

# NEW PRODUCT RELEASES



This information will be circulated to the media for the purposes of:

- Magazine editorial - Due ASAP
- [www.sydneyboatshow.com.au/press-rel.html](http://www.sydneyboatshow.com.au/press-rel.html) - Due ASAP
- Media books/USB available to the media at the boat show - Due Friday 9 July 2010

Tell us about new products and services being released at the 2010 Sydney International Boat Show so we can get your message to the visiting media. Your product has a much better chance of good media coverage if you get the information to us AS EARLY AS POSSIBLE.

Your products must be new to the market place. Please do not list products that have been shown/seen at other Australian shows.

Company Name: <i>Freshield Pty Ltd</i>	Brand of Product: <i>Freshield</i>
Company Representative: <i>Jina Ryu</i>	Mobile contact: <i>0423 531 840</i>
Website: <i>www.freshield.com.au</i>	Stand Number / Location:

Model / code of the new product: *"Elite" Freshield Food Vacuum System*

✓ Description of new product :

*Refer to following page.*

✓ Unique Features / other information :

*Refer to following page*

This document is supplied as an editable Word document on <http://www.sydneyboatshow.com.au/exhibitors/forms.html>.

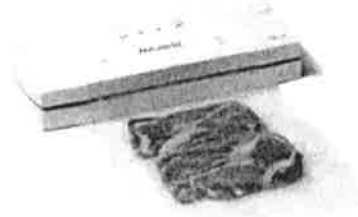
Please download this form, fill in the relevant details and email the completed Word document to Christine Howard, Publications Coordinator [christine@bia.org.au](mailto:christine@bia.org.au)

Attachments can include:

1. Press releases (formatted) - 2. Press releases (text only) - 3. Pictures (high resolution)

Please note: Information received after the due date may not reach the intended recipient. Please advise our office if there is an embargo on any information being provided via this form.

The Sydney International Boat Show  
29 July to 2 August 2010, Darling Harbour, Sydney  
[www.sydneyboatshow.com.au](http://www.sydneyboatshow.com.au)



Freshield Vacuum Sealing system will help you keep your food at least 5 times fresher and longer plus even avoid freezer burning. the freshield process will keep the freshness and flavour not only in vegetable and fruits but also in meat and fish for such a long time.

Freshield can help you keep grains, nuts, coffee beans and more as fresh as the day you bought them.

#### **Why we should Vacuum Seal Food:**

- The Freshield Vacuum Sealing machines enable you to remove air and bacteria from food keeping food fresher longer.
- Vacuum sealing bulk meats into meal portions SAVES DOLLARS.
- Vacuum sealing enables you to store "fresh" food up to six weeks, placed in the main body of your fridge, at normal fridge temperature
- Freeze Red Meat up to 3 years removing freezer Burn.
- Freeze White meat up to 2 years removing freezer burn.
- You can also reseal produce, as well as reseal chips, biscuits & confectionery, in the original bags
- When you Vacuum seal food, it creates more space in your freezer area, as most meats etc, have now been located in the main body of the fridge.
- Caravan, 4x4 enthusiast and campers, can now utilise there smaller caravan and portable fridges better
- It can be stacked more tidily in your fridge, allowing you keep everything fresh and tidy in the pantry.
- Preserve Photos, Certificates & Papers by removing oxygen. No permanent sticking like laminating.
- Keep Car & Caravan parts like Bearings etc protected from Salt, Moisture and bulldust.
- The whole Freshield Vacuum Sealing System is about Keeping Food Fresher Longer and certainly SAVES on wasting & throwing food out.
- Retain the freshness & flavour for up to 5 times longer! And in doing so, reduce the amount of food & money you waste!
- Package your food in handy portions & save preparation time! You'll also save yourself space in the refrigerator!
- Buy in bulk & save time & money! Take advantage of bulk specials without the worry of spoilage, and in turn spend less time at the supermarket!
- Extend the life of your frozen meat, fish & vegetables without the risk of freezer burn.
- Increase the shelf-life of your pantry items! Coffee, rice, flour & nuts last much longer if they are vacuum sealed.
- Marinate in minutes! Food marinated & vacuum packed will be as tasty after 20 minutes as if left overnight!

#### **And why Freshield:**

- Simple & Compact designed – easy stored only 2.2kg weight.
- Easy clean designed – vacuum chamber is attached on lid not main unit so that
- All parts (sealing silicon, round rubber holder, heating line) are attachable or replaceable.
- Freshield draws 185w power so campers & 4Wd and all outdoor use yet no heating or cooling time need. Seal or vacuum sealing takes in few seconds.
- Freshield Vacuum Bags are reused(Boil, Microwave, Fridge & Freezer use) and proven safe quality bags in FDA(Food & Drug Association)
- Bags designed to keep food up to 5 times longer prolonging the life of food.