

Fresh Inset Expands MaTri® System, Putting 1-MCP Treatment Verification in Growers' Hands



Memphis, Tennessee, September 14, 2026 – For decades, 1-MCP application in apple cold storage has followed a consistent operational model: generate the gas, seal the room, and rely on post-treatment outcomes to confirm success. Fresh Inset Solutions is changing that approach with the MaTri® System, a complete 1-MCP product line built around flexible application, straightforward operation and treatment confidence.

MaTri Sure: See for Yourself That Your 1-MCP Treatment Worked

MaTri SURE™ addresses a critical gap in post-harvest management: the ability to verify 1-MCP treatment effectiveness in real time. Until now, growers treating apple and pear rooms with 1-MCP had no practical, real-time way to confirm that gas reached the required concentration throughout the storage space. A sealed room could be treated correctly — or it could have a leak, an incorrect dose, or a missed area — and growers would not know until they opened the room weeks or months later to find quality loss.

MaTri SURE introduces a simple in-room indicator strip placed in the storage environment during treatment. After the exposure period, the test plate provides a visible color change that confirms whether effective 1-MCP conditions were achieved during application.

Key benefits of MaTri SURE include:

- Immediate, on-site confirmation of treatment exposure,
- No laboratory testing or external sample analysis required,
- Support for quality assurance and documentation programs,
- Increased confidence in treatment consistency across rooms and loads,
- Simple single-step use: hang the strip before sealing, read the result before resuming storage operations

"A color change from pink to yellow is all it takes - confirmation that every room, every treatment, every time delivered the freshness protection your crop deserves. The result is a practical verification tool that helps growers and packers confirm treatment execution. With MaTri SURE™, we are introducing a new level of visibility and confidence to 1-MCP application, transforming a traditionally invisible and complicated process into one that can be verified quickly, clearly, and reliably by everyone." – **Gordon Robertson, General Manager North America at Fresh Inset Solutions**

One MaTri System, Built Around the Way Growers Work

Every storage operation is different. Room sizes and treatment volumes vary. Some growers operate large centralized storage facilities, while others need to treat smaller rooms or fruit moving in shipping containers. That is why MaTri is designed as a system rather than a single application format.

The MaTri System brings together:

- MaTri Powder – the established 1-MCP formulation for use with the MaTri Generator
- MaTri Generator – supporting efficient application in larger-scale cold storage operations
- MaTri Tablets – an additional, easy-to-use application for smaller rooms or containers
- MaTri SURE™ – visual treatment confirmation that adds a new level of confidence to the system
- MaTri DoseRight – an easy-to-use digital tool at ma-tri.com that helps apple growers calculate the right MaTri dose for their specific storage operation and order online.

Together, these components allow growers and packers to select the application approach that fits their operation while maintaining the advantages of one integrated MaTri platform.

MaTri Tablets: Effervescent Precision and Flexibility

MaTri Tablets expand the MaTri System with a convenient unit-dose application option for smaller packinghouses, satellite cold rooms, shipping containers and other sealed treatment environments.

The proprietary effervescent tablets simplify 1-MCP release. Operators place the required number of tablets into a standard bucket or tray containing water. The tablets dissolve and release 1-MCP into the sealed treatment space. Practical option within the MaTri System when the size, location or logistics of a treatment call for a simpler application method.

Key features of MaTri Tablets:

- Proprietary effervescent 1-MCP delivery technology
- Water-activated application using a standard bucket or tray
- Suitable for appropriately sealed cold rooms, shipping containers and treatment enclosures
- Repeatable dosing based on treatment-space volume
- Water-resistant, sealed aluminized packaging designed for storage stability
- Integration with MaTri SURE for treatment confirmation

“Growers don’t all store fruit the same way, so a complete 1-MCP system shouldn’t force every operation into the same application method. MaTri Powder and the MaTri Generator provide a strong solution for larger-scale applications, while MaTri Tablets give growers an additional option when they need something simple and flexible for a smaller room or shipping container. What brings the system together is MaTri SURE, giving growers the ability to apply 1-MCP and get a clear indication of treatment exposure.”

— Keith Culver, VP MaTri Sales, U.S. and Canada, Fresh Inset Solutions

Treat. Verify. Protect.

The strength of MaTri is how the pieces work together.

Fresh Inset is integrating MaTri SURE with MaTri Powder and MaTri Tablets so growers can pair 1-MCP application with on-site treatment confirmation. One MaTri SURE indicator is provided with purchases of MaTri Powder and MaTri Tablets, bringing verification directly into the treatment process.

For larger storage operations, MaTri Powder and the MaTri Generator remain core components of the system. For operations that need another application format, MaTri Tablets add flexibility. Across the system, MaTri SURE provides the differentiating layer of treatment confidence.

That combination gives growers and packers a more complete approach to post-harvest 1-MCP management: the ability to choose how they treat based on their operation and, importantly, gain visible confirmation associated with the treatment.

For packinghouses, storage operators and exporters, the MaTri System can also support stronger treatment records and quality assurance practices as documentation becomes increasingly important throughout domestic retail and export supply chains.

MaTri Tablets and MaTri SURE™ are available now through ma-tri.com.

For more information, visit ma-tri.com

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- For more information visit: ma-tri.com
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About Fresh Inset Solutions

Fresh Inset Solutions Inc. is the U.S. commercial arm of Fresh Inset S.A., a global food-tech innovator founded in 2017 and operating across five continents. Fresh Inset Solutions is led by a team of industry veterans with hands-on experience across U.S. fresh produce markets, bringing both the technical credibility and the commercial relationships needed to deliver real results for growers and packers operating in today's competitive environment.

Fresh Inset Solutions, Inc. develops and delivers advanced post-harvest freshness technologies for growers, packers, and suppliers worldwide. **The MaTri System product line provides 1-MCP solutions formulated for ease of use, consistent performance, and measurable freshness results across a wide range of produce categories and operational set ups. Fresh Inset serves operations across the United States, Latin America, Canada and Europe.**

Fresh Inset's Vidre+ freshness protection technology opens new pathways for 1-MCP application that were previously difficult or inaccessible under conventional post-harvest systems. Designed to integrate seamlessly across modern fresh produce supply chains, from grower operations and packinghouses through to retail packaging, Vidre+ enables a flexible, user-friendly approach to ethylene management across a wide range of crops. Unlike traditional application methods that often require specialized infrastructure or controlled treatment environments, Vidre+ can be incorporated directly into packaging formats such as shipping boxes, clamshells, and flexible or cardboard packaging.