

FOR US, RESPECT THE ENVIRONMENT COMES EASY

For more than 50 years, Medac has been developing innovative solutions aimed at protecting one of the most valuable assets in the world: Nature.

From the beginning, the Italian company has employed advanced technology in its production lines, in full respect of the ecosystem. Its range of cups and takeaway solutions was immediately recognized for its attention to the environment.

The development of Medac E-Cup ice cream and drinking cups was the natural evolution of this ongoing commitment. And today the range features new graphics designed to convey its ecological nature. The range is represented by a small, delicate ladybug, depicted in a bright red hue and providing the underlying theme for the entire line. There is also the message "100% Biodegradable & Compostable" to guide consumers in the proper disposal of the container. All cups in Medac E-Cup line are made of paper bonded with a patented plant-based film, completely biodegradable and compostable. This means they can be disposed of with other organic waste, with no impact on the environment. The paper used to produce them comes from

forests managed in a responsible manner, in compliance with strict environmental, social and economic standards. For this reason they are certified FSC® (Forest Stewardship Council). The OK Compost certification furthermore certifies the cups' total biodegradability and composability. To all the professional artisans like you, who believe in the importance of a healthy and conscious commitment to the environment, Medac offers an important opportunity:

the chance to customize the E-Cups containers not only with the logo of your own gelato shop, but also with the logos of these certifications attesting to the organic nature of the cups.



CIAO, BERLIN!



The line of Ice & City and Drinks & City cups will be expanding this year to include artwork dedicated to the city of Berlin. Since its launch, the range has been appreciated worldwide for its portrayal of monument-symbols of international cities. Sydney, London, Rome, Milan... are just some of the great capitals that have already crossed the five continents on these exclusive Medac containers. The monuments are portrayed on ice cream and beverage cups in elegant fluorescent tones accompanied by a

bright and colourful fruit that invites customers to try fresh new flavours.

An exciting and tasty journey, always in tune with nature. All products are made of multilayer paper from virgin pulp using a quality management system certified under UNI EN ISO 9001:2008.

