FIVE CROWNS MARKETING

Project Background

Founded in 1985 and based in California's heartland with a legacy spanning 65 years, Five Crowns Marketing is a family-based grower, packer, and shipper of fresh fruits and vegetables under their celebrated Majesty Brand label. In addition to their own farming operations, Five Crowns partners with other growers to pack and ship fresh, quality produce to markets all over the U.S.

At the heart of Five Crowns' packing and shipping operations, Crown Cooling includes a solar-powered, 55,000 square-foot, state-of-the-art cold storage facility located in Brawley, CA. Approximately 5,000,000 units of produce pass through the facility every year.

THE MICROCOOL SOLUTION

Working with a team of in-house engineers, MicroCool provided a customized, comprehensive humidification analysis including recommendations for stabilizing humidity levels across a multi-zone, humidification network. MicroCool's solution utilized a system of proprietary IBEX Pumps built to UL standards and exclusive ROC stainless steel line, nozzles and fittings that are corrosion and weld-free. The reverse osmosis water treatment option provides humidification which is free of dissolved mineral salts—essential for food production facilities.

The first humidification system for Five Crowns was installed by MicroCool's team of professional factory technicians. MicroCool's focus on continuous innovation simplified the installation process allowing Crown Cooling to add a second system entirely on their own.



Humidification control maintained product weight that positively impacted the bottom line.

IBEX pump and ROC nozzle data sheets available upon request.

Customer Concerns

- Moisture Loss
- Loss of Grower Profits
- Reduction in Produce Weight

The Challenge

The cold storage refrigeration process removes moisture from the air. Under these conditions, asparagus, melons and citrus lose water volume and weight. For produce growers and packers, profits are based on weight and product shrinkage results in lost revenue.

The Resulting Benefits

The specified system

- maintained humidity to a range of +/- 3% of the target set-point
- reduced moisture loss
- maintained product weight that positively impacted the bottom line

MICROCOOL

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