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For Immediate Release

NatureSeal®: Certified for use on *in-demand* Organics

WESTPORT, CT (April 03, 2007) – NatureSeal formulations *certified for use on fresh-cut organic produce* are readily available to processors and guaranteed to increase sales. The most rapidly-expanding section in the grocery produce aisle is the fresh-cut segment, and the world organic market is growing at double-digit rates. Add NatureSeal to this mix and you have a veritable explosion of sales growth.

NatureSeal formulations are precise vitamin/mineral blends that inhibit the oxidative browning and dehydration of fresh-cut fruit and vegetables, while maintaining their just-cut taste, texture and freshness for up to 21 days.

Treatments for sixteen different produce items range from apples, the largest fresh-cut produce seller, to melons, pineapple, carrots, potatoes and even green beans. These sulfite-free formulations provide processors with endless opportunities, and the ability to offer value-added fresh-cut organic produce items to supermarkets, restaurants and schools, to name a few.

Recent studies from an EU research program reported higher levels of nutrients in organic produce, specifically apples, kiwi and peaches. It's no wonder organic buying clubs are popping up everywhere. It is reported that there are at least 10,000 organic buying clubs in the U.S. alone. That is powerful testament to the demand for organics.

Get in on the healthy explosion of the organic fresh-cut produce industry and start treating your sliced produce with NatureSeal. It's a profitable way to offer consumers what they are demanding most.

About Mantrose-Haeuser

Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut, is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries.