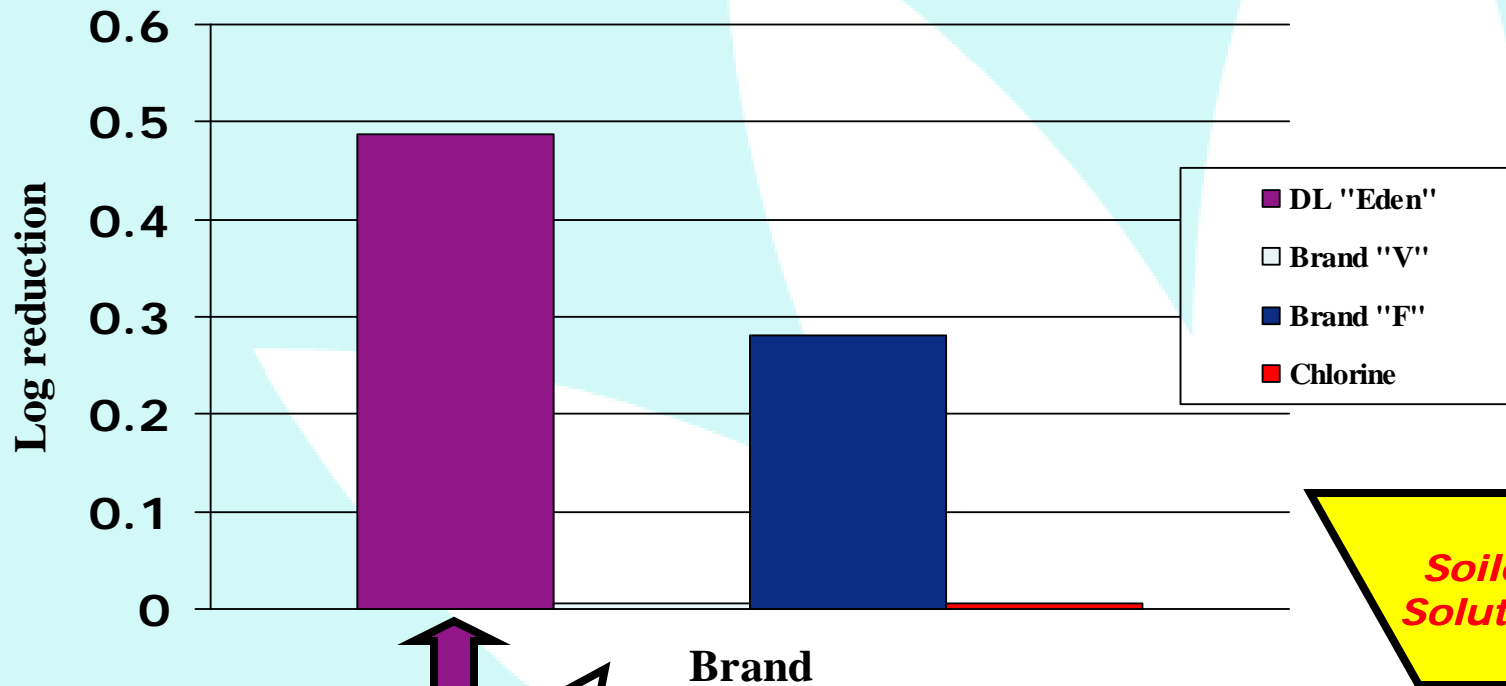
Bacterial log reduction of organisms Naturally present on Lettuce - (1 minute exposure)



Bacterial Efficacy



Bacterial log reduction of organisms naturally present on Lettuce, in the presence of 0.25% soil (BSA)



Soiled Solution

Still the BEST Bacterial Efficacy

Brand "V" and Chlorine ineffective

JohnsonDiversey



JohnsonDiversey

