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DURAND WAYLAND DELIVERS A NATURAL CHOICE IN PRODUCE LABELING

LAGRANGE, Ga.– When it comes to critical produce labeling, packing houses are now seeing the light, thanks to industry leader Durand Wayland. The company's patented Natural Light Labeling has replaced the need for unreliable and costly adhesive stickers to identify fruits and vegetables.

By removing some of the fruit's skin pigment, which leaves a contrasting colored mark, Natural Light Labeling places a permanent and legible identification on produce. Without degrading product quality or flavor, it emits a controlled light that does not penetrate the surface or "skin" of the produce. Important identifying marks such as Product Look Up Codes (PLU), Country of Origin and Grower Lot Numbers can be easily and securely applied using Natural Light Labeling. Not only is each piece of produce permanently coded, but the specific information can also be stored electronically for any period of time.

Natural Light Labeling also offers packing houses and consumers a green alternative to adhesive labels. It is an all natural process that never comes into contact with the produce and eliminates the issues of waste and consumability that come with sticker labeling. Other advantages include low energy and maintenance costs, no inventory overhead or other costs associated with adhesive labels, and no additional personnel required. Plus, the Natural Light Labeling system is designed to easily integrate into and interface with the customer's current packing house equipment. With so many benefits to both the produce industry and consumers, it's the natural choice for labeling fruits and vegetables.

Natural Light Labeling is just one of many innovative solutions Durand Wayland delivers to packing houses and growers throughout the world. The company is a single-source supplier of a complete line of fruit and vegetable handling equipment, as well as orchard sprayers. No matter what the product, Durand Wayland is committed to providing unsurpassed technology, service and support.

To find out more about Durand Wayland, visit us at booth #4123 during the Produce Marketing Association's Fresh Summit International Convention & Exposition, November 6-8 at the Georgia World Congress Center. You can also visit us online at www.durand-wayland.com or call 800-241-2308.

Since 1934, Durand Wayland has been the industry leader in fruit and vegetable handling equipment. A single-source supplier for packing houses, Durand Wayland designs, produces, delivers, assembles and installs a full line of fruit grading products, as well as orchard sprayers. The company's innovative Natural Light Labeling technology has also revolutionized the produce labeling market by replacing messy, adhesive stickers. Durand Wayland is headquartered in LaGrange, Ga., with an additional facility in Reedley, Ca. For more information, visit us online at www.durand-wayland.com or call 800-241-2308.

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