

# apple exports



Applemax is a division of Freshmax Exports Ltd, part of the Freshmax Group of Companies, one of New Zealand's largest fresh produce marketers and distributors.

To meet food safety and logistical requirements Applemax has set strict quality standards throughout its supply chain. This enables Applemax to meet the stringent requirements of its international retail customers.

Applemax is a cost effective and dedicated supplier of New Zealand apples and pears to a strong worldwide customer base. The company is also a supplier to the domestic market through Freshmax.

## products

To meet customer and supplier needs, Applemax handles over ten varieties of apples and five varieties of pears covering a full range of sizes and colour grades.

Applemax presents this product range in a professional manner with a proven selection of brands and packaging types to suit all storage, shipping and market needs.

Apples and pears are sourced from a wide geographical spread which results in product of varying size, variety and flavour. This allows Applemax to select fruit best suited to customer needs and mitigates seasonal climatic risks.

Applemax has invested in cool-air and controlled atmosphere storage that enables the supply of fruit during those times of the year when apples are less readily available.

## people

Applemax has a team of dedicated, specialised pipfruit professionals with significant knowledge and extensive experience in the fruit business. The combined skills in the growing, packing, storing and the export of apples and pears provides Applemax a genuine competitive advantage.

## location

Management offices are located in Hawkes Bay and Nelson – the two largest pipfruit production regions in New Zealand. Packhouse and coolstore facilities are located in Napier, Hastings, and Motueka to provide effective nationwide coverage.

## address & contact details

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