



## Tower in Brown: one for all!

To give an original and natural touch to pastry products, Medac has created the new vertical container Tower in Brown. Its brown Kraft-colour recalls the world of the most authentic, artisanal specialties, made of genuine ingredients, worked with high skills. Developed in vertical direction, this is the perfect solution to contain any excellence: freshly baked cream puffs and cream horns, cream - or fruit - tartlets, fragrant croissants, crunchy amaretto biscuits...

Tower in Brown is also very practical: one take-away container for three uses! No more trays, no wrapping papers and no ribbons: Tower in Brown will be just enough. Moreover it does not need a lid: thanks to its special system with flaps, it can be closed with a simple touch.

That's not all: its ergonomic structure allows to hold it with one hand, to enjoy the content by walking. Tower in Brown is available in three sizes, from 500 to 1000 ml and it can be used for any type of culinary preparation, hot (up to 70°C for an hour), cold or frozen.

Previewed at the last Sigepe edition in Rimini, it has become a must-have for bakery products as well. Tower in Brown is the natural evolution of Tower, the vertical container created in various elegant and refined versions. Always available in the "total-white" version, to be customized with any graphic you want.

