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# Press Release

## Orgacure Subscription

Orgacure introduces Flat rate for Shelf-life consumables.

**Rotterdam, Netherlands, June 25, 2024:** Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, announce it offers a subscription model for customer to get as much Orgacure as needed against a fixed monthly fee. “We want to make it easy for our customer not to think about consumption, reordering and cost of Orgacure, while being highly flexible and resilient without compromising on the quality and shelf-life of fresh fruits and vegetables”, says Roger Bierwas, CEO of Orgacure B.V.

The actual fee monthly fee depends on customer revenue, starting from € 1,100 for small SME’s up to € 29,000/ month (Orgacure EX) for larger enterprises. Subscriptions are for 1 year and can be cancelled after 6 months without penalty. In subscription contracts, the consumption of Orgacure is measured, future stock levels are predicted by in-house algorithm and Orgacure consumables are automatically replenished without charging for delivery. The subscribers fixed fee and monthly direct debit are both cash-flow friendly and convenient. “The simplicity of subscription frees scarce staff capacities the industry struggles with”, says Roger.

Orgacure operates a fair-use policy (FUP) to ensure quality, availability and mutual fairness and satisfaction of the subscription service. As standard, all subscription customer receives the Orgacure ‘organic ready’ retail license as a building block for getting products certified by EU-bio, Bio-Suisse, USDA, JAS organization. In addition, all subscriptions come with Orgacure labeling suggestions and a free royalty license of the Orgacure brand as property mark for use on packaging and list of ingredients to share information about the high food safety and shelf-life quality of Orgacure washed products memorable with the consumer.

For customer who just want to continue to buy Orgacure products without becoming a subscriber nothing changes, they still have the option to purchase Orgacure at spot price offer or by product supply agreement. “We expect the number of available subscriptions during the introduction phase are very limited but we’ll do our best to make more subscriptions available over time and the moment demand and volumes kicking in. Please be patient with us until we run on full steam”, asks Roger.

**For Release: immediate**

*more*

**Pictures:**



**Sources:**

<https://en.orgacure.com/>

<https://en.orgacure.com/orgacure-ex/>

<https://en.orgacure.com/orgacure-vl/>

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