



## MORE THAN 50 YEARS OF SUCCESS IN ALL CUPS

In 1960 Carlo Mendozzi founded Medac company in Salerno (Italy). Since the early years, customers appreciated its products which that period consisted in a restricted range of paper cups for gelato and in a sole size for drinking cup. The company grew more and more year after year, establishing itself in Italy and abroad, reaching Mediterranean countries with its products. Business increase made necessary to move to a larger premises, in the city industrial zone. Innovations brought by Medac came one after the other in rapid succession. In 1977 the company was the first to introduce the use of polythene paper in Italy. This innovation was followed by the use of offset printing in the production cycle. Inspired by this dynamic success, daughters Franca and Paola took their place in managing the company alongside their father Carlo. Medac radically reorganized the entire production cycle, implementing management system for quality,

environmental and social responsibility, in accordance to the standard ISO 9001, ISO 14001 and SA8000.

The company strong commitment to transfer its message brought the development of a marketing policy strictly adjusted to market requirements. Besides its participation to international exhibitions, maximum attention has been paid to the potential of the most advanced IT system. Medac website, which received "Comunicando Prime" in 2004, allows customers to access in real time to the innumerable possibilities to have their products personalized. Today Medac range is made up with a large variety of gelato and drinking cups and it is also enriched with products for various and occasional use: chips cups, coffee and hot drinking line, crenellated yogurt cups, tub holders, paper cone sleeves, crêpe holders, popcorn cups, food containers, coffee boxes, hot save wrappers and paper lids.





# NATURAL BALANCE

The new E-cup line for gelato and drinking cups reflects the company firm devotion in respecting the natural balance of environment. The basic material is a cellulose coming from FSC certified forests. The paper is coupled with a film deriving from renewable sources. Biodegradable and compostable cups can be disposed of with organic waste and transformed into fertilizer. E-cup can be personalized upon customers request, who can promote this way their brand through an ecologically correct product.



# MEDAC