

## Press Release: ARECO teams up with the Australian supermarket leader WOOLWORTHS

**WOOLWORTHS, Australian leader in retail industry, trusts ARECO, the European specialist in humidification of fresh products, to equip its stores with a nebulization system in the fruits and vegetables department.**

With 1 000+ supermarkets in Australia and New Zealand, WOOLWORTHS shares the values of **environmental respect** and **promotion of well-eating** that are the cement of ARECO.

Together, the two companies hope to make a difference in tomorrow's society in order to have **a positive impact on the environment** and **create a better tomorrow**.

### Let's go back in time:

- The story begins in November 2017 with a test of the ARECO's nebulization system on the refrigerated fruits and vegetables wall shelf of the supermarket WOOLWORTHS in Marrickville (Sydney).  
Aim of the test: reduction of green waste as well as the extension of the freshness of the products in the department.



- In April 2018, after the **positive evaluation of the results and performance of ARECO's nebulization** on the fruits and vegetables shelves, the WOOLWORTHS supermarket chain validated a new equipment order for 6 stores in the Brisbane area.

Meanwhile, ARECO is working on the **certification of its nebulization systems to the Australian standards (WaterMark)** for deployment across whole continent.

**ARECO PACIFIC PTY LTD**

Address: 25 Burton Street Glebe – NSW 20137 – Australia

Website: [www.airrefreshingcontrol.com](http://www.airrefreshingcontrol.com)

ACN: 630 359 607



- In August 2018, ARECO gradually found its feet in Australia, two employees were sent on site to provide:
  - **Training of the local technical service provider** Laser Plumbing for the installation and maintenance of the equipment
  - Installation of the second WOOLWORTHS store in Ascot (Brisbane region)
  - Reception of equipment delivered from France and preparation for the installation of the 5 other stores in Brisbane and Melbourne
  - First maintenance of the supermarket in Marrickville
  - **Certification of ARECO's nebulization system to the Australian standard WaterMark**
  - Business meetings with WOOLWORTHS



Following these steps, **WOOLWORTHS** decided to reference **ARECO's nebulization on the fruits and vegetables department in its standard concept of supermarket**, a potential for 40 new stores each year. As a reminder, **WOOLWORTHS** - n°1 in Australia - has more than 3 000 stores, including 1 000 supermarkets.

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- In December 2018, **Benoit Rey** (CEO of ARECO) and **Carlos Briones** (International Sales Director) travelled to Australia/New Zealand to finalize the creation of a new international subsidiary: Areco Pacific (APA).  
**Robert Mura**, first APA collaborator, was hired as Technical Account Manager.

The equipped stores have all been visited in order to validate the customer's satisfaction and the performance of the nebulization systems in the fruits and vegetables departments.



As of today, **ARECO is proud to equip the WOOLWORTHS supermarkets**: this partnership will reduce the food waste and promote the consumption of fresh products internationally.

## Concerning ARECO

ARECO is the **specialist in the development and performance of fresh departments**, with the aim to fight against food waste and for the promotion of healthiness and well-eating.

Focused on innovation, ARECO is the **European leader in the nebulization sector** with more than 3500 customers worldwide.

In 2018, ARECO created Areco Pacific to provide its successful nebulization systems to the Australian and New-Zealand markets.

The company provides **humidification and conservation solutions** for fresh products (produce, meat & poultry, seafood, cheese), wine, industry and disinfection applications.

**Contact:** Carlos Briones (International Sales Director) - +33 7 86 40 48 59 - [c.briones@areco.fr](mailto:c.briones@areco.fr)

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