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Project Flashback: The Birth of ParkFresh - Vadodara-Gujarat

In Vadodara-Gujarat, 2022 marked the inception of an innovative cold storage venture, ParkFresh. Spearheaded by the renowned cold chain brand ParkFresh, this initiative is at the forefront of revolutionizing the storage and distribution of Indian-grown apples.

Spanning across 10 state-of-the-art Controlled Atmosphere (CA) Cold Rooms, this project boasts an impressive capacity of nearly 1700 MT. The installation of the Besseling CA technology was meticulously carried out by Besseling's adept local team, guided by the expertise of a Dutch supervisor. This project is a testament to the team's growing proficiency, underscored by the successful completion of seven CA projects in India over the past two years.

At the helm of ParkFresh is Mr. Dilip Advani and has an eye on the horizon. His ambition extends beyond apples, aiming to encompass a wider array of Indian fruits and vegetables under CA storage. To this end, the project features an innovative 'research room', a dedicated space for experimenting with various local produce to unlock new storage possibilities.

Besseling takes pride in bringing Project ParkFresh to life and cherishes the trust placed in us by Mr. Advani. We are committed to fostering a collaborative partnership that empowers both entities to thrive.



"PARK FRESH"

Team Ribbstyle and Salco India also assisted in making the rooms gastight, in order to achieve CA protocols. We thank Mr. Ravindra (+91 9822.017.558) for their local support on-site.

For those intrigued by Project ParkFresh and eager to explore its potential, we invite you to connect with Mr. Advani:

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