FRESH PRODUCE
DRY MISTING

DRY MISTING FOR FRESH PRODUCE

Fresher Longer — Starting at the Case

Shelf Life Inc. brings true ultrasonic dry misting to the refrigerated produce case. Our systems disperse a microscopic, 2–3 micron water droplet — a fog so fine it feels dry to the touch — that raises humidity and gently lowers case temperature without ever wetting the product. The result: produce that holds its moisture, color, and nutritional value far longer than it would sitting under refrigeration alone.



Dry misting in action on a refrigerated produce case

How It Works

Normal water supply → Filtered / purified through reverse osmosis → Passed over ultrasonic transducers → Dry mist dispersed evenly across the case → Automatic cleaning & sanitization

Key Benefits at the Refrigerated Case

- Gentle, consistent rehydration **extends shelf life 3-5 days**
- Dry Misting technology **helps produce retain its color, crispness, and nutrient value**
- **Reduce Shrink up to 80%** and cutting the labor required to pack down, trim, and re-crisp leafy produce displays
- **No dripping or soggy produce, and no damage to cases or parts from excess water** — eliminates costly reskinning
- **Automatic cleaning & sanitization**, 316 stainless steel construction keeps the system hygienic & built to last
- **Energy-efficient** operation with a smart, programmable controller
- **Reduces overall system maintenance and downtime**, there are no nozzles or spray heads to service or replace

PROVEN RESULTS

Real Store. Real Case Study. Real Numbers.

New Seasons Market, a Pacific Northwest grocer, replaced a traditional **24ft** wet misting system with Dry Misting technology across produce departments at three stores — University Park (Portland, OR), Fishers Landing (Vancouver, WA), and Milwaukie, OR — and tracked shrink, sales, and shopper feedback before and after the switch (observed May–September 2025).

$11,567
Annualized shrink reduction for the 24ft dry-misted case section at University Park — average weekly produce shrink fell from $268 to $45 (an 83% drop)

+3.5% to +10.42%
Year-over-year produce sales growth across the three stores after installation (roughly $145,600 annualized, store-dependent)

83%
Of surveyed shoppers rated produce freshness "above average" at the store

96%
Of shoppers said they were satisfied or very satisfied with overall produce quality

24%
Of shoppers said they will now shop this location more often for fresh produce

100
Shoppers surveyed on-site across a 9-question feedback study on the new dry misting system

Why It Pencils Out

Dry misting ran nearly around the clock — about 22 hours a day, with a nightly sanitizing flush — versus roughly 28 minutes a day of nozzle bursts under the old wet system, using a comparable amount of total water. That constant, gentle hydration is what drove the shrink and sales results above. The modest increase in electrical run cost was more than offset by the ability to raise case temperature setpoints (an estimated $59.70 saved per degree, per year) — before even counting the shrink savings.

New Seasons traces the freshness and shrink-reduction benefits documented in this case study directly to Shelf Life Inc.'s dry misting product line — the same technology now incorporated into every new project we install.

Case Study Takeaways

- Continuous dry misting — roughly 22 hours a day — delivers far more consistent hydration than the short, periodic bursts of a traditional wet misting system.
- An **$11,567** annualized shrink reduction for the 24ft dry-misted case section shows dry misting outperforming traditional wet misting on cost alone, before ever counting the sales lift.
- Produce sales grew at all three participating stores, showing that better presentation and freshness translate directly into purchase behavior.
- Shopper feedback was net positive overall, and in-store signage explaining the technology helped shoppers understand and embrace the change.

SHELF LIFE INC
FRESHER LONGER

BEYOND THE WET RACK

From the Case to the Whole Supply Chain

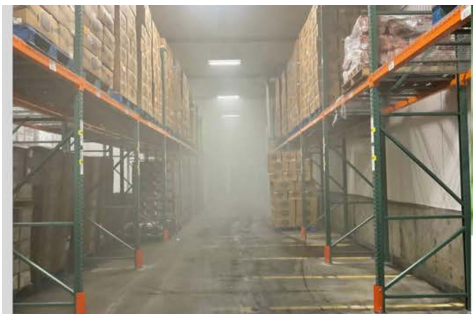
Dry misting isn't limited to the refrigerated wet rack. The same technology extends produce quality and shelf life at ambient displays and throughout cold storage and distribution — everywhere freshness is at risk between harvest and the customer's cart.

Ambient Produce Displays



Move bananas, apples, avocados, and other ambient lines out from under refrigeration without sacrificing freshness. Dry mist locks in moisture and helps suppress the natural ethylene gas that drives ripening — slowing spoilage while cutting the cost and reliance on refrigerated display footprint.

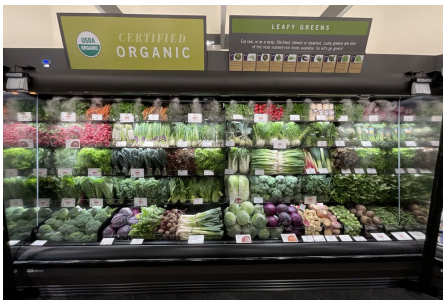
Cold Storage & Supply Chain



Protect product from the moment it arrives at your distribution center or back-of-house cooler. Consistent humidity control reduces water loss and suppresses ethylene during storage and transit, buying valuable extra days before produce ever reaches the sales floor.

The Science Behind the Mist

- Leafy greens can gain up to four additional days of shelf life with proper humidification — the core problem dry misting is built to solve.
- Most produce begins visibly wilting after losing just 3–5% of its water content, which is why gentle, continuous rehydration outperforms periodic wet spraying.
- Unlike traditional wet misting, dry fog creates no standing water on floors or displays — removing the slip-and-fall risk that comes with wet systems while still delivering full-case coverage.



Dry misting over a leafy greens case

FreshCase™ — Ambient Display, Reimagined

For retailers ready to go further, our FreshCase multideck display replaces refrigeration entirely with dry misting and a recirculating air curtain — keeping fruit and vegetables fresher for longer with no refrigerants, less energy to run, and a lower long-term operating cost. Ask your Shelf Life Inc. representative whether FreshCase is a fit for your ambient produce sets.

THE SHELF LIFE INC. SYSTEM

Built for Retail. Backed by Service.



DME3.3L-4T

3.3 L/hr • 4 transducers
210W • 316 stainless steel
Smaller cases & displays



DME6.6L-8T

6.6 L/hr • 8 transducers
400W • 316 stainless steel
Larger cases & back-of-house



RO-500 Filtration

500 GPD tankless RO
5-stage, 1.5:1 pure-to-drain
Feeds every misting system

Both DME humidification systems share the same automatic hourly flush cycle, programmable smart controller, and chemically polished 316 stainless steel construction — sized to the case, the display, or the storage room. Every system draws from a Shelf Life Inc. RO-500 commercial reverse osmosis system for consistently pure, mineral-free mist.

Full-Service Support

- Rep training and customer education
- Product sales and marketing support
- Installation and project management
- Ongoing service, technical support, and annual maintenance / refurbishment programs
- Optional Electrolytic Ozone Generation (EOG) module — sanitizes the humidification system and mist stream inline, for retailers who want an added layer of food-safety protection

Our Heritage

Shelf Life Inc. is built on the dry misting technology pioneered by FreshTech Solutions and the ultrasonic engineering of Dry Mist Engineering — combined under one roof to bring proven, field-tested freshness technology to retail grocery.

See It In Action

Watch our dry misting systems installed and running in real grocery produce departments on our YouTube channel: youtube.com/@shelflifeinc-yt

Let's talk about what dry misting can do for your produce department.

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