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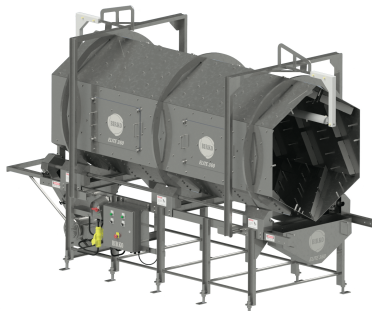
## FOR IMMEDIATE RELEASE

January 15, 2019

### **Birko Launches Groundbreaking Elite 360<sup>®</sup> with Precision Application Technology<sup>™</sup> at IPPE**

*Electrostatic intervention technology solves significant food safety issues for processors*

**HENDERSON, Colo.** – [Birko](#), a leader in providing food safety solutions for the protein, further processing, produce and brew industries, launches its Elite 360<sup>®</sup> Precision Application Technology<sup>™</sup> at the [International Production and Processing Expo \(IPPE\)](#), held Feb. 12-14, 2019, at the Georgia World Congress Center in Atlanta.



*A rendering of Birko's Elite 360<sup>®</sup> electrostatic intervention system*

Throughout the expo, Birko experts will be available to answer questions about the Precision Application Technology<sup>™</sup> of Elite 360<sup>®</sup> in booth B7207, and visitors will have the opportunity to watch a video of the equipment in action.

After years of research and testing, Birko has successfully introduced electrostatics and Protection with Precision<sup>™</sup> to food sanitation. While electrostatic technology is not a new concept, as it's been used to paint cars and other metal objects because of its ability to completely coat its target, it has never been used in this capacity in food processing sanitation intervention.

“Our scientists partnered with Colorado State University’s (CSU) agricultural sciences program and NAMI partners, AB Foods, American Foods Group and Central Valley Meats, who helped fund the research, to harness electrostatics for intervention applications,” said Kelly Green, Birko president and third generation owner. “As discovered through extensive testing, Elite 360<sup>®</sup>’s capabilities are astounding and will truly change the way we all think about food safety. The opportunities with Birko’s Precision Application Technology<sup>™</sup> are endless.”



*Before electrostatic intervention*



*After electrostatic intervention*

Elite 360<sup>®</sup> electrostatically applies an antimicrobial intervention to cover the product, using the least amount of antimicrobial possible, while still being as effective as possible. Transfer efficiency, the ratio of antimicrobial applied to the meat surface compared to the amount sprayed, was found to approach 90-100 percent in Birko’s testing.

The Precision Application Technology<sup>™</sup> of Elite 360<sup>®</sup> not only reduces pathogens, but it reduces the amount of chemicals applied and significantly reduces water use as well as wastewater treatment costs. In contrast to a conventional dip tank antimicrobial application, electrostatic technology can reduce chemical and water usage by as much as 95

percent and has shown up to a 2.0+ log reduction and 360-degree product coverage.

“We’re looking forward to seeing where Elite 360® and Precision Application Technology™ will take Birko and our customers as well as the safety of today’s food chain,” Green said. “Elite 360® is currently on the market for red meat processors and will be available for use in the produce and poultry industries in the second half of 2019.”

In addition to learning more about Elite 360® and the use of electrostatic intervention at Birko’s IPPE booth (B7207), expo attendees can get deeper insight into the development of the technology at a TechTalk given by Birko CEO Mark Swanson, which will take place in **Hall A246 on February 14, 2019, from 12:00 to 12:20 p.m.** Following Swanson’s presentation, Birko experts and representatives will be available to answer questions.

### **About Birko**

Protecting the food chain for more than three generations. **Saving lives. Reducing costs, liability and risk.** At Birko, we take food safety seriously. Nothing is more important to us than making sure the food chain is secure, safe and pathogen free. That’s why we’re committed to turning great science into valuable new products, developing innovative custom equipment that saves time and resources through precision application, and providing excellent customer service. It’s all part of The Birko Advantage - integrated food safety solutions provided by highly trained and experienced professionals. Visit [birkocorp.com](http://birkocorp.com) to learn more about how we can be your partner in food safety.

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### **Photos attached for media use:**

[Birko Elite 360.jpg](#): A rendering of Birko’s Elite 360® electrostatic intervention system, which applies chemistry through revolutionary Precision Application Technology™.

[Birko Electrostatic Intervention.jpg](#): Red meat shown before (left) and after (right) Elite 360® electrostatic intervention, exhibiting 360-degree coverage and 90-100 percent transfer efficiency.

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