

# Creativity is served

Imagination, design and a strong vocation for being environmentally friendly is the skilful mix that has distinguished the articulated range of Medac gelato cups for over sixty years. Each phase of the production process, from the design of the containers to the packaging, is carried out entirely in-house, in compliance with the strictest regulations. This commitment is confirmed by prestigious independent certification bodies recognized internationally. The choice of using fully recyclable materials and the use of production methods in tune with the ecosystem make it a business actively engaged in safeguarding natural resources. This is attested by the UNI EN ISO 14001 “Environmental management systems” certification, which has been awarded to the company since 2006. The product catalogue offered throughout the world is one of the richest ones you could imagine. And together with a range of lively cups with classic patterns (such as the underwater world, clowns and fruit), Medac presents multiple “themed” lines characterized by highly innovative design solutions. Let’s discover them together.

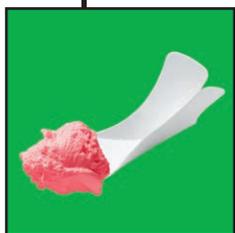


## E as ecology

A small ladybug is the symbolic image chosen as the leitmotif of the E-CUP® line. Completely biodegradable, compostable and recyclable, the cups are available in various sizes (from 78 to 550 ml) and they are made with FSC® certified pure cellulose paper paired with a bioplastic film. To preserve nature and help the consumer to dispose of the product in a sustainable way, Medac has carried out the restyling of the E-CUP® graphics: by scanning the QR code with your smartphone, you can access the website and quickly download information regarding the environmental labeling available in 5 languages. To simplify the management of accessories dedicated to takeaway, Medac’s Uno x Due lids with low environmental impact are available, where each one can be used on two different sized cups. Developed in accordance with EN 13432 : 2002, Medac’s E-CUP® and Uno x Due lines are certified “OK Compost” by the independent agency TÜV Austria.



MEDAC



### Recycling, while having fun

Made entirely of recyclable paper, the Cup&Play cups can be admired for their refined graphics that recall the world of origami. By scanning the QR code printed on the outside of the cup, you can directly access a part of Medac's website where there is detailed information regarding the environmental labelling. In this way, the final consumer is informed about the container's correct disposal in the paper recycling. Furthermore, he can also view instructions on how to recreate the origami pictured on the cup.

### A trip around the world

Vienna, Paris, Amalfi, London, Berlin, New York... the Ice&City line is dedicated to the main tourist destinations in every corner of the globe. On each cup, you can find the image of a symbolic monument of the most famous international cities together with a brightly coloured fruit. The range is constantly being expanded to continuously offer to professional artisans containers with a new look, each designed to make you dream about far-off destinations while you are enjoying a good gelato. Available in 22 options with sizes that range from 66 to 1176 ml, the Ice&City cups are made with multiple layers of pure virgin cellulose paper, and they can be disposed of in the separate collection of paper.



### To enjoy on the go

The innovative scope of Medac's offers is the result of a detailed analysis of market developments, which is more and more attentive to the demand for environmentally friendly solutions. In this context, the Lid2Fly® was born, a lid made of recyclable paper that not only reduces the number of accessories needed to package gelato cups to go, but also revolutionizes the management of accessories in the point of sales. On the inside, there is a perforated lining that, once removed and folded along the lines, is transformed into the Spoon2Fly® gelato spoon, easy to handle and suited for use with every consistency of gelato. The Lid2Fly® lid is designed with Medac's Uno x Due concept; therefore, it can be used on two different sized cups.

### Incomparable personality

Medac cups can also be an efficient marketing tool. The gelato chef has the possibility to request the logo of his business and a desired message on the cup, thus creating a personalized image. It is also possible to take advantage of Medac's technical and creative team to design unique graphics. You can choose from a very wide range of colours, which can be found in the exclusive guides made by Medac.