

CREATIVE ECOLOGY



Imagination has no limits, just like Medac creativity. Each line of gelato cups made by the Italian company is appealing for its fresh look and attention to details, adding a touch of originality to artisanal specialities. Classic, trendy, fashionable, customizable... The product range is really assorted and it is an effective and modern communication tool to enterprising retailers.

The graphics of the cup related to nature is surely not a coincidence: Medac has always been focused on environmental issues for an eco-sustainable development. This commitment was recognized in 2006 with the achievement of UNI EN ISO 14001 certification for the implementa-

tion of an Environmental management system. Dedicated to summer holidays, the Ice & Summer line leads you to warm days on the beach. A deckchair under a beach umbrella, a bucket ready to build fantastic sand castles, and far away a boat floating in the waves... These cups are for truly "Beach Lovers," as stated in the advertising campaign that supported their launch: a capturing message crowned as winner in the "Best Copy" category of the Comunicando Award.

Make a tour round the world tasting a good ice-cream thanks to Medac City range. This line is characterized by a pearl grey image of a famous city monument, together with a colourful fruit.

The latest restyling of the Adventure Line is a further confirmation of Medac's attention to the world of communication. The images on the cups allow you to start a sensory journey



to discover unexplored tastes, diving into seabed and traveling through tropical territories, lulled by the waves of the sea relaxing on a boat.

A sweet ladybug peeps from E-cup, the innovative cup completely realized with ecological materials. It is produced in fact with FSC® certified pure cellulose paper, which is coupled with a bioplastic film that makes it 100%

biodegradable, compostable, and recyclable. After the use, the container can be disposed with organic waste, thereby returning to nature. Made in accordance with the EN 13432:2002 standard, E-Cup is “OK Compost” certified by the TÜV Austria certification body. Medac offers as well classic fruit designs, whereas children will fall in love with the cheery images of the clowns that bring pure fun and joy to consumers.

Logos of the shop and messages can be added on each Medac cup, customizing every customer desire thanks to the technical and creative support of the company team.

