



# FRUIT QUALITY REDEFINED

TFC Holland invests in state-of-the-art softripe® technology

With more than 200 fruit and vegetable products from over 50 countries, TFC Holland is a powerful partner in the food retail industry across Europe, boasting tailored solutions and the highest standards when it comes to customer focus.

As one of the first companies in Europe to use softripe®, TFC Holland now relies on this new technology's meticulously controlled ripening process for the finishing of its ready-to-eat products.

This visionary investment in state-of-the-art technology, based on artificial intelligence for the precise ripening of avocados and mangos, helps achieve the highest standard of product quality while simultaneously improving the use of resources.

Worldwide Fruit, TFC Holland's affiliated company based in the UK, has also successfully implemented this technology, following extensive testing with exceptionally positive results in multiple types of fruit.



## THE FUTURE OF FRUIT RIPENING

### Supermarket & Retail

#### Higher product quality

- Uniform ripening of fruit
- A consistent ripening result even for different origins

#### Improved efficiency

- Reduced waste, thanks to extended shelf life
- Firmer skin increases resistance at the POS

#### Enhanced sustainability

- Fewer food losses

### Customers & Consumers

#### Maximum flavour

- It has been proven that the fruit is more flavoursome
- Increased creaminess and freshness, thanks to reduced moisture loss during ripening

#### Increased confidence when buying fruit

- Ready-to-eat and keeps for longer at the same time
- Consistent product quality over the course of the year
- Prevention of damage during transport, thanks to firmer skin



## JOIN THE RIPENING REVOLUTION

Request a quote now.  
We are happy to advise you.

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# BETTER AVOCADOS

thanks to the latest softripe® technology

## READY-TO-EAT



The softripe® process focuses on fruit respiration and therefore the “well-being” of the fruit during the ripening process. This technology, based on artificial intelligence, permanently monitors the atmosphere in the ripening chamber and individually adapts it to the relevant metabolic processes of the fruit.

“The incredibly uniform and consistently high ripening qualities have convinced us,” confirms Falk Schlusnus, CEO of TFC Holland.

## KEEPS FOR LONGER

Thanks to the patented softripe® technology, fruit ripens in such a way that it keeps for significantly longer both on retail shelves and under normal household conditions.

Additionally, quality flaws on the inside of the fruit, such as discolouration of the fibres in the flesh described as “vascular browning”, can be significantly reduced using this new method.



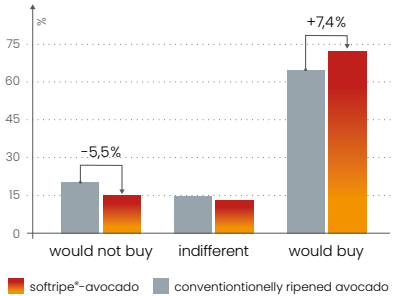
Fruit cut after five days in a chilled display case plus three days with the end customer!

## MORE FLAVOUR

Blind tests have shown that softripe®-avocados are awarded better sensory properties because of their more nutty and flavoursome taste and creamy consistency than fruit from traditional ripening processes.

The study showed that less moisture loss during the ripening process led to a fresher product experience. Additionally, consumers were more likely to purchase avocados ripened with softripe in comparison to the conventionally ripened fruit.

### Purchase intentions, blind study<sup>2</sup>



## MORE SUSTAINABLE

The concept is designed to reduce food losses along the supply chain and to offer our customers not only ready-to-eat but also perfect, flavoursome and sweet fruit that keeps for longer.

When the technology was tested, another effect of the increased ripeness quality became evident: due to increased pack-out, food losses can also be reduced further during this phase.

“Even though the industry currently focuses on the preservation of ripened fruit by applying protective coatings, the decision for soft-ripening as a highly modern ripening technology – completely without the use of additives – is the more obvious and sustainable step for us at the moment,” explained Falk Schlusnus who started the process and has supported this visionary investment at TFC Holland since 2019.

In addition, the softripe® process shortens the required ripening duration dramatically and therefore the amount of energy needed.

<sup>1</sup>Excerpt from: the Display life extension study conducted by Greenbean Scientific.  
<sup>2</sup>Excerpt from: the study about sensory properties of softripe®-avocados conducted by Campden BRI in accordance with BS ISO11632:04 / n=70.