



FOR IMMEDIATE RELEASE

Skipper Introduces Fridge Hydration, Addressing a Fundamental Gap in Food Preservation

Refrigerators fail to maintain essential moisture, accelerating spoilage and household waste.

MINNETONKA, MN (May 19, 2026) — For decades, refrigerator design has focused on temperature. What it has largely ignored is humidity. A new consumer brand called Skipper is drawing attention to that gap with the introduction of Fridge Hydration, built around a simple premise: cold air is dry air, and that dryness is quietly responsible for much of the fresh produce loss that happens in homes every week.

The premise is straightforward. Refrigerators keep food cold, but they also create a dry environment. That dryness causes fresh produce to lose moisture over time, leading to wilting, nutrient loss, spoilage, and ultimately waste. Despite decades of innovation in refrigeration, humidity inside the average crisper drawer remains inconsistent and largely unaddressed.

Refrigerator manufacturers have long recognized that fresh produce needs more than cold air, hence crisper drawers and humidity vents. But those features manage airflow, not hydration. They slow moisture loss; they do not replenish it. Without active hydration, wilting and decay begin immediately as water evaporates from within. A crisper drawer was never designed to stop that process, only to delay it.

The result is measurable. The average U.S. household discards roughly \$1,600 worth of fresh produce annually, contributing to nearly \$3,000 in total food waste each year, according to the U.S. Environmental Protection Agency. Much of that loss stems not from temperature mismanagement but from an environment that is inherently dehumidifying. As compressors cool the air, they strip it of moisture, leaving the wilted greens, softened carrots, and shriveled herbs that most households discard without much thought.

Skipper addresses this directly. Designed to sit inside the crisper drawer, Skipper releases purified water vapor continuously, maintaining the hydration balance that keeps fresh produce crisp, vibrant, and nutrient-rich—the same way grocers use misters to keep vegetables looking fresh on display. Unlike passive crisper vents that only limit airflow, Skipper actively responds to changing conditions: adding moisture when the drawer is too dry, and absorbing excess when it is too humid. No batteries. No wiring. No apps. Users simply place Skipper in the drawer, and it works automatically for up to three months.

The results go beyond mere longevity. Salad greens stay crisp and lively far longer than they would otherwise. Herbs retain their color, texture, and fragrance. Carrots and celery hold their crunch. What most people don't realize is that moisture loss doesn't just affect texture; it affects

nutrition. Research shows that vitamin C, folate, and antioxidant activity in fresh produce begin to degrade as cells lose water, often before wilting is even visible. In testing, produce stored with Skipper stayed fresh up to three times longer than produce stored under standard refrigerator conditions.

This move comes amid rising attention to household food waste, driven by inflation and environmental concerns, including the significant contribution of landfill methane generated by decomposing food. Skipper positions Fridge Hydration not as an add-on gadget, but as the missing element in a system consumers have long taken for granted.

"We've all been taught that putting food in the refrigerator is how you keep it fresh," said Sean Knutsen, CEO of Boveda Inc, parent company of Skipper. "But the refrigerator was really only designed to do one thing well: manage temperature. The crisper drawer was an acknowledgment that humidity matters, but acknowledging something and actually controlling it are two very different things. When you think about how much food people throw away every week, and how much money that represents, it becomes hard to see this as a minor inconvenience. It's a systemic gap in how we've long thought about food storage. The fix is actually simple, once you've identified what's missing."

Whether measured in dollars saved, meals not wasted, or the accumulated frustration of buying fresh produce and watching it deteriorate, Fridge Hydration addresses a problem that is both practical and deeply familiar. Skipper is available on Amazon and TikTok Shop at \$14.99. For more information, visit **theskipper.com**.

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About Skipper

Skipper is Fridge Hydration. Refrigerators were designed to control cold, not hydration, leaving fresh produce without the environment it needs to stay crisp, vibrant, and fresh. Skipper completes the refrigerator by adding the hydration that cold air removes, helping produce stay fresh up to 3x longer. Learn more at theskipper.com.

About Boveda

Headquartered in Minnetonka, Minnesota, Boveda Inc. is the inventor and global leader of 2-way humidity control technology. Founded in 1997, Boveda developed a patented solution that both adds and removes humidity as needed to maintain a precise relative humidity level, helping protect moisture-sensitive products and preserve their quality over time. For more information, visit BovedaBrands.com or call 952-745-2900.

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