

Etched Fruit to be Featured on "Today Show"

September 14, 2005

LaGrange, Georgia -- Durand-Wayland, Inc. a LaGrange, Georgia manufacturing firm founded in 1934, announces that its new and patented Natural Light Labeling System technology will be featured on NBC's "Today Show" on Monday, September 19, 2005. During a segment in which viewers will be informed about their choices at the grocery store when they are buying fresh produce, items that have been etched by the Natural Light Labeling System will be featured. By watching, you will learn about what information is currently placed on produce and how that can affect your buying decision.

Currently, fresh produce is marked with a Price Look Up (PLU) which is a four digit number identifying the variety of fruit or vegetable. For instance, bananas have a PLU of 4011, Russet potatoes 4072 and White Potatoes 4083. Organic and genetically modified produce has an additional number added to the front; "9" for organic and "8" for genetically modified, so that an organic banana is 94011 and a genetically modified White potato would be 84083.

The older technology uses adhesive labels printed with PLU's and attached to produce. Removing these inedible labels oftentimes damages the fruit. The adhesive labels also tend to leave a sticky residue when they are peeled off. Finally, they often fall off the produce between the time the produce is packed in boxes and the time it makes it to the cashier, meaning that there are delays and pricing errors at the checkout counter.

Etched fruit, on the other hand, is permanently marked with an edible label. The Natural Light Labeling System uses a concentrated beam of light to remove a small portion of pigment, revealing the contrasting color (usually white) underneath. There are no glues to wash off, and you can be sure that when you are paying a premium price for organic fruits and vegetables that you are not receiving an "imposter" whose label has been switched.

According to a Durand-Wayland, Inc. spokesman, consumers should expect to see etched fruits and vegetables in their local grocers' within the next few months.