

Eco-Friendly and Efficient: Freshness Plus Bags as India's Next Step Toward Sustainable Living

Affordable and Accessible for Every Home



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Freshness Plus Bags as India's Next Step Toward Sustainable Living.



Mumbai, Maharashtra May 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - As India's urban households deal with the problem of preserving fresh produce and wasting food, NICHEM Solutions is excited to introduce a breakthrough solution-Freshness Plus Bags. Created by Indian scientists and now with a patented anti-ripening technology, Freshness Plus Bags will change how Indian families are able to store, preserve, and consume fruits and vegetables without sacrificing sustainability or ease of use.

Sustainable for India today

Freshness Plus Bags are a sustainable solution to an over-pressing problem in India, where millions of tons of fresh produce are wasted every year due to the spoiling of produce. Freshness Plus Bags are an answer to providing effective storage solutions, followed by prolonging the shelf life of fruits and vegetables even outside the refrigerator. This allows families to both save money on their grocery costs and unnecessary trips to the market, in addition to drastically reducing the amount of food wasted, extremely important for sustainable living in India.

The Science of Freshness

Freshness Plus Bags' patented anti-ripening technology works by manipulating the microenvironment inside each bag, while maintaining the conditions to slow down ripening and reduce physical weight loss of stored produce by controlling levels of carbon dioxide and ethylene concentrations. In quantitative

tests, pomegranates stored in Freshness Plus Bags had only 6.82% weight loss after 65 days, compared to an astounding 29.04% in a control arrangement of room temperature shelf storage. Visual evaluations confirmed that the fruit was still firm, glossy, and marketable, proving the technology worked.

Reusable, Recyclable, Sustainable

Unlike disposable plastic bags, [Freshness Plus Bags](#) are made with the environment in mind. Freshness Plus Bags can be reused as they are easy to clean; just wash, dry, and reuse them. They also contain recyclable materials and offer consumers an acceptable alternative to single-use plastics in packaging, enabling sustainable choices without compromising convenience.

Empowering Households, Supporting Sustainability

For working couples or busy families, buying fresh food in bulk is essential. As a result, refrigerator space is limited, and unfortunately, after a few days, the produce spoils, resulting in waste, expense, and environmental harm. Freshness Plus Bags have an easy solution: place the fruit or vegetable outside of the fridge; it stays fresh longer and contributes to better planet health, all in one step.

Proudly Made in India, For India

Freshness Plus Bags are the culmination of a dedicated effort by NICHEM's team of Indian scientists. Just recently received an Indian patent for the underlying anti-ripening technology. The company is proud to be providing Indian solutions to Indian and global problems. NICHEM has produced a consistent, daily, relentless pursuit in its journey, represented in each item that could make a difference in people's lives.

Proven Performance Across Produce

Freshness Plus Bags have been shown to produce terrific results across so many different fruits and vegetables. In fact, in controlled studies, pomegranates maintained quality for 2 months, and other produce, such as mangoes and bananas, exhibited less weight loss and shelf life using similar packaging solutions developed by NICHEM. Their ability to perform well outside the lab in everyday situations is substantial.

Encouraging Solutions for Sustainable Living

With Freshness Plus Bags, NICHEM Solutions encourages Indian households to convert food waste to sustainability with a simple change of storing it in their new reusable, recyclable storage solutions.

"Our vision is to equip every home with innovative solutions that enable sustainability," stated a spokesperson for NICHEM Solutions. "Freshness Plus Bags are not a product but a movement promoting smarter, greener living."

Availability

Freshness Plus Bags will be available for sale on [NICHEM's official website](#) and with select retail partners. You can have bags for home at an affordable price of ₹150—a household saving and commitment to environmental impact.

About NICHEM Solutions

NICHEM Solutions is a leading contributor of technology solutions instead of advanced packaging technology. NICHEM is focused on creating products to increase food security by limiting waste and building sustainable solutions. Our foundation in scientific research leads NICHEM's commitment to creating innovative solutions for food preservation in India and abroad.

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