

MEDAC E-CUP: THE VIRTUOUS CUP



E-Cup is the innovative biodegradable and compostable cup from Medac. It is produced with highly ecological materials and, once it has been used, it returns to nature. In fact, it can be disposed of together with organic waste, effectively solving the problem of the separation of waste and its elimination. To inform consumers about the correct method of disposal, the cup includes the wording “100% Biodegradable & Compostabile,” which is accompanied by a graphic element with a powerful ecological icon: a small ladybug.

The cup is made with pure cellulose paper that has been FSC® certified (Forest Stewardship Council), which means the paper comes from forests that are managed correctly and responsibly according to strict environmental, social, and economic standards. This material is bonded to Mater-Bi® film, a biodegradable, compostable, and recyclable bioplastic (European standard EN 13432) that is perfectly suitable for contact with any type of food, both hot and cold.

Thanks to this composition, the E-Cup contributes to the reduction of greenhouse gas

emissions and reduces the consumption of non-renewable energy and resources. It is certified OK Compost by Vinçotte, an internationally recognized certification body, as it is a biodegradable and compostable product made according to the EN 13432:2002 standard, including inks and additives.

The cup is available in various formats, from 93 to 550 ml, with two new sizes holding 285 ml and 366 ml. It can be customized with any promotional message, which can be combined with the FSC® and Vinçotte OK Compost logos. The E-Cup line also includes a complete range of cups for hot and cold drinks (which have the same structural characteristics as the gelato cups), along with biodegradable and compostable gelato spoons.

For years Medac has been focused on environmental issues, considering eco-sustainable development to be an essential ethical principle. This commitment was recognized in 2006 with the achievement of UNI EN ISO 14001 certification for the implementation of an Environmental management system.

