

A SUCCESS STORY



Medac story covers more than half a century of technological conquests in the world of food containers. Since 1960, when Carlo Mendozzi founded the company in Salerno (Italy), Medac has grown exponentially within Italy and beyond its borders, and producing many innovations. In 1977 it was the first company in Italy to introduce the use of coated paper, which was followed by the application of off-set printing in the production cycle. Encouraged by this great dynamism, daughters Francesca and Paola have for years now been supporting their father Carlo in running the company. Medac inter-

nally developed the entire production process, implementing quality management systems for the environment and for corporate social responsibility in compliance with the ISO 9001, ISO 14001 and SA 8000 standards. The company has also achieved CoC-FSC (Chain of custody - Forest Stewardship Council) product certification to ensure that the wood used to produce paper comes from forests managed according to universally approved criteria for safeguarding the environment. This certification also ensures economic protection for workers and local populations in line with the principles of sustainable development.

Long aware of the importance of communication as a marketing strategy lever, Medac pays the outmost attention to the potential of the more advanced information

technology's tools. It recently overhauled its Web site, making it as fresh and colourful as its product line. It is a veritable interactive display window that stresses easy browsing, to enable the visitor to quickly consult the company catalogue and find all information desired.



AUTHENTICALLY NATURAL

Medac has put all of its environmental commitment into its new line E-cup, gelato and drinking paper cups biodegradable and compostable. These new eco-friendly containers are made of cellulose from FSC-certified forests. Paper is coupled with a film made from renewable sources. The biodegradable and compostable cups can be disposed of with organic waste to become fertiliser. The E-Cup line can also be customised at the client's request, thereby enhancing his logo through a product that is seriously eco-friendly.



MEDAC