



**STAR RIPE™**  
CONTROLLED RIPENING



**MAERSK**

# ALL NEW StarRipe™

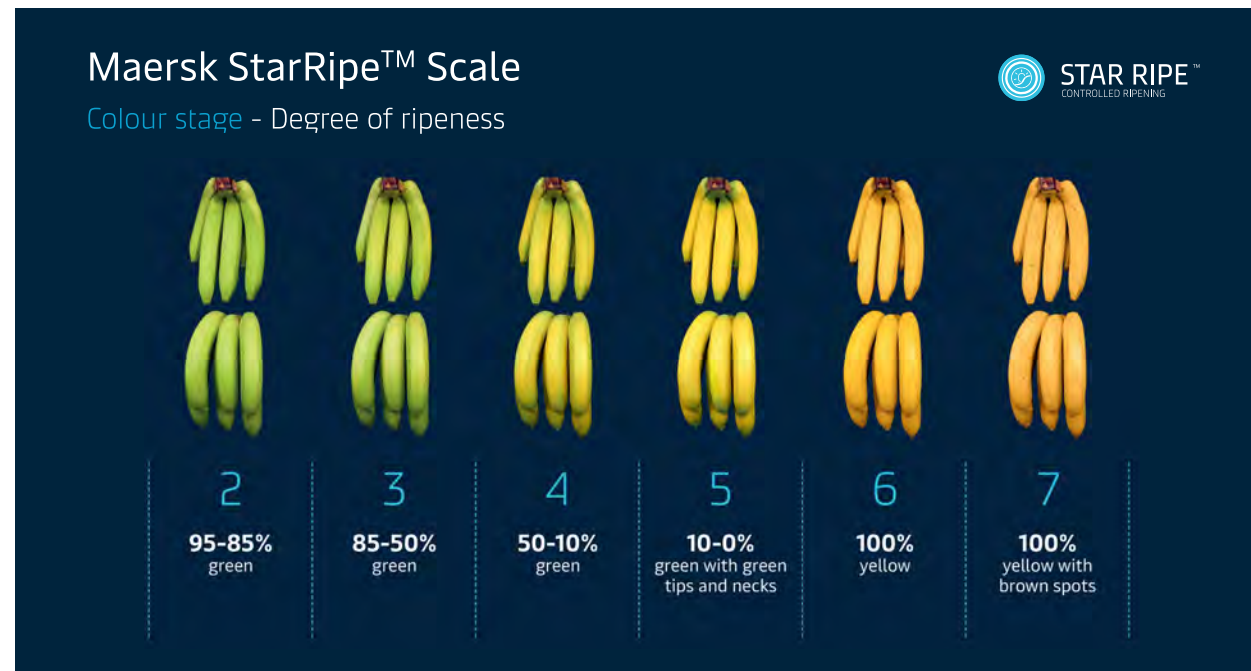
The in-transit  
ripening solution.



# The perfect shade of yellow, on the go

In banana logistics, the common practice involves transporting bananas while they are in a state known as 'green and unripened'. This technique is primarily employed to extend the fruit's shelf life, allowing for prolonged transportation spanning numerous days or even weeks.

Before they reach the end consumer, bananas need to be ripened to a yellow colour stage, mostly to the degree of ripeness 3-4 (ref the Maersk StarRipe™ Scale). Traditionally, this transformation unfolds upon reaching the destination, within stationary chambers tailored for ripening. This conventional approach entails a waiting period of 3 to 5 days, causing delays before the final delivery. Moreover, the deployment of ripening chambers can potentially emerge as a bottleneck within the supply chain during periods of increased demand. The StarRipe™ solution is revolutionising the cold chain as our customers can now effortlessly attain their preferred banana colour and ripeness stage en route.

