# Clarifruit rebrands as Clarifresh to enhance quality management in the fresh food sector



Clarifruit has announced a significant rebranding initiative, now operating under the name Clarifresh, alongside the introduction of transformative features aimed at enhancing quality management across fresh food categories. The announcement was made amidst a shift towards a comprehensive approach to quality management, supporting not just the fresh produce sector but extending to all areas involving perishable goods.

Established with a focus on quality control for fresh produce, Clarifresh has harnessed advanced artificial intelligence (AI) and computer vision technologies to automate inspections of fruit and vegetables. The rebranding reflects the company’s ambition to redefine quality management practices on a broader scale, aligning its identity with its vision of being a key player in the entire fresh food industry.

Elad Mardix, CEO and Co-founder of Clarifresh, highlighted the reasoning behind the rebrand, stating, "The name Clarifresh encapsulates our commitment to innovation and our expanded focus on delivering solutions for all fresh categories. This change positions us to drive even greater value for our partners across the entire supply chain, including large wholesalers and grocery retailers, and the industry at large." This statement underscores Clarifresh’s intent to create value not only for individual businesses but for the entire ecosystem of fresh food distribution.

The company’s new platform represents a pivotal shift in how quality control is approached. Historically, businesses in the food industry have relied on disparate, category-specific quality management systems, leading to processes that are often time-consuming, subjective, and inconsistent. The reimagined platform aims to streamline operations, allowing retailers and suppliers to manage quality specifications in a centralized, automated manner. Key features include:

* **Centralized Quality Control**: A single, intelligent platform designed for all fresh food categories, facilitating an integrated approach to quality management.
* **Automated Precision**: Leveraging AI-driven insights to eliminate subjective assessments, thereby ensuring consistency and scalability throughout the supply chain.
* **Real-Time Intelligence**: Providing businesses with actionable insights to reduce waste and enhance operational efficiency, ultimately aiming to improve profitability.

Mardix further emphasised the need for innovation: "The food industry has operated in silos for too long, with fragmented systems struggling to meet modern demands. Clarifresh's expanded platform provides a unified solution that transforms quality control from a bottleneck into a competitive advantage."

In addition to addressing the needs of large businesses, Clarifresh is launching a dedicated solution aimed at small and mid-sized businesses (SMBs). This initiative is designed to empower local growers, distributors, and mid-level retailers by granting them access to the same AI-driven automation and insights typically reserved for larger companies. Whether a family-owned farm or a regional supermarket chain, the new SMB platform seeks to ensure that quality control measures remain accessible, scalable, and impactful across all tiers of the supply chain.

Overall, this strategic rebranding and expansion of capabilities signifies Clarifresh's commitment to leading the fresh food industry. The company aims to support businesses in their quest to provide high-quality products to consumers, thus contributing to a fresher and more efficient future.

As part of this initiative, Clarifresh plans to unveil a new website showcasing its enhanced capabilities. The company will be present at Fruit Logistica 2025, located at Stand C-35 in Hall 3.1 from February 5-7, 2025, providing an opportunity for industry stakeholders to learn more about its offerings. For further information, interested parties can reach out via email or visit the new website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Provides details on how computer vision works in fresh produce quality control, aligning with Clarifresh's technology and goals.
3. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Explains the attributes supported by Clarifruit's computer vision technology, such as size, color, and stem condition, which are part of Clarifresh's quality management features.
4. <https://www.freshplaza.com/north-america/article/9297825/intersection-of-fresh-produce-and-artificial-intelligence/> - Highlights the reduction of human error and subjective assessments through AI-driven insights, a key feature of Clarifresh's platform.
5. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Discusses the importance of real-time intelligence and actionable insights in improving operational efficiency, aligning with Clarifresh's goals.
6. <https://www.freshplaza.com/north-america/article/9297825/intersection-of-fresh-produce-and-artificial-intelligence/> - Mentions the need for innovation in the food industry to move away from fragmented systems, a point emphasized by Clarifresh's CEO.
7. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Explains how the platform can benefit small and mid-sized businesses by providing accessible AI-driven automation, a key initiative of Clarifresh.
8. <https://www.freshplaza.com/north-america/article/9297825/intersection-of-fresh-produce-and-artificial-intelligence/> - Describes the comprehensive approach to quality management, extending beyond just fresh produce to all perishable goods, aligning with Clarifresh's expanded focus.
9. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Details the centralized quality control platform, which is designed to streamline operations and manage quality specifications in an integrated manner.
10. <https://www.freshplaza.com/north-america/article/9297825/intersection-of-fresh-produce-and-artificial-intelligence/> - Highlights the company's commitment to innovation and delivering solutions for all fresh categories, as stated by Clarifresh's CEO.
11. <https://www.clarifruit.com/blog/computer-vision-for-fresh-produce-quality-control-conversation/> - Emphasizes the company's vision of being a key player in the entire fresh food industry, aligning with Clarifresh's strategic rebranding and expansion.
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