

PRESS RELEASE

FOR IMMEDIATE RELEASE

Pulsemaster's groundbreaking innovations in PEF technology set to shine at Anuga FoodTec 2024

Hapert, The Netherlands — [Pulsemaster](https://www.pulsemaster.us) is poised to unveil its latest advancements in pulsed electric field (PEF) technology at the upcoming [Anuga FoodTec 2024](#). The event, a focal point for industry experts, will take place in Cologne, Germany, from March 19 to 22. Pulsemaster's exhibit, located in Hall 10.1 – Stand G020, is expected to draw considerable attention from professionals, especially those in the potato processing sector.

Mark de Boevere, the Managing Director of Pulsemaster, expressed his excitement about the event.

"Our latest Pulsemaster PEF-systems are a must-see. We're not just showcasing existing technology; we're revealing new developments and sharing our vision for the future of the dynamic processing industry," he said.

Revolutionizing Processing of Big Raw-Peeled Potatoes

In 2022, Pulsemaster introduced an innovative PEF-system specifically designed for big, raw-peeled, and skin-on potatoes. This technology has not only received repeat orders but is also in the process of being manufactured for further distribution.

As a leader in providing PEF systems for enhancing the quality of french fries and potato chips, the Dutch-German company continues to innovate, constantly refining its technologies.

"Our PEF-systems signify a giant leap in product output for chip and french fry processors," de Boevere noted.

"At Pulsemaster, we are dedicated to employing this cutting-edge technology - known as electroporation - across a broad spectrum of food industry applications. Our technology aligns with the industry's demand for natural, clean end products."

De Boevere also highlighted the strong demand for Pulsemaster PEF-systems not only in Europe but across North America. He cites the recent delivery of a new system to a North American french fry processor.



Targeting the Booming Healthy Snacks Market

Pulsemaster is tapping into the rapidly growing premium snacks market, focusing on developing PEF systems for dehydrated fruit and vegetable snacks.

"The trend towards snacks produced through dehydration and drying, rather than frying, is gaining momentum," de Boevere remarked. "Our PEF technology facilitates high-speed, low-temperature drying, preserving nutritional value, bioactivity, flavor, color, and texture more effectively than traditional methods."

As Pulsemaster prepares to engage with industry professionals at Anuga FoodTec 2024, the anticipation is palpable. The company's commitment to innovation and its ability to adapt to emerging industry trends position it as a frontrunner in the evolving landscape of food processing technology.

Pulsemaster's exhibit will be located in Hall 10.1 – Stand G020 at the Anuga event.

Source: Pulsemaster

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