



## The classic side of creativity



For Medac, innovation also includes knowing how to revisit in an exclusive way the most authentic traditions of artisanal pastries.

The Italian company has thus created Tower in Brown, an original vertical container designed to hold small specialties, both sweet and savoury, such as macarons, muffins, marzipan, tartlets, cookies and pastries.

Tower in Brown is a main player in the Food Paper cups line, and it keeps all your creations as fresh and fragrant as if freshly baked. With this container, you can easily transport treats without the risk

of crumbling them, or you can enjoy them on-the-go directly from the container. Its particular "kraft" colour recalls the typical packaging of old-school bakeries, when each preparation was the result of a careful selection of the most genuine ingredients.

And innovation? Just one look is all you need to realize it. Thanks to the flaps on the top, the container opens and closes with a sim-

ple hand gesture, without the need for a lid. This is a design solution that favours a rational and intelligent management of accessories in the store. No more trays, paper and ribbons: all you need is Tower in Brown!

With its exclusive "all in one" structure, this product significantly reduces the amount of waste to be thrown away at the end of its use, thus it is in full harmony with Medac's green strategy, a company that has been certified UNI EN ISO 14001 "Environmental Management Systems" since 2006.

It is available in two sizes (630 ml and 800 ml) and it can contain hot (up to 70°C for one hour), cold or frozen items.

But that's not all. It can be customized with the business logo and any desired image: an exclusive service by Medac's creative team which allows you to transform the container into an effective marketing tool.



### Small delicacies for takeaway

The Food Paper Box line includes a complete range of containers developed to accommodate and protect cakes, crepes, snacks, croissants, waffles... Every treat thus has its own "tailor-made" container, keeping it fresh, fragrant and perfectly intact during transportation.

These containers as well can be transformed into an effective means of advertising: just ask Medac to print an exclusive image which allows for you to differentiate yourself. You can choose from numerous colours, which can be found in the special guides designed by the company.