



**For Immediate Release**

## **Sterilox Named Product of the Year Finalist for Foodservice Consultants Society International**

MALVERN, PA – September 7, 2007 - [Sterilox Food Safety](#), a leading provider of environmentally friendly food-safe sanitizers for use in the food retail, foodservice, and hospitality industries, is a finalist for the [Foodservice Consultants Society International](#) (FCSI) Product of the Year award. Finalists will present their products in the FCSI Innovation Showcase and a winning technology will be selected at this year's [FCSI Annual Conference](#) in Atlanta, GA, October 8 to 10.

“This is a great testimony to the design of our system and its application in our industry,” said Denny Romer, CFSP, Sterilox vice president of foodservice and hospitality. “The Sterilox patented technology is already used in more than 1,500 supermarkets in the food-retail sector and is a natural application to address cross-contamination and sanitation in the foodservice and hospitality arenas. It is a simple and extremely cost-effective solution for operators to improve their food safety and bio-contamination prevention programs. Operators can produce on-site as much sanitizer as required for their food safety program, all for less than a cent per gallon.”

### **About Sterilox Food Safety**

[Sterilox Food Safety](#), a division of [PuriCore](#), Inc., manufactures systems that produce a natural food-safe sanitizer using only salt, water, and electricity. These Systems are used to rinse fresh food products and sanitize food contact surfaces to prevent cross contamination of infectious pathogens in more than 1,500 leading retail supermarkets, foodservice, hospitality, and institutional properties. The Sterilox Solution is highly effective at killing harmful pathogens and spoilage organisms such as E.coli, Salmonella, Norovirus, Psuedomonas, yeast, and molds. When used on fresh produce, the Sterilox Solution reduces the risk of infectious pathogens and enhances the product shelf life. As a wide-area disinfectant in housekeeping locations, it kills harmful pathogens on contact to prevent or remediate viral and bacterial outbreaks. For more information visit our website at [www.steriloxfresh.com](http://www.steriloxfresh.com).

### **Contacts**

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### **Upcoming Conferences**

<b>Innovation Showcase</b>	<b>Booth # 7756</b>
<a href="#">FCSI Conference</a>	<a href="#">NAFEM Show</a>
October 8-10, 2007	October 11-13, 2007
Atlanta, Georgia	Atlanta, Georgia