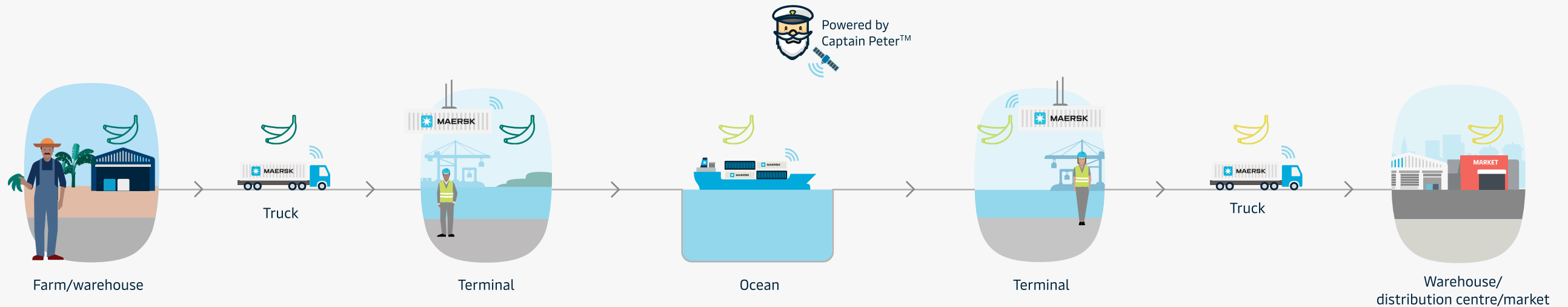


## We speak the language of the fruit

StarRipe™ CR (Controlled Ripening) is an innovative container type in our reefer fleet that enhances the capabilities of our StarCare™ CA (Controlled Atmosphere) containers by incorporating ripening as a functionality. With StarRipe™, we transform the banana cold chain by empowering customers to achieve their desired fruit colour and ripeness directly within the container during transit. This will save time and support the banana trade with additional ripening capacity.

Our RCM (Remote Container Management) system enables real-time monitoring and measurement of cargo behaviour throughout the journey. This dynamic monitoring allows us to proactively address the fruit's requirements throughout the ripening process. Captain Peter™ further ensures customers get end-to-end visibility as their fruit matures comfortably en route to its destination.

# The StarRipe™ banana journey



- Green bananas are loaded in StarRipe™ Controlled Ripening (CR) containers and transported to the terminal.
- Temperature pull-down and Controlled Atmosphere (CA) build-up established.



- Ripening in a StarRipe™ container takes 6–8 days. It can be engaged at any time: whilst container is still on the ocean leg or after arrival (i.e., at the terminal or during an on-carriage) and before opening of the container.
- Our customer can plan supply chain and stock control by choosing the desired degree of ripeness.
- Ripening is activated automatically and remotely based on arrival/opening.
- RCM (Remote Container Management)/Captain Peter™ enables total visibility and control of the ripening process during operation.



- Booked 'Colour Stage' is reached on defined 'Ripening Completion Date Local'.
- Ripening finished either directly after arrival at the terminal or any chosen place (power supply provided) and time.
- Ripened bananas can go to warehouse, distribution centre or directly to the market.
- A combination of ripening in StarRipe™ and finalising the process in a ripening chamber is also possible.
- Customer feedback will be collected by Captain Peter™.

# The StarRipe™ advantage

StarRipe™ is a comprehensive solution that not only extends the overall shelf life of bananas in stores and with end consumers, but also propels our customers towards accomplishing their sustainability objectives.



## FASTER TIME TO MARKET

Ripening during the trip means bananas can arrive faster in the shops



## HIGHER FLEXIBILITY

Choice to ripen to the desired stage of ripeness during the trip, no local space issues



## REDUCED RIPENING COSTS

Expected savings of up to 30%



## LESS INVENTORY CAPITAL

Save costs of furnishing a ripening chamber



## LESS ENERGY CONSUMPTION

No need to power ripening rooms, reefer operates in any case during transit. Additional energy saving from reduced trucking



## LOWERED CO<sub>2</sub> EMISSIONS

At least 50% of energy savings and reduced carbon footprint compared to 4 days of ripening in state-of-the-art stationary chambers



## REDUCED PACKAGING

Polypak instead of Banovac (less costs) & possibility of using reusable crates (e.g., IFCO)



## LESS FOOD WASTE

Reduce quality impact & wasted fruit by reducing time to market & handling points



## LONGER SHELF LIFE

Fruit is gently ripened and younger when arriving at point of sale



## BETTER TASTE

Ripening conditions can promote sweetness of bananas



Start your StarRipe™ journey with us