

## A STORY BRIGHT AS A DIAMOND



This is an important year for Medac story: its 60<sup>th</sup> birthday.

The diamond, representing this anniversary as the brightest and most shining of the gemstones, is fully in line with Medac creative ideas! Medac's offer is always fresh and attractive, thanks to its creative designs. Since 1960, when Carlo Mendozzi founded the company in Salerno (Italy), Medac has been leading the evolution of the to-go containers industry.

Today, thanks to the contribution of the daughters Francesca and Paola, the company is a focal point at the national and international level. Medac's products are carefully tended to satisfy the different needs of take-away items and food. Together with a complete range of gelato cups and cold-drinking cups, new options for different uses have been added to the catalogue, such as: paper lids, coffee line and hot drinking cups, coffee trays and hot save wrappers, chips cups, finger-food series, Tower and popcorn containers, paper boxes, paper sleeves for cones, food containers...

Among the most innovative ideas, Flower and Tower stand out. Flower is a work of art to be admired, since it blooms like a flower when it is open, whereas Tower is a space-saving container vertically developed. Both of these products are designed to be practical. They both open and close with exclusive flaps, to eliminate the use of the lids.

Another solution that has been carefully designed is the Nude To Go cold drink container, which allows to sip the drink comfortably and without a straw.



Every step of the production process, from the design to its final packaging, is carried-out internally by the company, in accordance with the latest management systems and with the strictest regulations in force. This commitment is validated by various prestigious independent certification organizations that are recognized worldwide.

60 years of history and 60 years of innovation: a great goal and a driving force for Medac to continue its journey toward technological achievements, always at the customer's service.



## WE PROTECT THE ENVIRONMENT WITH STYLE



At first sight, gelato and drinking cups by Medac suggest something unique: studied in all details as small design masterpieces, they also are sustainable and environmentally friendly. The creations themselves reflect the attention to the environment of the company, which holds the certification UNI EN ISO 14001 "Environmental Management Systems" since 2006.

The maximum expression of company's commitment to be "green" is symbolized by the E-cup line, now more complete thanks to the recent introduction of new sizes.

E-cup line is a range of gelato cups, drinking cups, spoons and gelato spoons completely biodegradable, compostable and recyclable. The gelato cups and drinking cups are made with pure cellulose paper certified FSC® and coated with a bioplastic film, whereas the spoons are made with Mater Bi.

After the use, the E-Cup products can be recycled in the compost container as organic waste, going back to nature. To effectively communicate this important aspect to final users, all products report a "100% biodegradable and compostable" phrase accompanied by a small ladybug to reinforce the message. In compliance with the EN Standard 13432 : 2002, the E-Cup line is certified "OK Compost" by the independent agency, TÜV Austria.

The customers wishing to join Medac in this environmental marketing action can customize all containers with their own logo. The minimum required order quantities are today even lower. As all Medac's items, the E-Cup line is made through an energy efficient process aimed at significantly reduce the emission of fossil-derived CO<sub>2</sub>.

