



RD Fresh Distributing 3813 Hendricks Rd.  
Midlothian, VA 23112

A few weeks back, I concluded our initial testing of your product with it suspended above 6 oz of raspberries inside our clamshell. Our test indicated an average increase in shelf life on bush berries from 10-14 days against the control group.

I presented the concept to one of our largest customers. We discussed the possibility of building a new custom clamshell to hold your product in a vented pocket on the lid of the clamshell that would be sealed over with the customer's label.

I believe you have a great product and I know we can design a custom clamshell around it. Our next challenge will be to present the overall cost of the program to a retailer and get a sponsored retailer/grower test. I know that the overall cost savings produced by the reduction in shrink will far exceed the estimated cost on each 6 oz raspberry clamshell. I also believe that consumers will appreciate the added shelf life and quality thus justifying a potential higher sell price at retail.

Please let me know if I can help with this next step in any way.

Best regards,  
Christian Malcolm  
Market Manager Cool-Pak