Decco revolutionizes the freshness management of fruit with TruPick

By Juan Herrera

In its philosophy of continuous growth and innovation, Decco has taken a step forward as a benchmark in the sector and has increased its product portfolio with the launch of TruPick, the latest generation 1-MCP technology to manage the freshness of fruit in the Post-harvest period.

The firm took advantage of the framework of Fruit Logistica to present Trupick, which has already been launched in several countries, such as the United States or Turkey. "This is only the beginning, the idea is to access all the markets in which Decco is present, but it is a product that needs official registration, and there are countries where the process is more complex," says

Daniel Alabadí , marketing director.

At the helm of the project are Lynn Oakes, global project manager at Decco Worldwide and CEO at ESSENTIV, and Nazir A. Mir, de MirTech, Inc., developer of innovative packaging products and solutions for pre-harvest maturity management and postharvest, and that it has discovered and developed this new system of liberation, "that did not exist in the market and that it was necessary to start up".

> This technology gives the market the opportunity to offer products that maintain the same quality as the newly harvested, thanks to the control of the undesirable effects caused by ethylene naturally during storage or transport of the fruit

What TruPick brings are the known effects of 1-methylcyclopropene (1-MCP) by a novel microabsorbent technology, the first gel formulation being presented in water-soluble sachets.

> Although for the moment it is being applied in apples, pears and kiwis mainly, the objective marked by Decco is to extend this catalog to other fruits and vegetables, once verified its effectiveness and the excellent results that it offers

Not surprisingly, *TruPick's behavior has been analyzed in many major apple markets around the world, and private and university researchers have confirmed its success in maintaining firmness and slowing the production of ethylene in refrigerated air storage and in controlled atmosphere.*

"Our goal is to market TruPick in every key market in the world," said Lynn Oakes, *who trusts that TruPick and other new products the company has on the horizon not only offer the same benefits as 1-MCP but also allow their use to be generalized to more fruits and vegetables.*

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